

Focus on Health Equity and Action:

Using Effective Communication of Healthcare Disparities and Vulnerabilities to Empower Professionals, Veterans and Stakeholders

Diana Burgess, PhD
 Wendy Tenhula, PhD
 Uchenna S. Uchendu, MD



Thursday July 27, 2017 @ 3PM ET





□Introduction

- VA Health Equity Action Plan HEAP
- Background & Sec VA Priorities

DEMPOWER Project

- Overview
- Preliminary Findings
- □ Make the Connection
 - Peer to Peer Veteran Stories
 - Health Equity Connection Culturally Appropriate

Discussion with Q &A



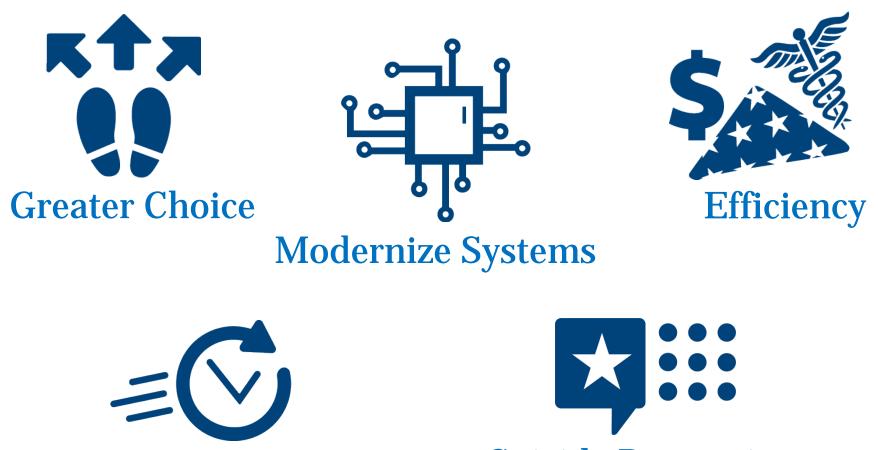


OHE along with key partners developed the HEAP which Aligns with Sec VA Priorities, My VA, the VHA Strategic Plan (see Objective 1E Quality & Equity), and other agency and national strategic goals. The HEAP focal areas are

- Awareness: Crucial strategic partnerships within and outside VA
- □ **Leadership**: Health equity impact assessed for all policies, executive decision memos, handbooks, procedures, directives, action plans and National Leadership Council decisions
- Health System Life Experience: Incorporate social determinants of health in personalized health plan
- □ **Cultural and Linguistic Competency**: Education & training on health equity, cultural competency to include unconscious bias, micro inequities, diversity & inclusion
- Data, Research and Evaluation: Develop common definitions and measures of disparities and inequities; Develop strategies for capturing data on race, ethnicity, language, and socioeconomic status and other variables needed to stratify the results for all quality measures and to address disparities; Incorporate health equity into Strategic Analytics for Improvement and Learning (SAIL)



TOP 5 PRIORITIES – SEC VA Dr. David Shulkin



Improve Timeliness





SEC VA PRIORITIES & HEALTH EQUITY

Greater Choice

Consider any disparate impact on vulnerable Veteran populations.

Improve Timelines

Consider any disparate impact on vulnerable Veteran populations.

Suicide Prevention

• Apply equity lens to 2016 suicide mortality report to inform culturally appropriate and tailored prevention strategies for vulnerable Veteran populations as appropriate. More details on separate slide...

□ Accountability / Efficiency

- Implement Commission on Care Recommendation #5 Eliminate Health Disparities among Veterans: Make Health Equity a Strategic Priority by Implementing the HEAP.
- Data transparency by assessing any disparate impact and making data on vulnerable Veterans publicly available.
- Go beyond collecting and analyzing disparities to actually addressing them in order to diminish or eliminate the gaps

☐ Modernization

- Embed HEAP implementation into foundational services.
- Incorporate social determinants of health in the new EHR with connection to DoD & actionable data for vulnerable groups.
- Consider disparate impact of appeals on the vulnerable.
- Develop partnerships with community organizations to improve health and equity.



