



VIRTUAL CHAPTER POLICY FORUM

Chicago & Indianapolis NHMA Chapters

COVID-19 & Diversity in Health Care

September 16, 2020

7:00 PM – 8:15 PM EDT

www.NHMAmd.org



@NHMAmd



@NHMAmd.org

Welcome

Elena Rios, MD, MSPH, FACP

President & CEO

National Hispanic Medical Association

Washington, DC

- Encourage your patients to enroll and inform others about the clinical trials for COVID-19 Vaccines
 - www.CoronaVirusPreventionNetwork.org
 - www.COVIDVACCINESTUDY1.com
- Instructions to receive CME will be included in thank you email. Webinar recording & CME will be available for 1 year at www.NHMAMD.org/webinars
- Pfizer, Inc.

Overview

Pilar Guerrero, MD

Chair, NHMA Chicago Chapter

Javier Sevilla-Martir, MD

Chair, NHMA Indianapolis Chapter

Housekeeping

- Presentations to be followed by 10-15 minute discussion
- Microphones will be muted
- Type questions in chat box
- Recording available next week at www.NHMAmd.org

Learner Notification

National Hispanic Medical Association
Chicago/Indianapolis – COVID-19 and Access to Insurance
Date of CE Release: September 16, 2020
Date of CE Expiration: September 16, 2021
Location: Online



Acknowledgement of Financial Commercial Support

No financial commercial support was received for this educational activity.

Support

No in-kind commercial support was received for this educational activity.

Satisfactory Completion

Learners must listen to each self-directed audio recording while following along with the visual slides/read the articles, complete an evaluation form to receive a certificate of completion. You must participate in the entire activity as partial credit is not available. If you are seeking continuing education credit for a specialty not listed below, it is your responsibility to contact your licensing/certification board to determine course eligibility for your licensing/certification requirement.



In support of improving patient care, this activity has been planned and implemented by Amedco LLC and National Hispanic Medical Association. Amedco LLC is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

Physicians

Amedco LLC designates this enduring material for a maximum of 1.00 *AMA PRA Category 1 Credits*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Objectives - After Attending This Program You Should Be Able To

- To increase knowledge about Covid- 19 presentation symptoms and treatment in an acute emergency situation.
- To increase knowledge about the need to increase diversity in the healthcare workforce, especially for Latinos and the insurance industry.

Disclosure of Conflict of Interest

The following table of disclosure information is provided to learners and contains the relevant financial relationships that each individual in a position to control the content disclosed to Amedco. All of these relationships were treated as a conflict of interest, and have been resolved. (C7 SCS 6.1--6.2, 6.5)

All individuals in a position to control the content of CE are listed below.

First	Last	Commercial Interest
Maria	Gomez	NA
Pilar	Guerrero	NA
Ben	Melano	NA
Elena	Rios, MD, MSPH, FACP	NA
Derek	Robinson	NA
Pamela	Vergara-Rodriguez	NA

Stopping COVID-19 in the Latinx Chicagoland Community Medical Provers Cannot Do This Alone

