

Direct patient communication

Dr. Julia E. Iyasere, MD, MBA

Executive Director

Dalio Center for Health Justice at NewYork-Presbyterian

We Ask Because We Care is a component of HANYS' *Advancing Healthcare Excellence and Inclusion* learning collaborative, launched with generous support from the [Mother Cabrini Health Foundation](#). The goal is to improve the accuracy and completion of patient demographic data while cultivating community understanding of how hospitals use this data to inform patient care and improve health outcomes.

Agenda

- **Introductions**
 - HANYS' AHEI team
 - AHEI faculty
- **Our partners**
- **Session 4: Direct patient communication**
- **Upcoming virtual sessions**
- **July 27 session added**

HANYS' AHEI team



**Kathleen Rauch, RN, MSHQS,
BSN, CPHQ**

Vice President, Quality Advocacy,
Research and Innovation and Post-
acute and Continuing Care



Christina Miller-Foster, MPA

Senior Director, Quality Advocacy,
Research and Innovation



Morgan Black, MPA

Director, Advancing Healthcare
Excellence and Inclusion



Maria Baum

Project Manager,
Mohawk Valley



Rachael Brust

Project Manager,
North Country



Kira Cramer

Project Manager,
Downstate

AHEI faculty



Julia E. Iyasere, MD, MBA

Executive Director, Dalio Center
for Health Justice at NewYork-
Presbyterian

[Bio](#)



Theresa Green, PhD, MBA

Director of Community Health
Policy and Education, URMC
Center for Community Health

[Bio](#)

Our funder and partner



OUR FUNDER

Funding from the [Mother Cabrini Health Foundation](#) allows HANY to expand its capacity to provide education, direct support, tools and data to our members in a strategic way. With this learning collaborative, we strive to effect lasting change in health equity at the local level by engaging providers and community stakeholders to address health disparities.



OUR PARTNER

Through a partnership with Socially Determined, provider of Social Risk Intelligence™ solutions, [DataGen](#) will develop custom analytics for participants to help them understand how and where communities are affected by social risk so they can develop tailored intervention strategies.

Session overview

By the end of this session, participants will be able to:

- explain the importance of patient-facing education materials for building trust;
- identify multiple means of communicating with patients (print materials, web, social); and
- adapt existing resources to meet the needs of their hospital.