HEALTH EQUITY LENS - SUICIDE PREVENTION

- □ Suicide Prevention Apply equity lens to 2016 suicide mortality report and subsequent data to <u>inform culturally appropriate and tailored</u> <u>prevention strategies</u> for vulnerable Veteran populations as appropriate:
- Data by sex/gender, race/ethnicity & military era/period of service
- Cultural competency training including Military Culture
- Holistic approach that incorporates the social determinants of health
- Screening for changes in family & social support that trigger action
- Partnerships with cross section of vulnerable populations & stakeholders
- Culturally sensitive outreach & treatment connection options
- Use of peer support & community health workers
- Warm handoff especially during transitions of care
- Review and *outreach* to Veterans who drop out of VA care
- Consider the impact of the intersection of vulnerabilities





Burgess DJ. (2011). <u>Addressing racial healthcare disparities: how can we shift the focus from</u> <u>patients to providers?</u> *Journal of General Internal Medicine*, 26(8): 828-830.

Focus on Health Equity and Action Cyberseminar - 02/23/2017 <u>Using Veterans' Stories to Promote Health Equity and Reduce Disparities</u> Thomas Houston, MD, MPH; Uchenna S. Uchendu, MD

<u>Office of Health Equity Bulletin – 05/05/2017</u> Use Your Voice During Mental Health Month for Suicide Prevention

<u>VA Office of Health Equity</u>. (2016). *National Veteran Health Equity Report—FY2013*. US Department of Veterans Affairs, Washington, DC. Available online at <u>http://www.va.gov/healthequity/NVHER.asp</u>.

Veterans Health Administration Office of Health Equity. Timeline of U.S. Period of Service Eras. 2016. Available online at <u>https://www.va.gov/HEALTHEQUITY/docs/Period_of_Service_Timeline_OHE10212016.pdf</u>





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Poll Question 1







- Which of the following statement do you believe to be true about health and healthcare disparities?
- **Disparities are rare or non-existent in VA**
- □ There is discomfort & avoidance around issues of inequities in healthcare
- There is economic benefit to addressing healthcare disparities
- **□** Racial disparities are difficult to detect
- □ All clinicians treat everyone the same i.e. equally





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Diana Burgess, PhD



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- This material is based upon work supported by the United States Department of Veterans Affairs, Veterans Health Administration, Office of Research and Development, Health Services Research and Development division.
- Research Team: Diana Burgess, Barbara Bokhour, Carson Clark, Brooke Cunningham, Tam Do, John Dovidio, Amy Gravely, Howard Gordon, Sarah Gollust, Dina Jones, Melissa Partin, Charlene Pope, Somnath Saha, Brent Taylor
- <u>Disclaimer</u>: The contents of this presentation do not represent the views of the Department of Veterans Affairs or the United States Government.
- The research team has no other disclosures.





SURGE OF PROGRAMS TO PREPARE HEALTHCARE PROFESSIONALS (HCPS) TO ADDRESS DISPARITIES



• Little evidence on how to most effectively engage and communicate with HCPs...Especially those likely to be resistant because of pre-existing beliefs



cook ross a



- How do we engage providers in reducing disparities through the use of narratives (stories), especially those providers who are most likely to be resistant?
 - Which messages work best with which providers?
- Sequential mixed-method study
- Qualitative (Phase 1): Semi-structured interviews with 53 VHA providers from 3 facilities
- Quantitative (Phase 2): Experimental survey with 293 VHA providers from 4 facilities





- What are the challenges to engaging providers in efforts to reduce disparities?
- Think about what could be done to address these challenges:
 - In your role
 - At your facility
 - Within VHA system
 - Beyond VHA system





- Individual semi-structured interviews with 39 physicians and 14 nurse practitioners/physician assistants in three VA facilities
 - Completed prior survey about their beliefs about disparities
 - 89% white, 51% female, mean age: 50.9
- Providers were asked to read 2 stories about race and medicine
- Interview questions elicited providers' responses to these narratives
 - Interviews recorded and transcribed
 - Transcripts analyzed using thematic analysis
 - Used a priori codes and also identified codes grounded in the data
 - Conducted constant comparison analysis to refine and consolidate codes