Dr. Pamela Vergara-Rodriguez

Internal Medicine/ Psychiatry and Addiction Medicine

IL Unidos

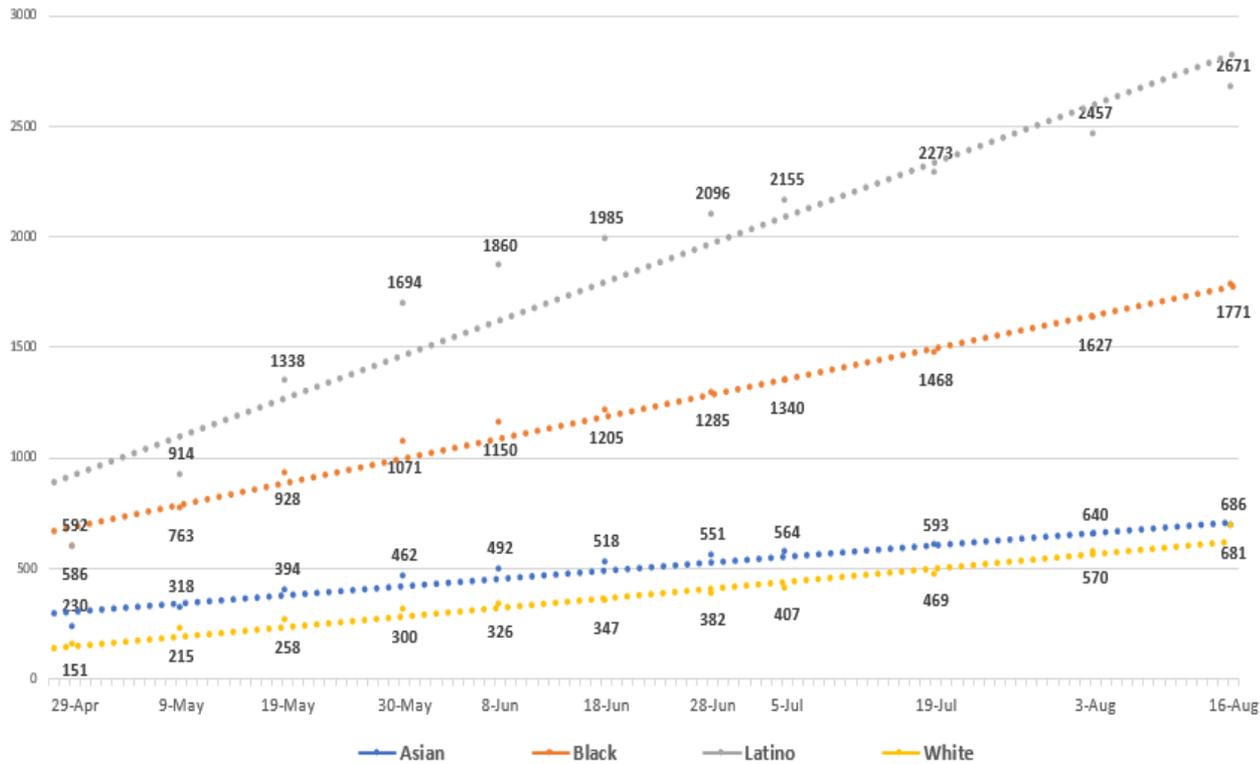
Cook County Hospital

<http://illinoisunidos.com/>



COVID 19 CASES PER 100,000 PERSONS BY RACE AND ETHNICITY - ILLINOIS

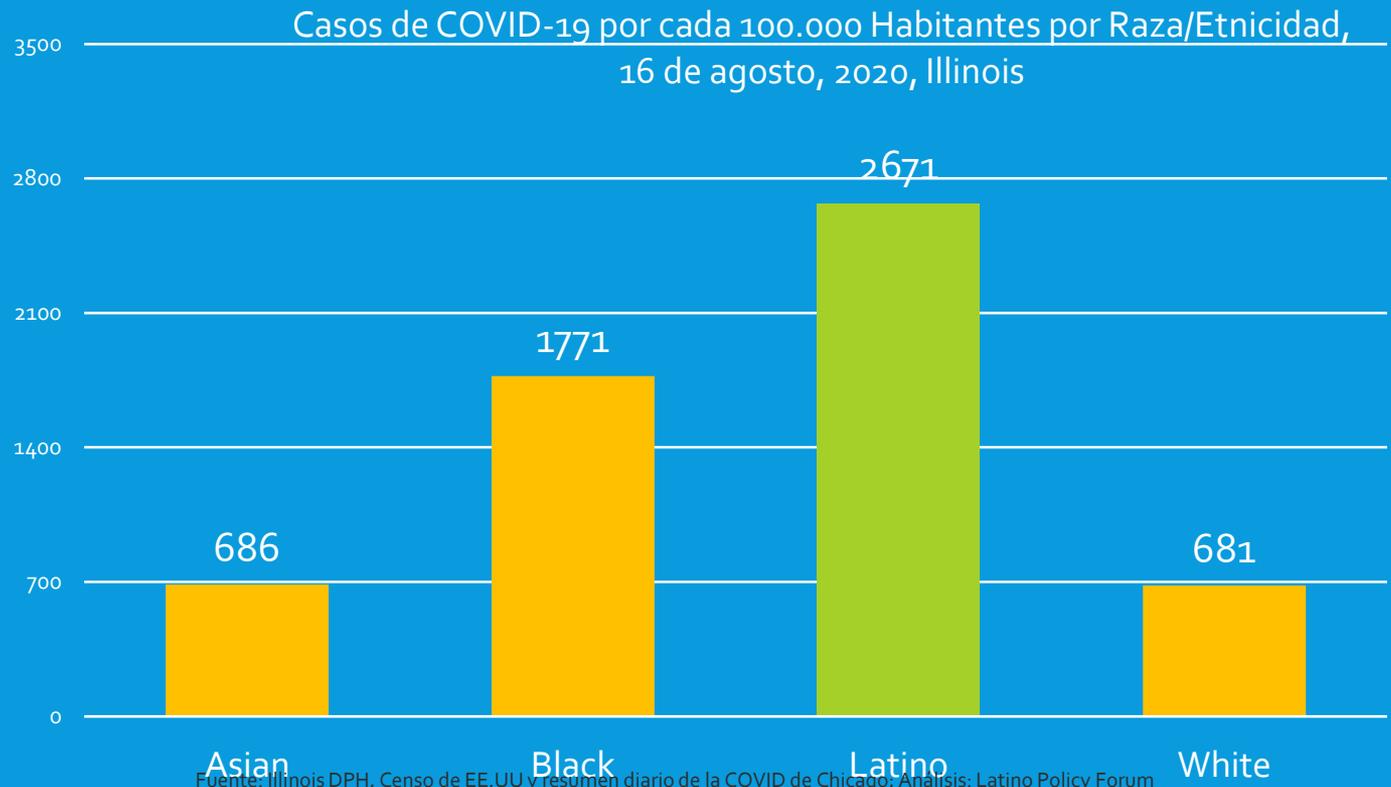
APRIL 19 TO AUGUST 16, 2020 -LATINO POLICY FORUM



Data Source: Illinois DPH & US Census & City of Chicago Daily COVID summary; Data Analysis: The Latino Policy Forum

COVID 19 CASES PER 100,000 PERSONS BY RACE AND ETHNICITY - ILLINOIS

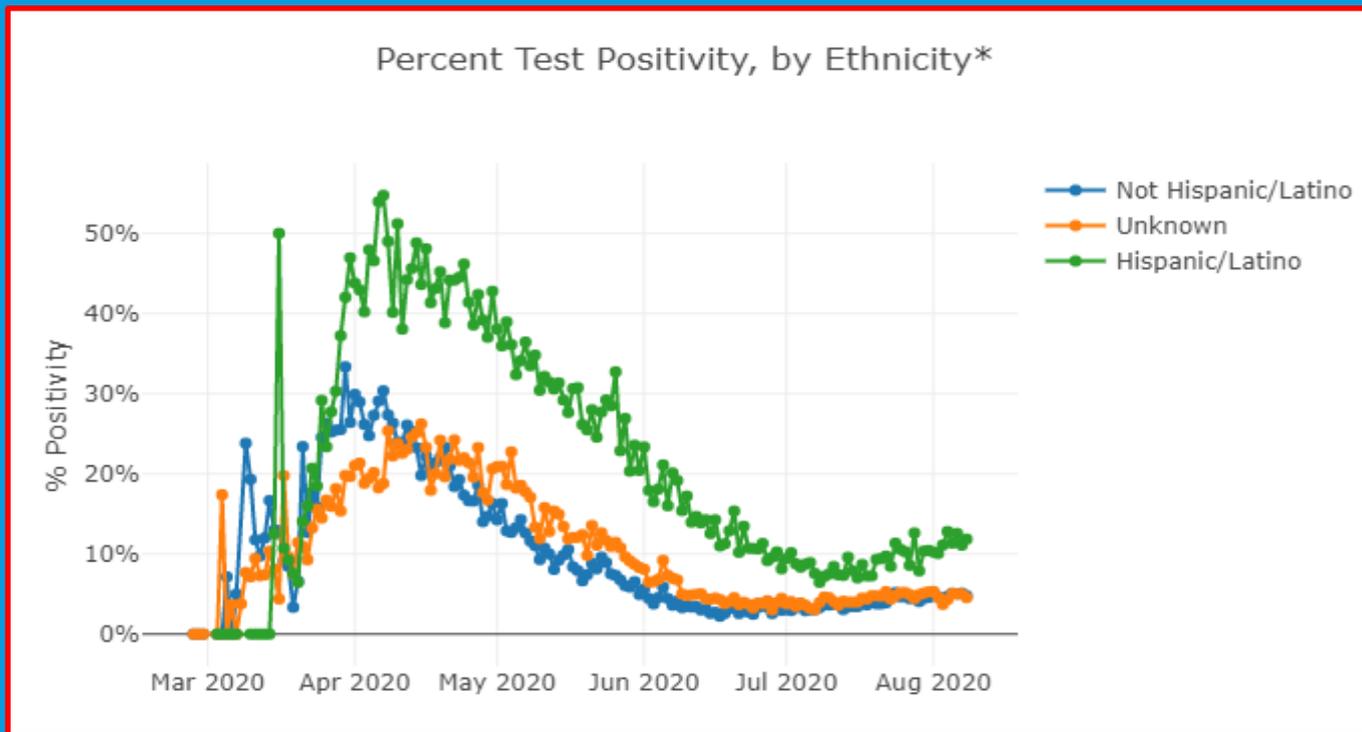
AUGUST 16, 2020 -LATINO POLICY FORUM- IDPH DATA



Fuente: Illinois DPH, Censo de EE.UU y Resumen diario de la COVID de Chicago, Analisis: Latino Policy Forum

