Culturally Centered-Diabetes Communication (CCDC)

Using Relationship-Centered Communication to Enrich Cultural Competency



Date: January 12th 2023

Aissatou Gueye, MA, MSN, NP-BC
Assistant Professor of Medicine
Boston University School of Medicine

1

Disclosures to Participants

Notice of Requirements for Successful Completion:
Learners must participate in the full activity and complete the evaluation in order to claim continuing education credit/hours.

Presenter Conflicts of Interest/Financial Relationships Disclosures: None
Aissatou Gueye, NP – Speaker
Cristina Fernandes, RN, BSN – Patient Actor

Disclosure of Relevant Financial Relationships and Mechanism to Identify and Mitigate Conflicts of Interest: No conflicts of interest **Non-Endorsement of Products:** Accredited status does not imply endorsement by ADCES or Joint Accreditation of any commercial products displayed in conjunction with this educational activity

Off-label Use: Participants will be notified by speakers to any product used for a purpose other than that for which it was approved by the Food and Drug Administration

2

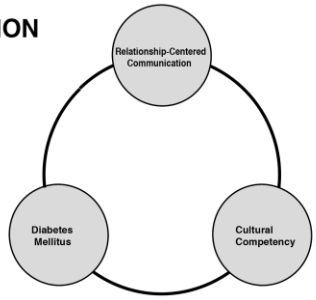


Three Goals for the Presentation

- Demonstrate how using Relationship-Centered Communication (RCC) is central to cross-cultural diabetes encounters
- Use RCC skills to provide a model of culturally-centered diabetes communication
- Facilitate a framework of applying cultural competence skills in actual Diabetes encounters

3

PRESENTATION OVERVIEW



4

What's Important to a Diabetes Clinician?

- Imagine yourself in your clinical setting
- You are preparing for a cross-cultural diabetes encounter
- What are you hoping to accomplish in talking with the patient?

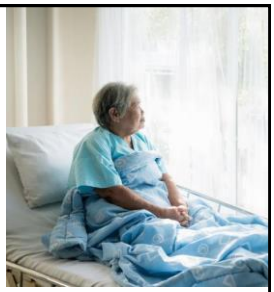


Unmute and Speak or Write on the Chat

5

What's Important to a Cross-Cultural Patient?

- Imagine yourself as the patient w/uncontrolled diabetes
- You are waiting to see your diabetes clinician
- How would you like the clinician to communicate with you?



Unmute and Speak or Write on the Chat

6



Road Map for the Presentation

- Overview of Cultural Competence Skillsets
- Using Relationship-Centered to Explore Diabetes Cultural Perspectives
  - ICE (Ideas, Concerns, Expectations)
  - ART (Ask, Respond, Tell)
- Shared Diabetes Management Decision Making
- Role Play Demonstration

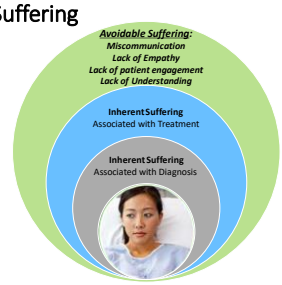
7

Cultural Competence : An Important Skill Set for Diabetes Clinicians



8

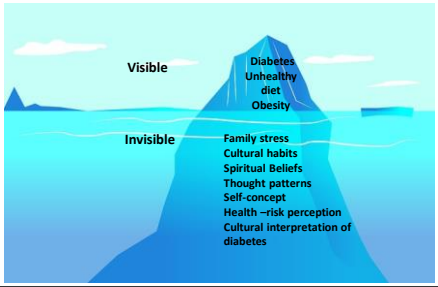
Relief of Suffering



Press Ganey's Compassionate Connected CareModel™[13]

9

Cultural Iceberg



10

Using RCC to Explore Diabetes Cultural Perspectives

Open the Conversation
- Open-ended question/request
- Attentive and Reflective listening

Explore Cultural Perspectives and Name Emotions
- Ask about ideas, concerns and expectations
- Explore and name emotions

Respond with Empathy
- PEARLS: Partnership, Emotion, Apology (Appreciation), Respect, Legitimization, Support