1. Disparities are rare or non-existent in VA

"Well, unfortunately, in some of environments it (race) still plays a very big role. I'm very lucky in our hospital, I don't see it. So I'm pretty lucky that I don't have to deal with that. Our hospital, our patient population is about 80 percent black. A few Hispanics and a few whites, but it really doesn't make a difference, because we just treat them as vets and move on... I think in the private world there's differences like that, at least in the VAs that I've been, and I've been in a couple of them, I don't see it as much because they're looked as veterans first and race later." Veterans Health Administration

Office of Health Equity



2. Disparities are equated with overt discrimination & racism (which is rarely witnessed)

"Very rarely, if ever, have I ever seen any situation where I was sure that somebody was being denied a treatment because of their race. I just didn't ever really observe that, you know where I was convinced in my mind that was what was behind it"

"You know, I think I have been fortunate. I haven't really met anyone or worked with anyone who really has had a problem with race or ethnicity."

• At odds with evidence that racial bias can be unconscious and play out in subtle ways (e.g., less favoritism).





3. Racial disparities are difficult to detect

 "...So. so did race play into it? Was it social economics, was it who knows, who knows?... so much that goes on..."





4. Color–blind ideology

"I'm just a kind of provider who has treated all my patients no matter what color they are. I'll just say I treat them all the same."





5. Focus on patient-level causes of disparities (e.g., cultural differences, mistrust, patient behavior)

"...like African Americans just have this innate just, I know I'm generalizing, but a lot of the culture distrust of um...physicians..."

"But you see it with Hispanics, because they are very histrionic, a lot, very often."

These explanations sometimes reflect ethnic/racial stereotypes and biases





6. Discomfort and avoidance around issues of race

"I wouldn't walk down the hall and say, hey, you know, I've got this patient, blah, blah, blah, blah. I just wouldn't do that. It doesn't come up very much. **And when it does, you know, you're in a situation where nobody wants to look like they're Archie Bunker or something like that and say something stupid.** But people may be thinking it, Lord knows."

• Anxiety about race expressed in various ways





7. Other problems are seen as more important than racial disparities

"If I were going to put my efforts somewhere, you know, I think I would put it more toward the vulnerable groups rather than the ethnic disparities...because if you have, you know, the alcoholic in the dregs, whatever, African-American, the problem is not the color of his skin, the problem is his social situation..."

10934, white

• Focus on healthcare quality overall, rather than issues of equity.





• I haven't personally experienced any change in value of care based on ... what color they are." "I feel that patients of different ethnicity, sometimes, they don't get the extra mile... They come in expressing something that they're experiencing, and if there is any difficulty in the communication, I'm not sure if it gets pursued as much"



SUMMARY: MANY CHALLENGES TO ENGAGING PROVIDERS IN DISPARITY-REDUCTION EFFORTS

I. Certain beliefs may lead to disengagement or opposition to VA disparities-reduction initiatives.

- 1. Disparities are rare or non-existent in VA
- 2. Disparities are equated with overt discrimination & racism
- 3. Racial disparities are difficult to detect
- 4. Color blind ideology
- 5. Focus on "patient-level" causes of disparities (often reflecting biases)
- 6. Discomfort & avoidance around issues of race
- 7. Other problems seen as more important than racial disparities

II. Providers are at different places in their beliefs about disparities – how do we engage them all





IMPLICATIONS

- To engage providers disparities-reducing initiatives, we need to develop creative ways to address these beliefs and experiences
- Need to convey to providers the difficulty of detecting disparities and make disparate treatment and outcomes more visible to providers
- Find ways to "show not tell"
- Increase providers' comfort in talking about issues related to race/ethnicity
- Develop ways to tailor initiatives to providers' preexisting beliefs
- Narratives can be an effective tool to spark conversation





- EMPOWER Toolkit
- Contact me at: diana.burgess@va.gov





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Poll Question 2







 I have viewed the video content on VA's Make the Connection and/or shared it with a Veteran, their family member and/or caregiver.