PERCENT TEST POSITIVITY BY ETHNICITY-

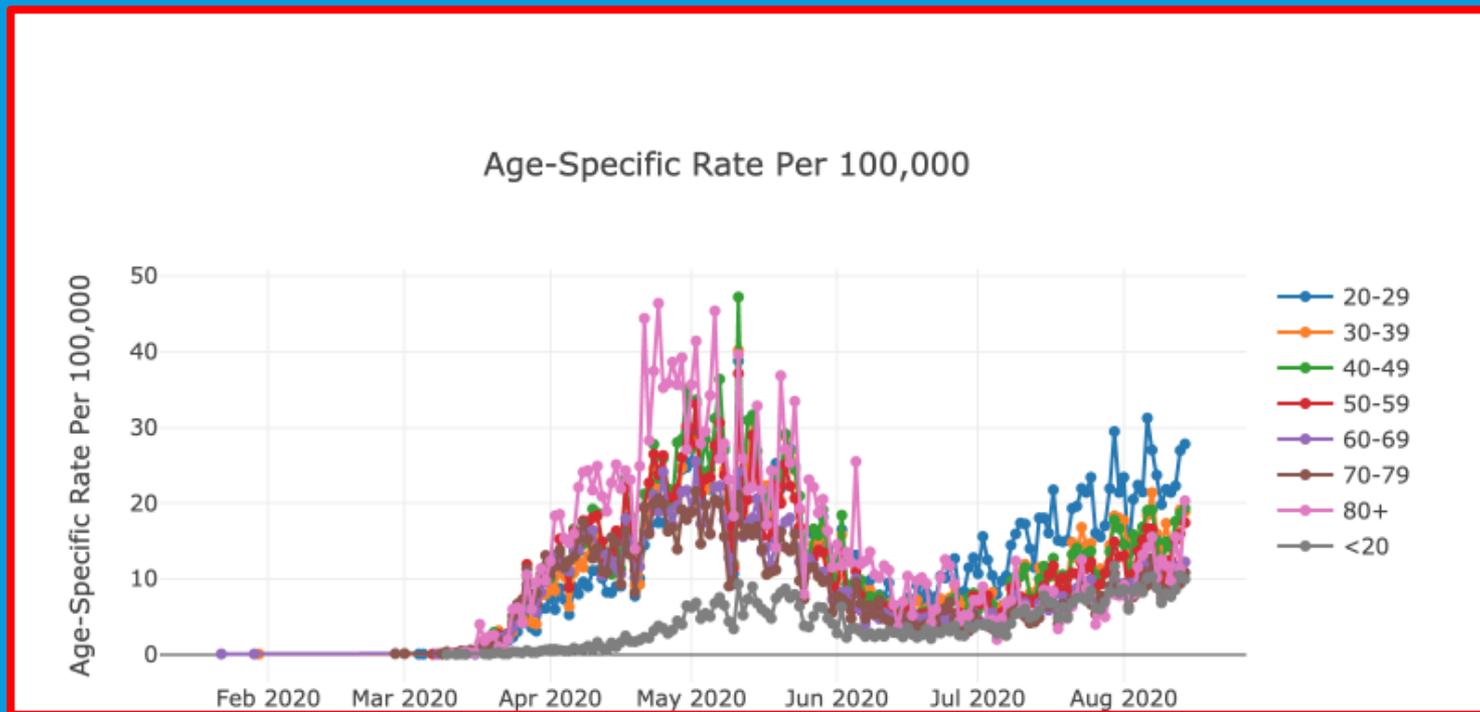
CUMULATIVE DATA IDPH WEBSITE ACCESSED AUG 20, 2020



Ethnicity is self-identified by the patient at the time of testing and is missing for ~ 50% of tests.

PERCENT TEST POSITIVITY BY AGE-

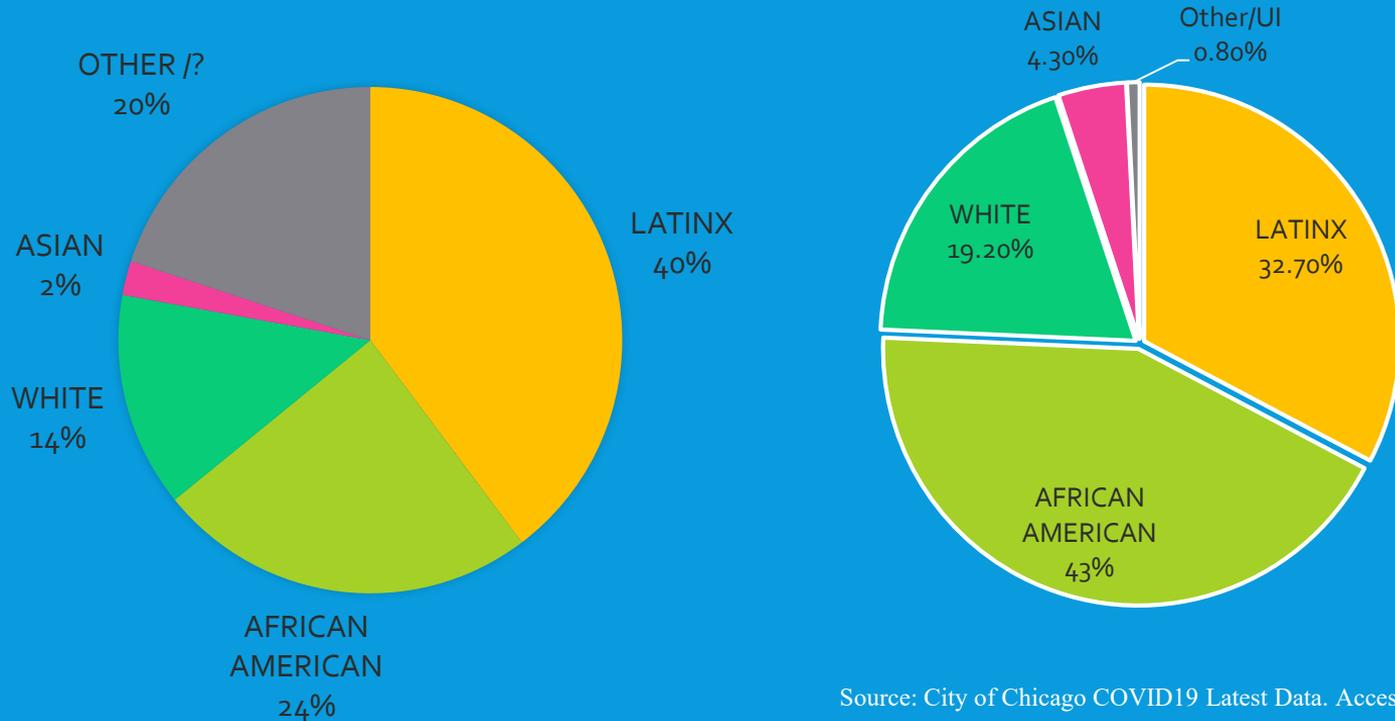
CUMULATIVE DATA IDPH WEBSITE ACCESSED AUG 20, 2020



Increasing test positivity among young age groups 20-29 , including Latinx

LATINOS ARE OVERREPRESENTED CHICAGO- 40% OF ALL POSITIVE TESTS

CASES



ILLINOIS UNIDOS:

WHO

SELF APPOINTED VOLUNTEERS

- Health Institutions
 - Mt Sinai Health System, Univ.of Illinois , Northwestern Univ., CCH (Medical Providers, Researchers, Program Coordinators)
- Latino Specific Organizations
 - Latino Policy Forum , ARISE (Worker's Rights), The Puerto Rican Agenda, Chicago Hispanic Health Coalition,
- CBO's
 - Family Focus, A Safe Haven (Housing) , Rincon Family Services , Trinidad Lutheran Church
- FQHCs
 - Esperanza, Alivio, Erie Family Health, ACCESS

ILLINOIS UNIDOS: WHO SELF APPOINTED VOLUNTEERS

- Government Representation
 - CITY, COUNTY & STATE: State Representatives, Senators and Congressman, Local Alderman , IL State Board of Health , Chicago Board of Health , Judges and Clerks, General Consulate of Mexico , General Consulate of Guatemala
- Private Institutions and Support :
 - Imagen Marketing consultants , Boca Media Group, Tanoma Consulting
- Health Insurance
 - Next Level Health (managed care plan)

IL UNIDOS INITIATIVE :

WHAT

MITIGATE COVID 19 IMPACT ON LATINO COMMUNITY

- REDUCE /STOP COVID-19 INFECTIONS
 - PUBLIC AWARENESS CAMPAIGN
 - INCREASE OUTREACH AND EDUCATION
 - Target small businesses and at risk businesses
 - INCREASE AND INFORM THE COMMUNITY ABOUT CITY/STATE RESOURCES
- IMPROVE THE DATA -COVID DATA CORRECTION
 - An Estimate that 50% of the unidentified race/ethnicity COVID positive test belong to Hispanics
- INCREASE SCREENING AND TESTING
- INCREASE REPRESENTATION OF LATINOS AT THE CITY AND STATE LEVEL

IL UNIDOS : HOW

ACTIVELY SUPPORT POLICIES & LEVERAGE NETWORKS

- EMPOWER THE LATINO COMMUNITY- SOCIAL MEDIA
 - Stop blaming the victims
 - Identify the barriers to quarantine and shelter at home
 - Identify potential Intervention points
- ADDRESS THE LACK OF RESOURCES FOR HISPANICS IMPACTED BY COVID-19
- GET REPRESENTATION TO ADVOCATE FOR LATINX NEEDS
 - Economic Plan: Stimulus monies , Financial Resources, Future Economy
 - Contact Tracing
 - Educational needs of children and parents
 - Current Influenza and Future COVID Vaccination