We Ask Because We Care: Race and Ethnicity Data Collection

A Case Study at NewYork-Presbyterian

Julia Iyasere, MD

STAY
AMAZING

NewYork-
Presbyterian

Session 4: Direct patient communication



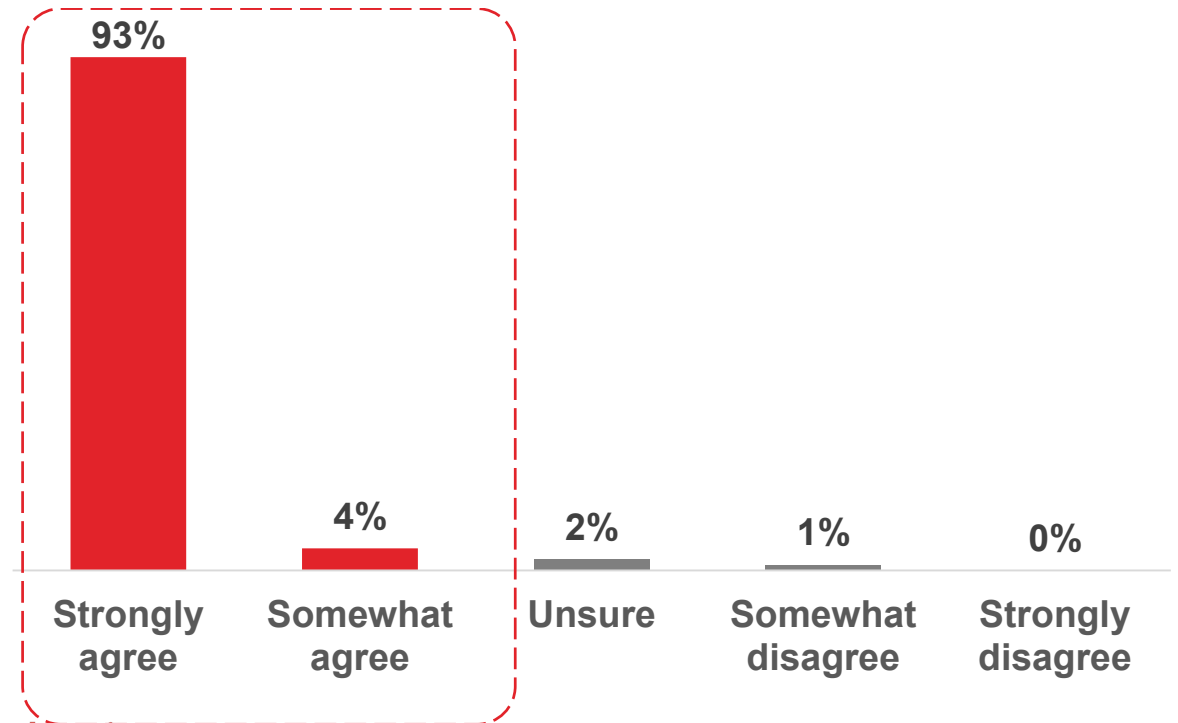
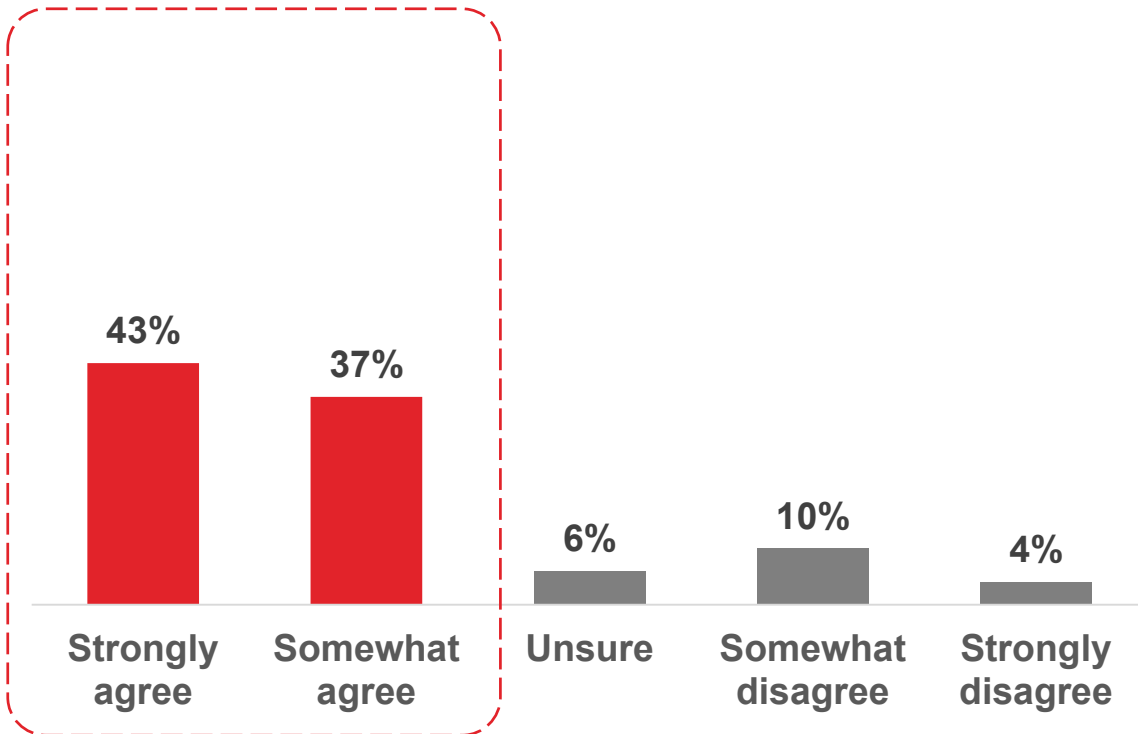
“For us to truly understand health inequities, we have to be able to identify and measure them. That’s why collecting race and ethnicity data is so important, so we can understand gaps and take action that will reduce disparities and improve care.”

How Do Patients Feel?

It is important for hospitals and clinics to...