□Yes □No





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Wendy Tenhula, PhD





Veterans Health Administration Office of Health Equity

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Make the Connection

Overview

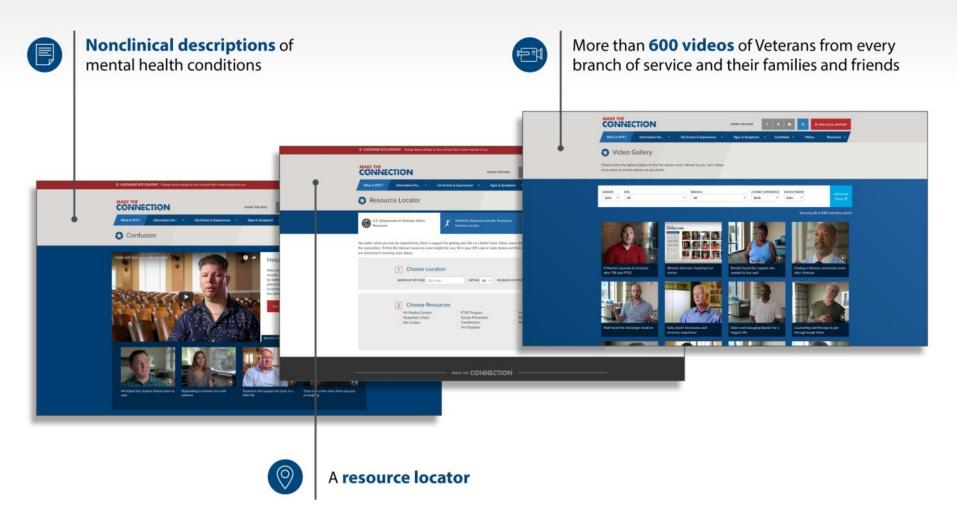




Make the Connection is about Veterans **sharing their stories** of strength and resilience, inspiring others to seek support.



Make the Connection fosters Veterans' positive perceptions of mental health treatment and encourages help-seeking behavior through:





FILTERS ALLOW USERS TO SEE VIDEOS THAT RESONATE WITH THEM

MAKE THE MAKE THE f Image: Constraint of the state of the s	GENDER ERA Both Y All	BRANCH	•	COMBAT EXPERIENCE	X Close
Video Gallery	FAMILY/FRIEND Both				
Choose from the options below to find the stories most relevant to you. Sort videos on as many or as few options as you prefer. GENDER ERA All BRANCH All COMBAT EXPERIENCE Advanced Filters T FAMILY/FRIEND Both	Life Events & Experiences Death of Family or Friends Family and Relationships Financial and Legal Issues Homelessness Jobs and Employment	Signs & Symptoms Alcohol or Drug Problems Anger and Irritability Chronic Pain Confusion Difficulty Concentrating Dizziness	Conditions Adjustment Disorder Anxiety Disorders Bipolar Depression Effects of Military Sexual Trauma Effects of Traumatic	Kind of Story My Story, My G Long Video Tes Short Video Te Public Service Announcemen Compilation	stimonial stimonial
A Marine's journey of recovery after TBI and PTSD Women Veterans' inspiring true stories Brenda found the support she needed to live well Finding a Veteran connection years after vietnam	 Dos and Employment Physical Injury Preparing for Deployment Retirement and Aging Spirituality Student Veterans / Higher Education Transitioning from Service 	Eating Problems Feeling on Edge Feelings of Hopelessness Flashbacks Gambling Guilt Headaches Loss of Interest or Pleasure Nightmares	Brain Injury Problems with Alcohol Problems with Drugs PTSD Schizophrenia Suicide		
Matt faced his challenges head on Sully shares his trauma and recovery experience Sober and managing bipolar for a happier life Counseling and therapy to get through tough times		 Noise or Light Irritation Reckless Behavior Relationship Problems Social Withdrawal / Isolation Stress and Anxiety Trouble Sleeping 			