ILLINOIS UNIDOS: WHERE/WHEN ALL VIRTUAL

- ZOOM Meeting: Weekly April 11 thru August 7, then Biweekly Meetings
- Subcommittees:
 - Social Media, Health and Policy Committee, Educations Committee
- Invited Speakers :
 - Testimonials and FRONTLINE reports
 - Mayor's Office
 - Governor's Office
 - Health Department Reps: City of Chicago and Illinois
 - IL Dept of Education

MEDICAL PROVIDERS ON THE HEALTH & POLICY COMMITTEE

- Providing Up to date Frontline information and Needs
- Guiding Focus of interventions and Press Releases
- Lending Expertise on Education Materials
- Lending eXPertise to CBOs and Alderman Townhall meetings
- Providing Representation on Taskforces

ILLINOIS UNIDOS: OUTCOMES- PRESS RELEASES

POSITIVITY
RATE



April 25, 2020- PRESS RELEASE #1 THE INITIATIVE – IL UNIDOS
Immediate Priorities

May 1, 2020- PRESS RELEASE #2 Latinos may soon become the Largest
group of positive COVID-19 cases in IL

May 6, 2020- PRESS RELEASE #3 Latinos now the largest group pf COVID-
19 positive cases

May 28, 2020 - PRESS ELEASE #4 Il Latino COVID-19 Initiative urges
stronger health response as State restrictions loosen

July 22 - PRESS RELEASE #5 IL Unidos calls on Industries with Latino
workers to comply with COVID-19 safety protocols

ILLINOIS UNIDOS: OUTCOMES- SOCIAL MEDIA

CHICAGO TONIGHT LATINO VOICES

Saturdays | 6 pm
beginning September 12

wttw  wttw.com/news

#LatinoVoicesWTTW

WGN/UNIVISION/WTTW/RADIO
/NEWSPAPERS: NEWS INTERVIEWS
and COMMENTS

Medical Personnel: Rise of Cases,
Researchers: Data Correction

Latino Organization Leadership:
Government Decisions and
Interventions

FACEBOOK, TWITTER – future plans
for a YouTube channel

OUTCOMES- REPRESENTATION

- **TASKFORCES**

- State and City Health Equity Taskforce
- State Data Collection
- CITY of Chicago Anti Violence Task force
- State Education TASK FORCE

- **WORKING GROUPS**

- Education, Health Committees, Testing, contact tracing, Vaccination, Small Business, Economic Stimulus

- **CONTACT TRACING**

- Direct job amplification for Promotoras (Community healthcare workers) and Contact Tracers

ILLINOIS UNIDOS: OUTCOMES:CURRENT/FUTURE... WINS/GOALS



1. Medicare Coverage for Persons over age 65yo
Regardless of documentation of Immigration Status:
DONE!!
2. Stimulus monies for Mixed Status Households: DONE!
Not enough
3. Inclusion of Bicultural and Bilingual Promotoras for
Contact Tracing : DONE!
4. Expansion of STATEWIDE Wireless ACCESS – still going!
5. Appropriate RESOURCES allocated to the LATINO
COMMUNITY –FINANCIAL, HEALTH AND
EMPLOYMENT- endless!

RESOURCES: FLOOD OF EMAILS

- EDUCATION
 - LATINO Grocery Store outreach Education on Bookmarkers
 - Infographic PDF's – pictograms on basic COVID questions
- HELP NUMBERS
- HOUSING RESOURCES
- UNEMPLOYMENT/ SMALL BUSINESS RESOURCES
- FOOD RESOURCES
- DIRECTORY OF COMPLAINT CENTERS
- migrant workers, factory workers , Testing bills
- HEALTH ACCESS
 - Health insurance coverage for uninsured

HEALTH INSURANCE COVERAGE

Medical Insurance:

▪ Medicare:

▪ Most Hospitals
and FOHCs:

▪ No Insurance :

AS A MEDICAL PROVIDER....

- EXPLAIN QUARANTINE AND ISOLATION –THE WHY????
- Address the Myths
- VACCINATION!!!! Fear is the No. 1 ENEMY
- SELL Contact tracing
- PARTNER WITH Community Based Organizations
- COMPLAIN TO GOVERNMENT REPS