11

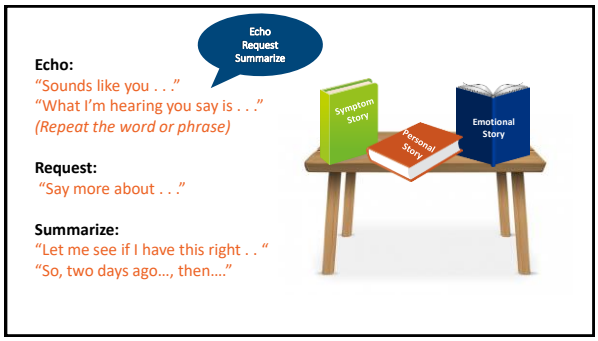
Open the Conversation

Begin with an open-ended request/question:
- "Tell me all about what you know about diabetes."
- "Tell me how your cultural habits & practices have influenced your diabetes management. . ."

Listen attentively and (mostly) silently

Resist the urge to interrupt or ask questions

12



Echo:
"Sounds like you . . ."
"What I'm hearing you say is . . ."
(Repeat the word or phrase)

Request:
"Say more about . . ."

Summarize:
"Let me see if I have this right . . "
"So, two days ago…, then…."

13

Explore Personal/Cultural Story



Ideas
- "Do you have an **idea** of what has caused your sugar level to be so elevated?"

Concerns
- "What **concerns** do you fear Diabetes is going to have on your day-to-day habits?"

Expectations
- "What **expectations** do you have regarding Diabetes treatment & self-management"

14

Recognize and Name the Patient's Emotion

- Patients almost always have emotions accompanying their symptoms/illnesses

- **Recognize expressed emotion**
  - Nonverbal emotional expression
  - Emotional cues
  - Statements of feeling

- **Elicit Emotion**
  - Ask explicitly
  - Hypothesize about the patient's emotion



15

Phrases for Getting Emotion on the Table

- "How is this diagnosis of diabetes for you?"
- "How are you doing with emotionally, living with uncontrolled diabetes?"
- "You seem sad as you tell me this."
- "I think if that happened to me, I might feel upset."



16



Respond with Empathy (Nonverbal)

- Pause
- Touch/posture
- Facial expression
- Eye contact
- Tone of voice
- Space

17

Respond with Empathy (Verbal)

Partnership:
"Let's work on this together."

Emotion:
"You say you're frustrated."

Apology:
"I'm sorry that I upset you."

Appreciation:
"I give you a lot of credit for getting through this as you have."

Respect:
"This has been a difficult time for you."

Legitimization:
"Most people in your position would feel this same way."

Support:
"I'm going to stick with you through this."

18

Shared Diabetes Management Decision Making

- Orient the pt to the discussion of a shared decision making
- Frame the discussion (diagnosis, treatment, prognosis) according to the patient's perspective—ideally already elicited
- Use plain language



19

A Typical Encounter:

"Your A1c is very high, 10.5% which means your diabetes is currently uncontrolled diabetes despite the medications you are taking. This is not safe and may cause you unpleasant complications such as heart and blood vessels disease, chronic leg pain, vision and kidney problems. First and foremost I highly recommend that you make strict lifestyle changes in your diet and physical activities. I will adjust your medications to add insulin or a GLP1 to lower your blood sugar levels. I will talk to you more about the benefits of adding Insulin or GLP1. Do you have any question on what I have said so far?

DOWNLOAD

20

"Chunk and Check"





21

Share Information
ART©

- **A**sk for patient's perspective
- **R**espond with empathy/affirmation
- **T**ell your perspective



22

ART: Example

ASK: "Your blood sugar levels are very high, what do you know about the health complications of high blood sugar levels?

Patient: "Oh my God!. My sister had bad diabetes. It was awful – she was taking injections every day with every meal. But she could not help eating fofu everyday, you know our cultural food! She ended up on dialysis, her leg was amputated two times. Then she died!"

RESPOND: "I am sorry to hear about your sister. It sounds like your sister had a difficult time with her diabetes management. That must have been difficult for you."

TELL: "Your blood sugar is elevated. But I don't think your condition is or will be as serious as hers if we manage on time & effectively."

ASK: "In order to support you with the best treatment for you, tell me more about your cultural habits and practices, what are your concerns and expectations?

