



BlueCross BlueShield
of North Carolina

MEDICARE

Blue Cross[®] and Blue Shield[®] of North Carolina (Blue Cross NC) | Healthy Blue + MedicareSM
(HMO-POS D-SNP)

Resources to Support Diverse Patients and Communities

Our goal is to create and source materials to educate providers on the diverse needs of patients while maintaining professionalism and respect. Health equity means everyone has the opportunity to reach their highest level of health, and barriers to doing so must be removed.

How Do We Combat Health Disparities?

Health disparities are differences in health outcomes linked to social, economic, and environmental disadvantages.¹ Achieving health equity requires focus on the elimination of these barriers associated with factors such as race, ethnicity, gender identity, religion, socioeconomic status, disability, and even where you live.² Addressing these disparities fosters healthier communities, enhances quality of life, and supports economic growth by creating a more productive and resilient population. It is essential to provide tailored healthcare access to meet patients' unique needs, and we are committed to supporting our providers in this effort.

How Do Cultural Factors Influence a Person's Approach to Illness and Healthcare?

Culture includes the patterns of behavior, language, beliefs, and values that unite a group. A person's approach to illness is influenced by their experiences, education, social and economic conditions, cultural background, and spiritual beliefs. In a diverse society, patients may view illness differently than healthcare providers. Recognizing these perspectives can enhance health outcomes whereas ignoring them can lead to misunderstandings and non-compliance.

Cultural Competency Resources

You can find cultural competency resources available on our provider website:

- ***Cultural Competency and Patient Engagement:***
 - A training resource to increase cultural and disability competency to help effectively support the health and healthcare needs of your diverse patients.
- ***Caring for Diverse Populations Toolkit:***
 - A comprehensive resource to help providers and office staff increase effective communication by enhancing knowledge of the values, beliefs, and needs of diverse patients.
- ***My Diverse Patients:***

<https://bluecrossnc.com/providers/networks-programs/blue-medicare/healthy-blue-medicare>

Blue Cross and Blue Shield of North Carolina Senior Health, DBA Blue Cross and Blue Shield of North Carolina, is an HMO-POS D-SNP plan with a Medicare contract and a NC State Medicaid Agency Contract (SMAC).

Enrollment in Blue Cross and Blue Shield of North Carolina Senior Health depends upon contract renewal.

[®], SM are marks of the Blue Cross Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. All other marks and names are property of their respective owners. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross Blue Shield Association.

NCBCBS-CR-076855-24-CPN75666 February 2025

Blue Cross and Blue Shield of North Carolina
Healthy Blue + Medicare
Resources to Support Diverse Patients and Communities

- Offers resources, information, and techniques to help provide the individualized care every patient deserves regardless of their diverse backgrounds.
- The site also includes learning experiences on topics related to cultural competency and disparities that offer free continuing medical education (CME) credit.
- Free accessibility from any device (desktop computer, laptop, phone, or tablet) with no account or log in required.
- While there is no single, easy answer to address healthcare disparities, the vision of **My Diverse Patients** is to start reversing these trends one person at a time.

To access these resources, go to the provider website > Resources > Training Academy.

Prevalent Non-English Languages (Based on Population Data)

Like you, we want to effectively serve the needs of diverse patients. We must all be aware of the cultural and linguistic needs of our communities, so we are sharing recent data about the top 15 non-English languages spoken by 5% or 1,000 individuals in the state.³

Prevalent non-English languages in North Carolina by 5% or 1000	
Spanish	French (incl. Cajun)
Portuguese	German
Russian	Nepali, Marathi, or other Indic
Gujarati	Hindi
Telugu	Chinese (incl. Mandarin, Cantonese)
Korean	Vietnamese
Tagalog (incl. Filipino)	Arabic
Yoruba, Twi, Igbo, or other languages of Western Africa	

Language Support Services

We provide language assistance services for our members with limited English proficiency (LEP) or hearing, speech, or visual impairments. The cultural competency resources shared above guide communicating and serving diverse populations effectively. Our provider manual also has details about available resources and how to access them.

If you would like to request an interpreter, including sign language, on behalf of your patient, please call Provider Services. Free interpreter services are available to members by calling the Member Services number on the back of their member ID card (TTY/TTD **711**) or through the 24/7 NurseLine.

Leverage the knowledge, skills, values, strategies, and techniques available to foster a trusted partnership with your patients. Access these resources today to enhance your shared journey in healthcare.

Sources

- 1 Office of Disease Prevention and Health Promotion. (2022, Feb 6). Health Equity in Healthy People 2030. Retrieved from <https://odphp.health.gov/news/202204/check-out-healthy-people-2030s-resources-advance-health-equity>
- 2 Elevance Health. (2022, Feb 7). What Are Health Disparities? Retrieved from <https://elevancehealth.com/our-approach-to-health/health-equity/what-are-health-disparities>
- 3 American Community Survey, 2024 American Community Survey 1-Year Estimates, Table B16001, generated July 2024.