HUGE THANK YOU TO
THE IL UNIDOS FAMILY

<http://illinoisunidos.com/>

Latinos & COVID: The role of language and race when creating resources

Dr. Maria V. Gomez

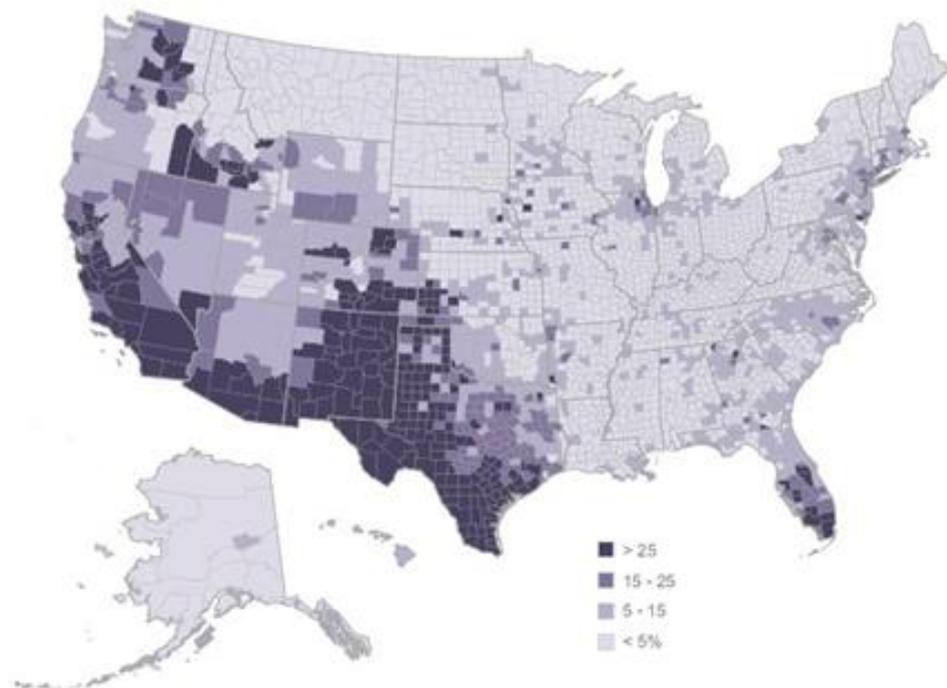
Emergency Medicine Physician

Mercy Health Javon Boe Hospital

Figure 1

The Distribution of the Nation's Hispanic Population, 2011

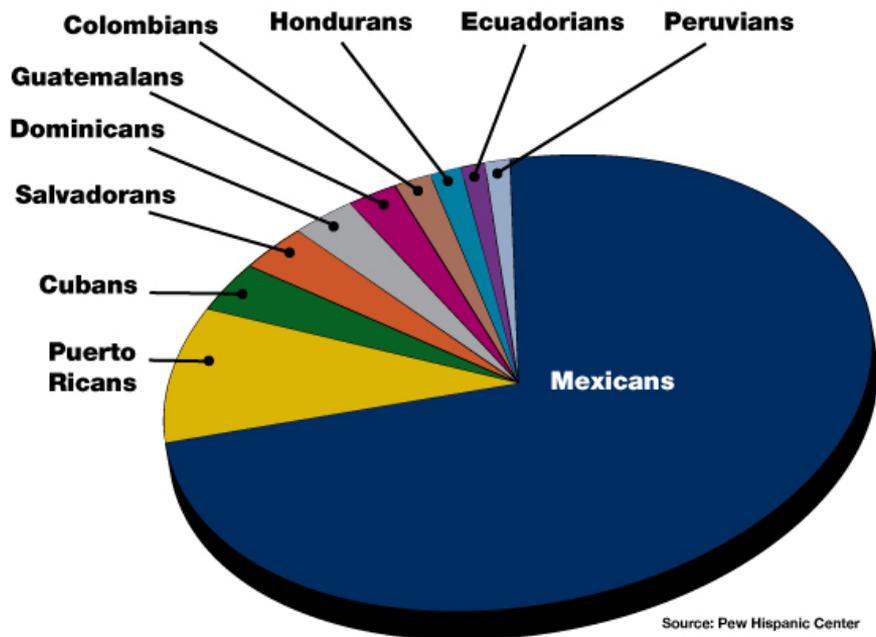
Hispanic population share by county



Source: U.S. Census Bureau county population datasets

PEW RESEARCH CENTER

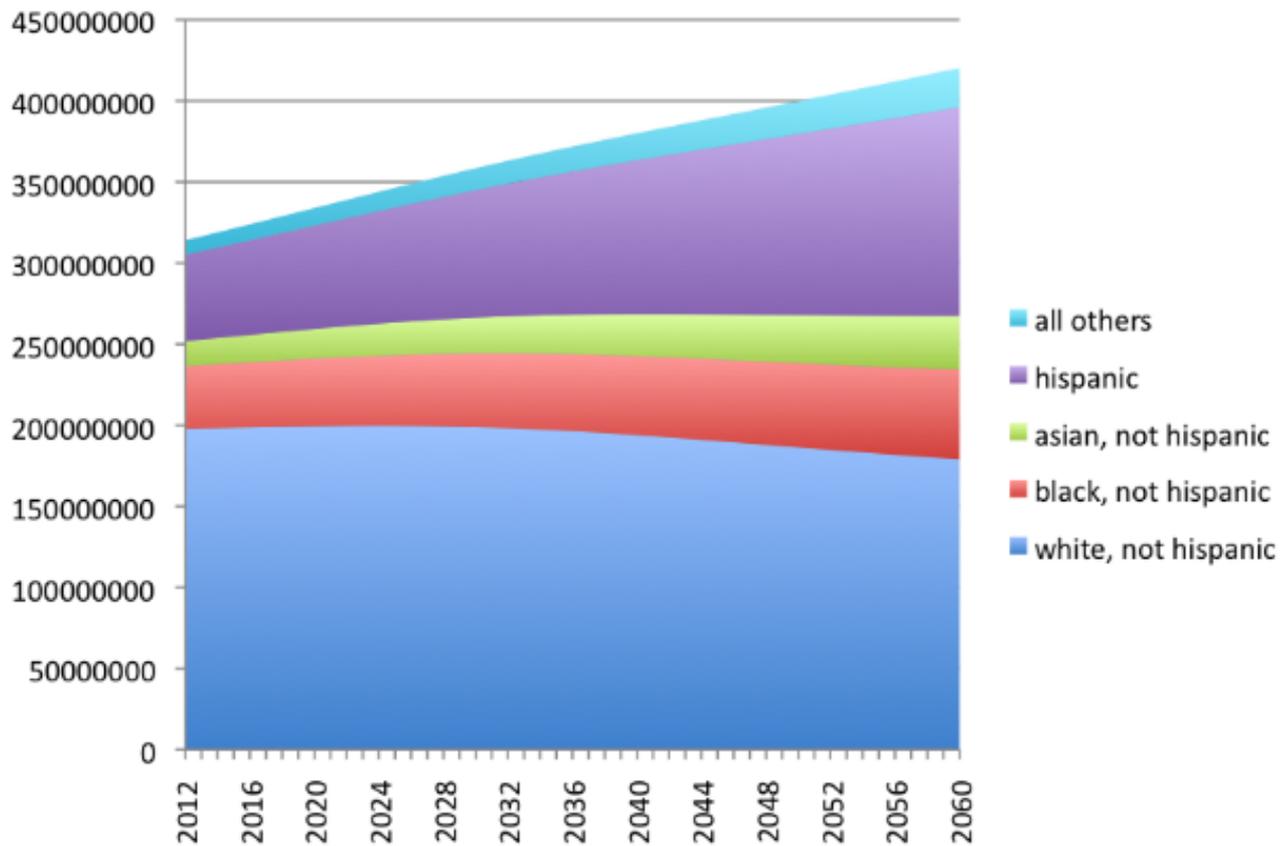
The 10 Largest Latino Ethnic Groups in the U.S.



Mexicans: 31.7 Million • 63.0%	Guatemalans: 1 Million • 2.1%
Puerto Ricans: 4.6 Million • 9.2%	Colombians: 909,000 • 1.8%
Cubans: 1.7 Million • 3.5%	Hondurans: 633,000 • 1.3%
Salvadorans: 1.6 Million • 3.3%	Ecuadorians: 565,000 • 1.1%
Dominicans: 1.4 Million • 2.8%	Peruvians: 531,000 • 1.1%

Numbers and percentages are based on the total U.S. Latino population of 50.5 million

Population by race and ethnicity, 2012-2060



Health Care disparities

FACT



Language and Race



Difference in:

Recall

Questions asked

Trust



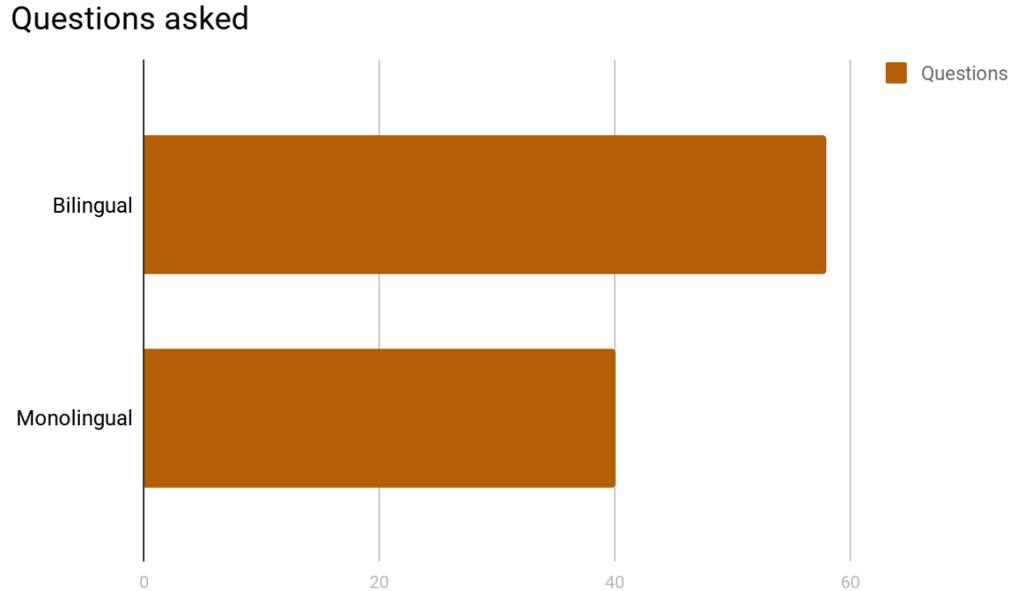
Recall

372 Hispanic Journal of Behavioral Sciences

Table 1: Patient Recall, by Categories of Information Provided by Physician (in percentages)

Information Category	Patient Recall		
	Overall	Bilingual Physician Group	Monolingual Physician Group
Diagnosis	70.3	73.8	64.5
Laboratory	80.1	88.6	73.7
Treatment	43.5	50.2	38.0
Recommendations	82.5	84.1	80.9
Social/personal	59.1	90.0	33.3

Questions and Clarifications made



Trust

[Your doctor] is extremely
thorough and careful

You completely trust [your
doctor's] decisions about
which treatments are best
for you