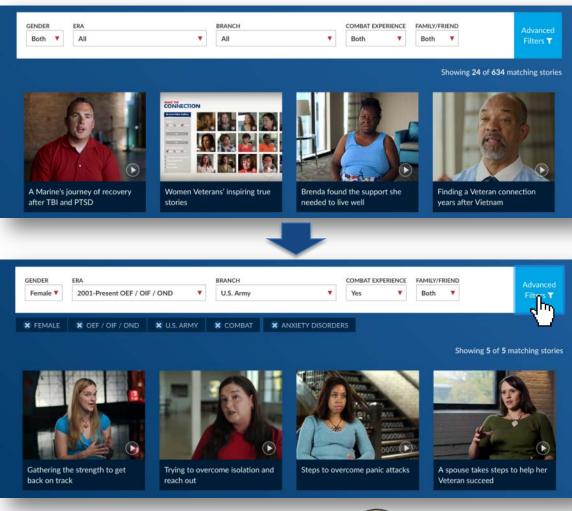


FILTERS ALLOW USERS TO SEE VIDEOS THAT RESONATE WITH THEM

All stories



- Gender
- Era
- Branch
- Combat Experience
- Family/Friend
- Life Events & Experiences
- Signs & Symptoms
- Conditions
- Kind of Story







MANY STORIES FEATURE VETERANS IN OHE-DEFINED VULNERABLE

 Randy found the tools to manage his **bipolar disorder** and live well.

- Tracey overcame **PTSD** and **MST** one day at a time and now enjoys life with her wife.
- Brenda learned to live with her schizophrenia and now thrives.











Veterans Health Administration Office of Health Equity

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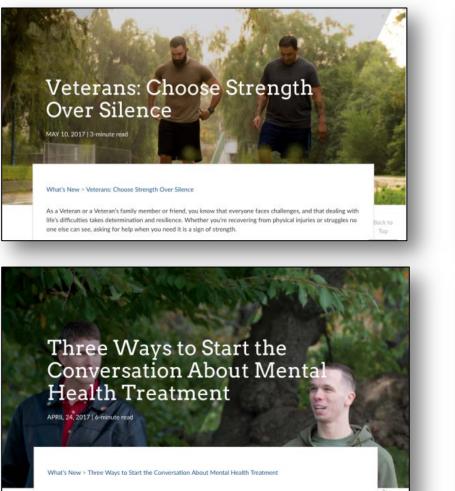


RESOURCE LOCATOR ALLOWS USERS TO FIND SUPPORT NEAR THEM

Resource Locator			
W.S. Department of Veterans Affairs Resources	SAMHSA Behavioral Health Treatment Services Locator	Vational Resource Directo	ry
No matter what you may be experiencing, there is support and make the connection. To find the Veteran resources m programs or topics you are interested in learning more about	nost helpful for you, fill in your ZIP code or sta		
1 Choose Location SEARCH BY ZIP CODE 60639	WITHIN 50 V OR SEARCH BY S	TATE Select State	
 Choose Resource VA Medical Centers Outpatient Clinics Vet Centers 	 PTSD Program Suicide Prevention 	Veterans Benefits Administration Offices All VA Resources	
			Veterans Health A Office of Health Equ



"WHAT'S NEW" ENGAGES USERS BY HIGHLIGHTING TIMELY, INTERESTING STORIES



Bringing up mental health with a Veteran loved one can be challenging -- sometimes, even the thought of it is





Family members and friends play a critical role in a Veteran's life, especially during difficult times. Often, those who are closest to a Veteran may be the first to notice when something is wrong. If your loved one is living with postraumatic stress disorder (PTSD), know that this condition can be treated, and you can help them get back on



Veterans Health Administration

Office of Health Equity



MTC SUPPORTS VA MENTAL HEALTH CLINICIANS' WORK

"Sometimes my interventions are not enough, and it takes matching someone to the right era, symptom, [or] experience. *Make the Connection* does that for me on a daily basis."

Todd Harwood (MTC alumnus)
 Peer Specialist
 Charleston VAMC



Showing a video piece is often a lot more powerful than just providing some sort of didactic or lecture information."