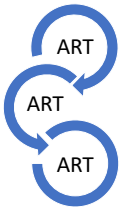
23

ART Loops

Turns monologue into dialogue

Can be used to elicit:
- Patient preferences
- Goals
- Barriers

Ensures clarity and maximizes adherence



24

Teach-back Using ART

Ask the patient to summarize (Teach-back)

"Tell me in your own words what we've decided on?"

or

"When you speak with your family member/friend, what will you tell them we discussed?"

Respond

"Sounds like a good summary."

Tell additional points as needed

25

Recap



26

Teaming up for Cultural Empathy & Understanding



27

Reference

1. Rey-Bellet S, Dubois J, Vannotti M, et al. Agenda Setting During Follow-Up Encounters in a University Primary Care Outpatient Clinic. Health Commun. 2017;32(6):714-720. doi:10.1080/10410236.2016.1168003
2. Dang BN, Westbrook RA, Njue SM, Giordano TP. Building trust and rapport early in the new doctor-patient relationship: a longitudinal qualitative study. BMC Med Educ. 2017;17(1):32. Published 2017 Feb 2. doi:10.1186/s12909-017-0868-5
3. Krzysztof Sobczak, Katarzyna Leoniuk, Agata Janaszczyk & Małgorzata Pietrzykowska (2017) Patients' Expectations as to Doctors' Behaviors During Appointed Visits, Health Communication, 32:4, 517-519, DOI: 10.1080/10410236.2016.1140285
4. Pollak KI, Back AL, Tulsky JA. Disseminating effective clinician communication techniques: Engaging clinicians to want to learn how to engage patients. Patient Educ Couns. 2017;100(10):1951-1954. doi:10.1016/j.pec.2017.05.015
5. Kindratt TB, Dailo FJ, Allicock M, Atem F, Balasubramanian BA. The influence of patient-provider communication on cancer screenings differs among racial and ethnic groups. Prev Med Rep. 2020;18:101086. Published 2020 Apr 2. doi:10.1016/j.pmedr.2020.101086
6. Hong YR, Jo A, Cardel M, Huo J, Mainous AG 3rd. Patient-Provider communication with teach-back, patient-centered diabetes care, and diabetes care education [published online ahead of print, 2020 May 23]. Patient Educ Couns. 2020;S0738-3991(20)30315-3. doi:10.1016/j.pec.2020.05.029
7. Catani RR, Valadares EDS, Lacombe JB, Mendonça TMDS, Silva CHMD, Paro HBMDS. Cross-cultural adaptation of the Four Habits Coding Scheme (4HCS) for teaching and assessing patient-centered communication skills in Brazil. Cad Saude Publica. 2018;34(11):e00013918. Published 2018 Nov 8. doi:10.1590/0102-311X00013918
8. Hong YR, Jo A, Huo J, Cardel MI, Mainous AG 3rd. Pathways of Teach-Back Communication to Health Outcomes Among Individuals With Diabetes: A Pathway Modeling. J Prim Care Community Health. 2022;13:21501319211066658. doi:10.1177/21501319211066658
9. Dang BN, Westbrook RA, Njue SM, Giordano TP. Building trust and rapport early in the new doctor-patient relationship: a longitudinal qualitative study. BMC Med Educ. 2017;17(1):32. Published 2017 Feb 2. doi:10.1186/s12909-017-0868-5
10. Teal CR, Street RL. Critical elements of culturally competent communication in the medical encounter: a review and model. Soc Sci Med. 2009 Feb;68(3):533-43. doi: 10.1016/j.socscimed.2008.10.015. Epub 2008 Nov 18. PMID: 19019520. https://pubmed.ncbi.nlm.nih.gov/19019520/
11. Moudatsou M, Stavropoulou A, Philalithis A, Koukouli S. The Role of Empathy in Health and Social Care Professionals. *Healthcare (Basel)*. 2020;8(1):26. Published 2020 Jan 30. doi:10.3390/healthcare8010026
12. Borkan JM, Culhane-Pera KA, Goldman RE. Towards cultural humility in healthcare for culturally diverse Rhode Island. *Med Health R I*. 2008;91(12):361-364.
13. Miller, D, Building a Story Brand: Clarify your Message so your Customers will Listen. October 10 2017. HarperCollins Leadership

28