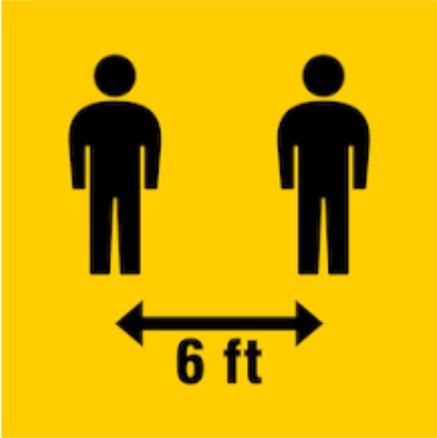
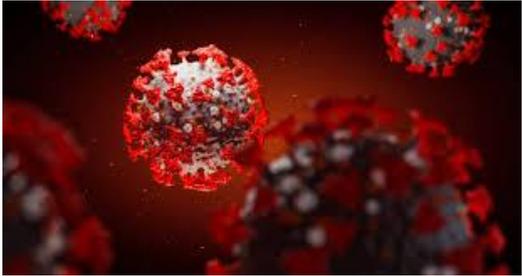
[Your doctor] only thinks
about what is best for you

You have no worries about
putting your life in [your
doctor's] hands

Trust continued



Era of Covid



shutterstock.com • 1675454764





HEALTH | SALUD



HOUSING | VIVIENDA



FOOD | ALIMENTO



**IMMIGRATION |
INMIGRACIÓN**

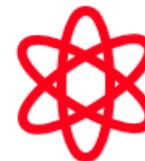
Employees and Small Businesses | Empleados y Pequeñas Empresas



BUSINESSES | NEGOCIOS



EMPLOYEES | EMPLEADOS



PREVENTION | PREVENCIÓN

Sources

1. <https://www.pewresearch.org/hispanic/2013/08/29/mapping-the-latino-population-by-state-county-and-city/>
2. <https://www.census.gov/prod/cen2010/briefs/c2010br-04.pdf>
3. <https://regionalhca.org/hispanic-demographics/>
1. <https://news.yahoo.com/blogs/lookout/u-majority-minority-population-2043-census-predicts-164735561.html>
1. Hispanic health in the USA: A scoping review of the literature. <https://link.springer.com/article/10.1186/s40985-016-0043-2>
1. Language as a communication barrier in medical care for Hispanic patients. <https://journals.sagepub.com/doi/abs/10.1177/07399863910134001>
1. Trust in physicians and medical institutions: What is it? Can it be measured? Does it matter? https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2751209/pdf/milq_223.pdf
1. Language Matters: Race, Trust, and Outcomes in the Pediatric Emergency Department. https://journals-lww-com.ezproxy.rush.edu/pec-online/Fulltext/2016/04000/Language_Matters_Race,_Trust,_and_Outcomes_in_the.4.aspx
1. <http://illinoisunidos.com>

Insurer Approaches to Equity in Care

Derek J. Robinson, MD, MBA, FACEP, CHCQM

President

Blue Cross Blue Shield IL



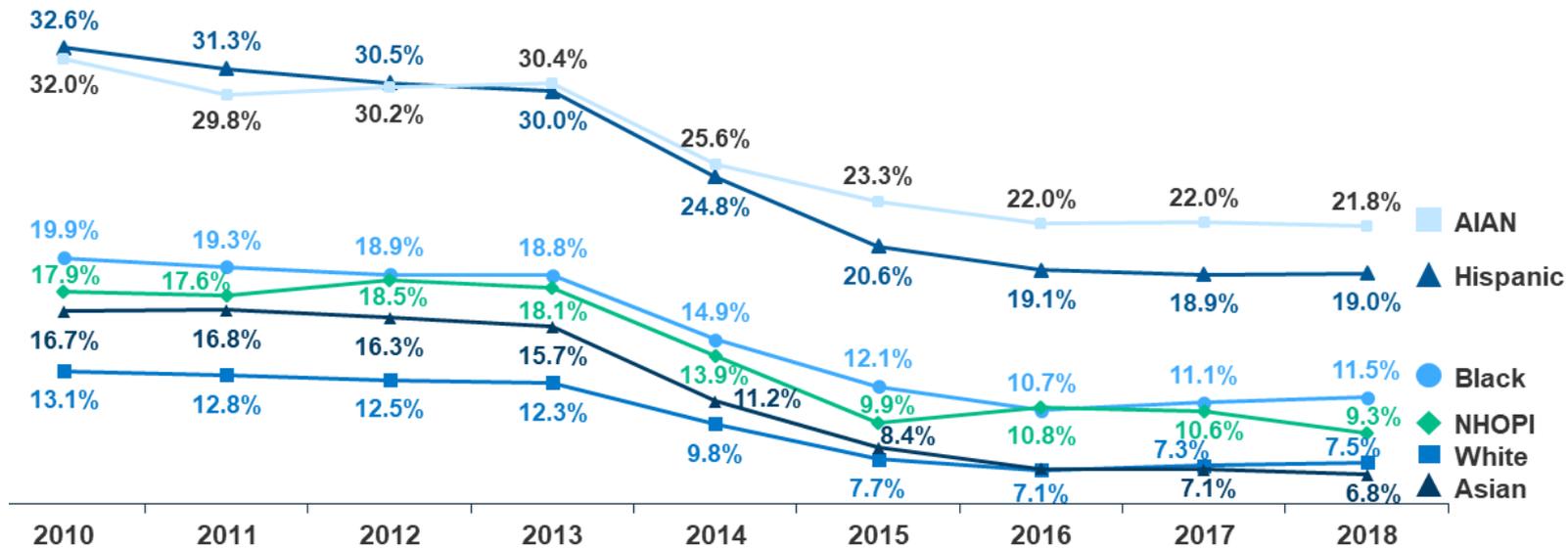
BlueCross BlueShield of Illinois

COVID-19 Coverage Impacts



Trends in the Rate of Uninsured by Race and Ethnicity

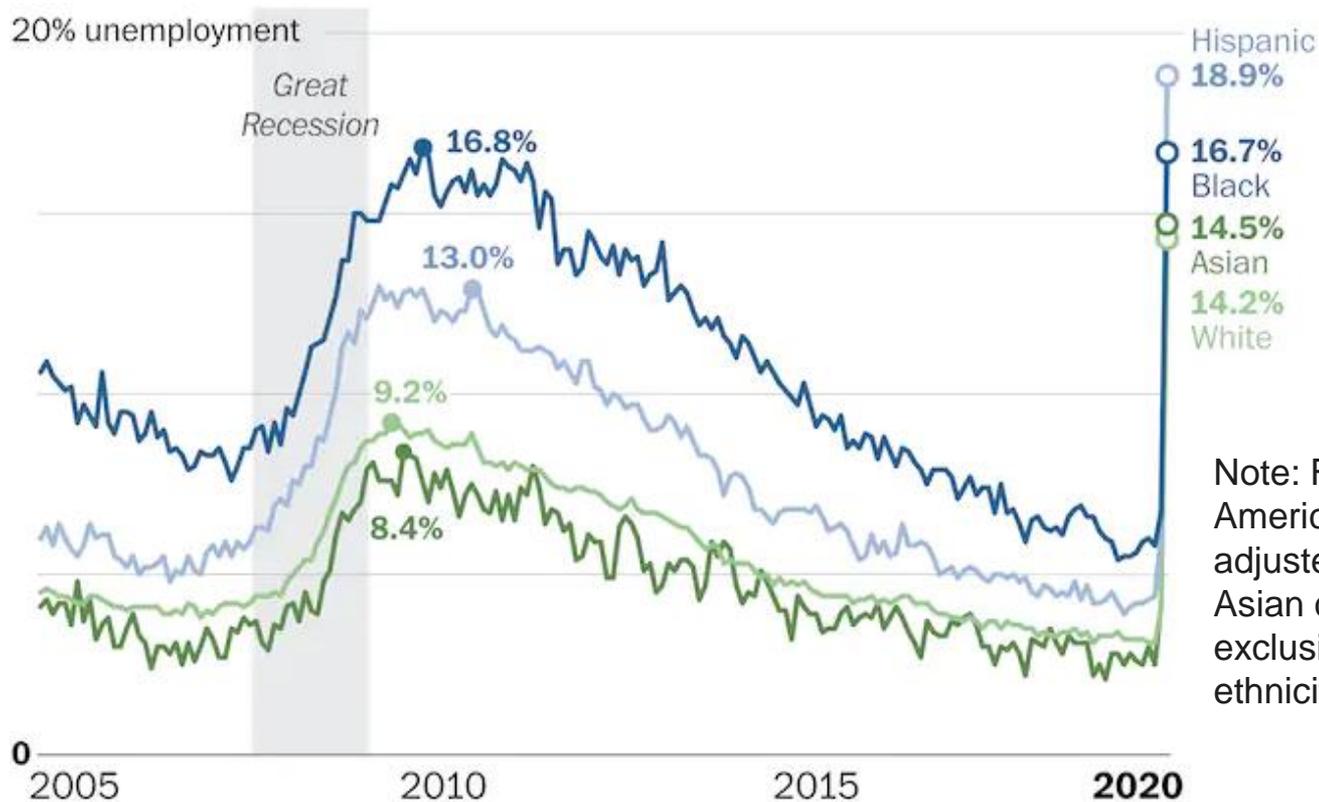
Uninsured Rates for the Nonelderly Population by Race and Ethnicity, 2010-2018