Dr. Jade Wolfman-Charles
 Clinical Psychologist
 Baltimore VAMC







MTC CAN HELP SUPPORT THE VETERANS YOU WORK WITH

- Counter misconceptions
- Validate Veterans' experiences
- Foster difficult conversations
- Close the gap between reluctance and willingness to engage in treatment
- Reinforce key messages after conversations
- Encourage treatment adherence







Outreach to patients and families

- Wallet cards and info in patient intake or discharge materials.
- Videos and content relevant for specialty areas and treatment plans
- Family member education and engagement in recovery

Promotion in VAMCs

- Videos and electronic banners
- Content calendars for Web and Social media
- Sharing "What's New" content

Staff training

- Common challenges and perspectives
- *Make the Connection* educational video

Community engagement

- Materials for mental health summits and community events
- Videos and content for local media





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Poll Question 3







 What are your ideas and/or suggestions for tackling the disparities among Veterans with Chronic Diseases like Mental Health disorders, Diabetes and Obesity?

□ Write your response in the chat box





Uchenna S. Uchendu, MD: <u>Uchenna.Uchendu2@va.gov</u>
 Diana Burgess, PhD: <u>Diana.Burgess@va.gov</u>
 Wendy Tenhula, PhD: <u>Wendy.Tenhula@va.gov</u>

THANK YOU!



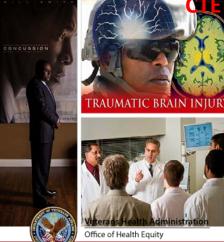
FOCUS ON HEALTH EQUITY AND **ACTION CYBER SEMINAR SERIES**



Veterans' Stories







□ 07/27/2017: Using Effective Communication of Healthcare Disparities & **Vulnerabilities to Empower Professionals, Veterans and Stakeholders** □ FY 17 Season Finale – Join us from 3-4PM ET on Thursday 09/28/2017

D Past Sessions – Archived

- <u>Chronic Health Conditions among Vulnerable Veterans: Current Research and Action</u> **o6/29/2017**
- Military Service History and VA Benefit Utilization for Minority Veterans 04/27/2017
- Incorporating Social Determinants of Health into VHA Patient Care and EHR 3/30/2017
- Using Veterans' Stories to Promote Health Equity and Reduce Disparities 02/23/2017
- State of VHA Care for Vulnerable Veterans 01/26/2017
- Release of the Inaugural VHA National Veteran Health Equity Report 10/27/2016
- National Expert Panel Discussion on TBI & Chronic Traumatic Encephalopathy Morbidity & Mortality among Vulnerable Veterans - 06/30/2016
- Race/Ethnicity Data Collection in the Veterans Health Administration 04/28/2016
- Using Data to Characterize Vulnerable Veteran Populations 03/24/2016
- Treatment of HCV-ALD Among VHA Vulnerable Populations 02/25/2016
- Findings from the VISN 4 Hypertension Racial Disparities Quality Improvement Project -01/21/2016
- Office of Health Equity Hepatitis C Virus-Advanced Liver Disease Disparities Dashboard -11/19/2015

https://www.va.gov/HEALTHEQUITY/FHEA_Cyberseminar.asp 44

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Uchenna S. Uchendu, MD

Uchenna.Uchendu2@va.gov

www.va.gov/healthequity

or 202-632-8470



Veterans Health Administration

🛯 Email Updates

What's new in the VHA Office of Health Equity?

VHA Office of Health Equity sent this bulletin at 12/02/2016 04:45 PM EST



December 2 2016

Snapshot of Fiscal Year 2016 Accomplishments in Veteran Health Equity



The Office of Health Equity is delighted to share some of our accomplishments over the pas fiscal year in championing health equity for Veterans. Here are a few highlights

 Solicited and Supported facilities to participate in the USH VA Priorities Best Practices Consortium by submitting health equity efforts.

- · Responded to the Commission on Care recommendations in support of health equity
- Launched new communication tools, including external website and listsery to raise

• OHE Listserv sign up link: http://www.va.gov/HEALTHEQUITY/Updates.asp