...collect information from patients about their race or ethnic background

...conduct studies to make sure that all patients get the same high-quality care regardless of their race or ethnic background



Reassure patients that:

- ✓ The data will serve a positive and **valuable purpose**
- ✓ Their **care will not be affected** by their answer
- ✓ They are **not required** to provide the information
- ✓ Their **privacy and patient rights** are being respected
- ✓ Data collection **does not take too much time** and won't cause them to be late for an appointment

Patient Letter

- Emailed to patients with a direct link to update demographics

 **NewYork-Presbyterian**
Dalyo Center for Health Justice

We Ask Because We Care!

NewYork-Presbyterian, Columbia, and Weill Cornell Medicine celebrate the diverse people and communities we serve. We pledge to give **every** patient the best care possible regardless of race, ethnicity, gender identity, sexual orientation, cultural background, or language.

We will strive to make sure all patients have **equal access** to the highest quality of care. To support this mission, we will ask you questions about your background and preferred language. You can update your information today at www.myconnectnyc.org.

Your information is confidential. Sharing it is your choice. But **we ask because we care** about you and the health and wellbeing of all our patients.

At NewYork-Presbyterian, Columbia, and Weill Cornell Medicine, we put patients first.



External Website

Overview

A Letter from Ray and Barbara Dalio

Focus Areas & Key Initiatives

We Ask Because We Care Campaign

Social Determinants of Health

Education & Leadership

External Advisory Board

Meet the Team

We Ask Because We Care

NewYork-Presbyterian, Columbia, and Weill Cornell Medicine celebrate the diverse people and communities we serve. We pledge to give **every** patient the best care possible regardless of race, ethnicity, gender identity, sexual orientation, cultural background, or language.

We will strive to make sure all patients have **equal access** to the highest quality of care. To support this mission, we will ask you questions about your background and preferred language. You can update your information today at www.myconnectnyc.org.

Your information is confidential. Sharing it is your choice. But **we ask because we care** about you and the health and wellbeing of all our patients.



External Website

Responses to Frequently Asked Questions

+ Why do we ask about race, ethnicity, and language?

+ Who will see the information? How will it be shared?

+ Who are you collecting this information from?

+ Is it mandatory for patients to provide race and ethnicity?

Poster/Tent Cards

- In entryways, waiting rooms, lobbies

We ask because we care.

By asking about your race, ethnicity and language, we are better able to deliver health care equally to all patients.

What is your race?

What is your ethnicity?

What is your preferred language?

Respecting every difference, treating each equally.

NewYork-Presbyterian
Dalio Center for Health Justice

Well Cornell Medicine | NewYork-Presbyterian | COLUMBIA

“By educating staff about disparities, we were able to reframe race and ethnicity collection, moving away from concerns about stereotyping and toward understanding the equity goals.”

*“By educating staff **and patients** about disparities, we were able to reframe race and ethnicity collection, moving away from concerns about stereotyping and toward understanding the equity goals.”*

A woman with long, dark braids is wearing a dark blue suit jacket over a light blue collared shirt. She is standing in front of a chain-link fence with green foliage in the background. The text "Questions?" is overlaid in white on the image.

Questions?

Thank you!

Next virtual session

Wednesday, July 13 | Noon — 12:30 p.m.

Measurement and monitoring

With any quality improvement effort, it is important to be able to measure and monitor progress. This session will address strategies to standardize data across the health system, develop meaningful reports and visualize the data for internal and external stakeholders. The session will also provide direction for stratifying patient outcomes (mortality, readmissions and HCAHPS) with patient demographic data.

Join our upcoming sessions on Wednesdays:

- July 20, noon – 12:30 p.m.

Office hours

- July 27, noon – 1 p.m.

How 3 hospitals used patient demographic data to address disparities. [Register](#)



ADVANCING HEALTHCARE
EXCELLENCE AND INCLUSION

Questions?

Dr. Julia E. Iyasere, MD, MBA

Executive Director, Dalio Center
for Health Justice at NewYork-
Presbyterian

jiyasere@nyp.org

Morgan Black, MPA

Director, Advancing Healthcare
Excellence and Inclusion
HANYS

mblack@hanys.org

AHEI Team

ahei@hanys.org