NOTE: Includes individuals ages 0 to 64. AIAN refers to American Indians and Alaska Natives, NHOPI refers to Native Hawaiians and Other Pacific Islanders.
 SOURCE: KFF analysis of the 2010-2018 American Community Survey.



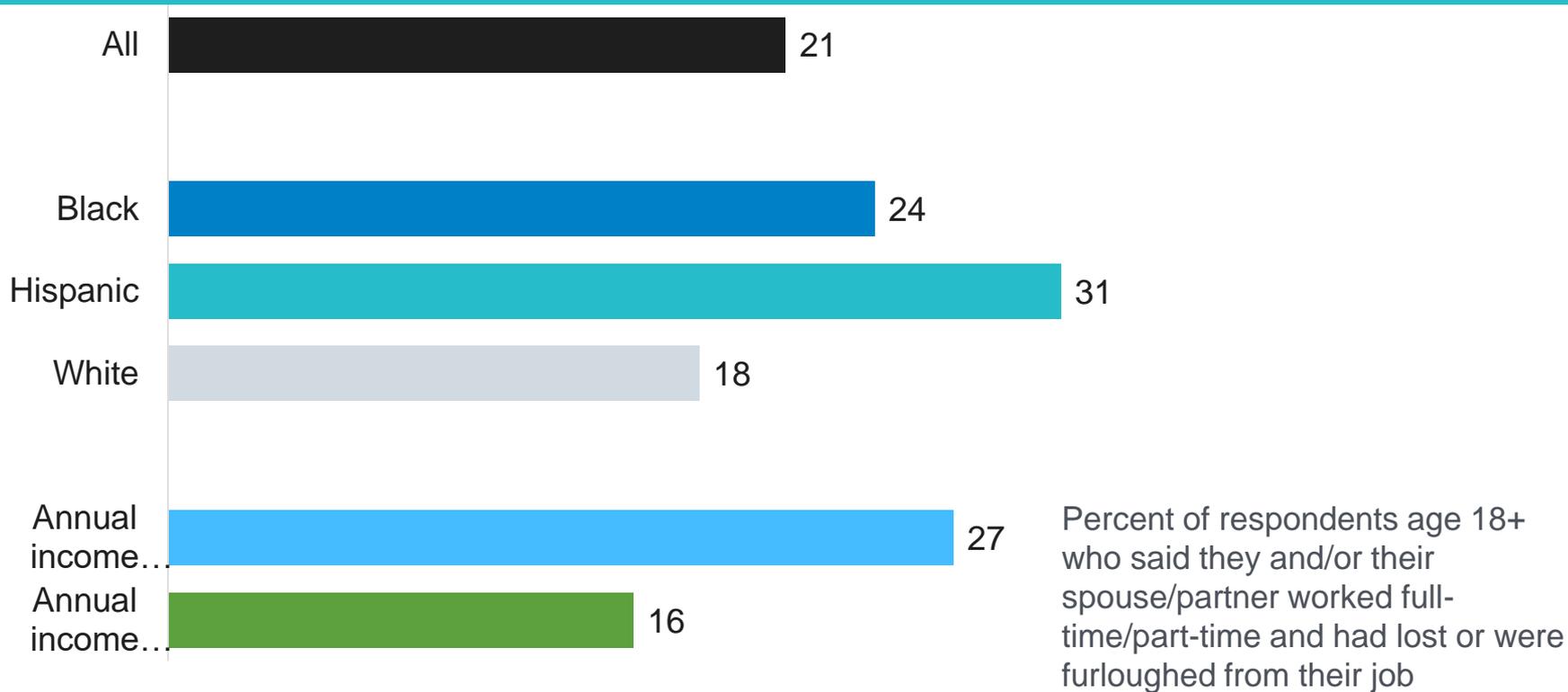
Unemployment Rate by Race



Note: For civilian Americans, seasonally adjusted. White, black and Asian categories are not exclusive of Hispanic ethnicity.

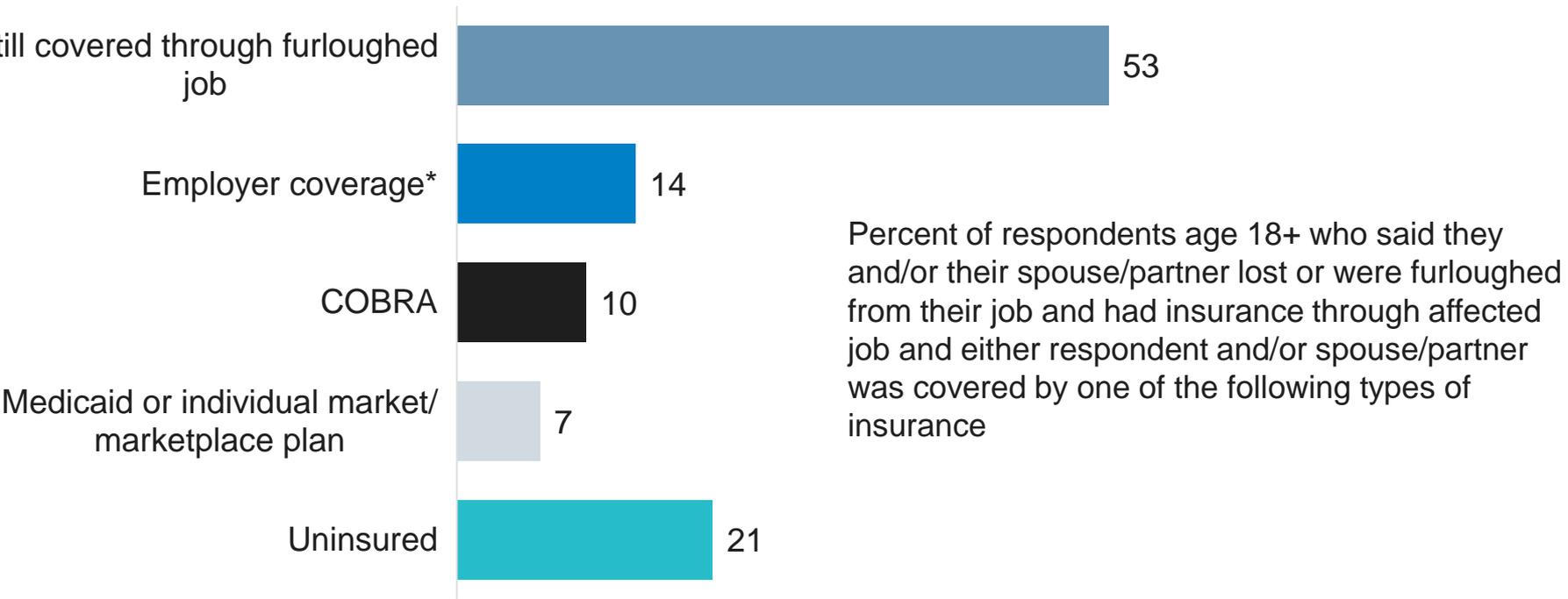
Source: Labor Department, Washington Post

In working households, one of five adults reported they and/or their spouse or partner were laid off or furloughed from their job because of COVID-19.



Data: Commonwealth Fund Health Care Poll: COVID-19, May–June 2020.

One of five adults who said that they or a spouse or partner had coverage through a job affected by COVID-19 reported that at least one of them is now uninsured.

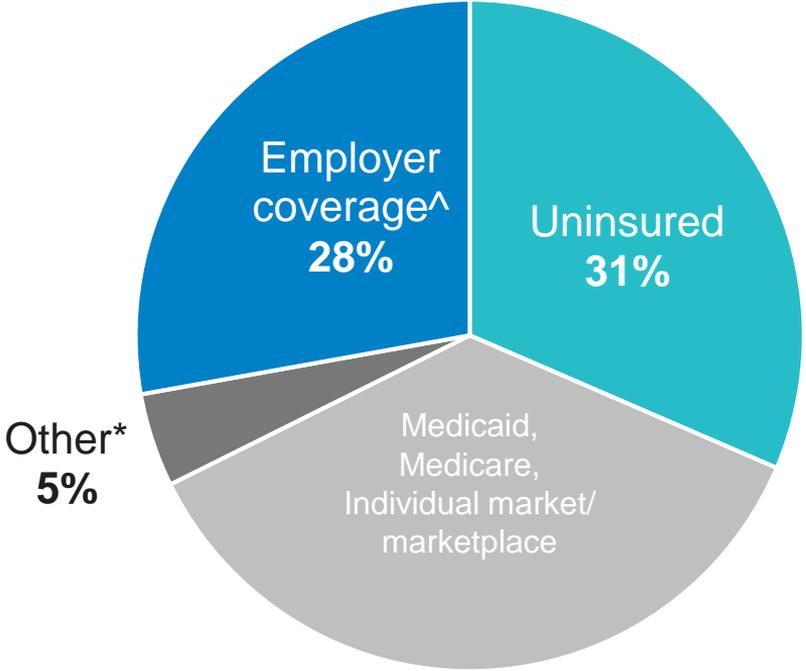


* Employer coverage through respondent or spouse/partner's employer.

Notes: Percentages are based on either respondent or respondent's spouse/partner being enrolled in coverage. In a number of cases respondents affected by coverage loss reported a different source of coverage than spouses/partners who were also affected. Both types of coverage are reflected in the exhibit. Those who reported they are now enrolled in Medicare are not shown.

Data: Commonwealth Fund Health Care Poll: COVID-19, May-June 2020.

About three of 10 respondents with no coverage through a job affected by the pandemic are uninsured.



Percent of respondents age 18+ who said they and/or their spouse/partner lost or were furloughed from their job and respondent did not have insurance through affected job

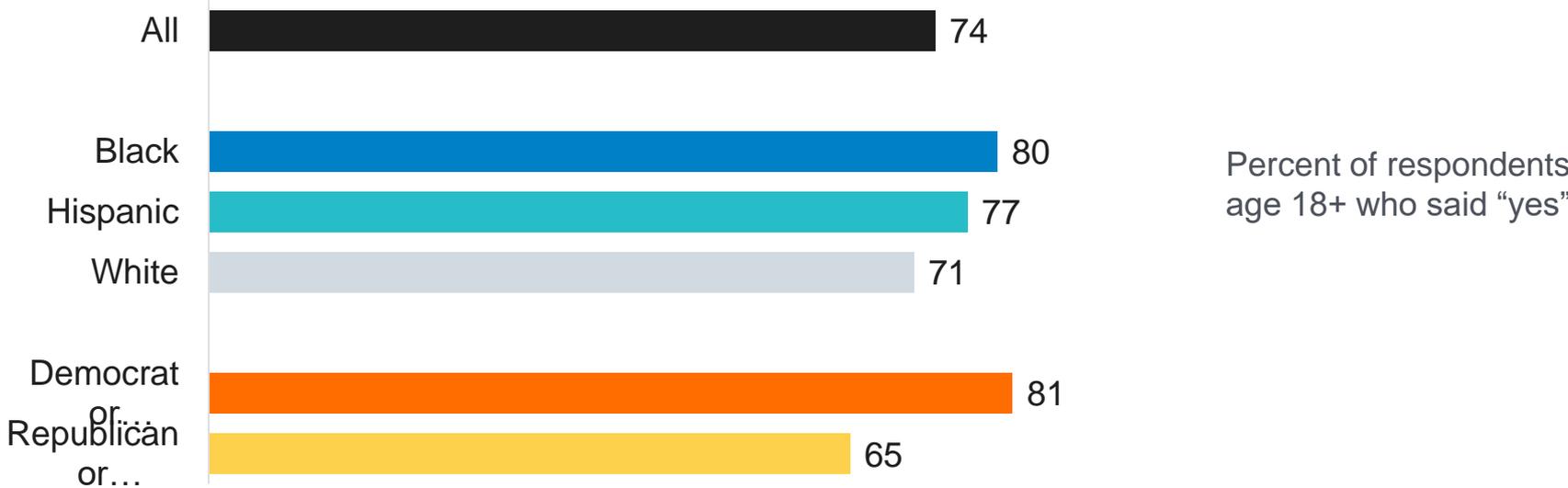
[^] Employer coverage through respondent or spouse/partner's employer or parent's plan.
* Other includes respondents who reported "don't know/refused."

Data: Commonwealth Fund Health Care Poll: COVID-19, May–June 2020.

What do Americans think of providing people who have employer coverage with a new option to buy insurance on their own?



Millions of Americans get their health insurance through a job. Should people who get health insurance through their employers have the option of getting similar coverage at a similar cost through government-regulated and -subsidized health plans?



Percent of respondents age 18+ who said "yes"

Note: Adults who reported they considered themselves an "Independent," "Other," or reported "Don't know/refused" were then asked if they lean more toward the Democratic or Republican Party.

Data: Commonwealth Fund Health Care Poll: COVID-19, May-June 2020.

Health Equity and Value Based Care



Provider Cultural Competency and Implicit Bias Training HMO Illinois & ACOs

Test Your Skills™ for Clinicians: Mrs. Simms

Audience: Physicians, Nurses, Nurse Case Managers, and Other Clinical Staff

Accreditation: 1 CME, CEU, or CCM Credit

About This Course

Mrs. Simms is a 58-year-old African-American woman with type 2 diabetes, borderline high cholesterol, a maternal history of breast cancer and a fraternal history of myocardial infarction. She is a well-dressed, confident, and well-spoken woman who presents with a complaint of upper abdominal/epigastric pain that has been bothering her for a few weeks.

Cross-Cultural Issues Covered

- Specific customs, spirituality, and diet
- Styles of communication
- Mistrust
- Specific illness/treatment beliefs
- Negotiation management options



Cross-Cultural Issues Covered

- Use of interpreters
- Styles of communication
- Decision-making
- General literacy
- Health literacy
- Specific illness/treatment beliefs
- Socioeconomic factors
- Immigration/previous health care experience

BCBSIL 2020 ACO Contracts – HE/SDoH Overview

(Similar Program Implemented in with IPAs servicing our HMO products)

- **2017** – In 2017, initial attempts for ACOs to start Race / Ethnicity / Language (REL) stratification yielded **2 ACOs** – Cancer Screening Diabetes
- **Today** – In 2020, BCBSIL has 20 ACO contracts with **11 ACOs** participating in Race / Ethnicity / Language (REL) stratification



2020 ACO Contract Components

2020	2021	2022	
HE CME – Physician Bias	R/E/L Stratification	Interventions	
R/E/L Analysis Concept (HEDIS Metrics/Initiation)	Asthma / Diabetes / Hypertension	SDoH	Screening

Health Equity Grant Program

- BCBSIL and AHA are working together to support IL hospitals in improving health equity
- 13 hospital grantees including the following:



AHA's IFDHE Along with Blue Cross and Blue Shield of Illinois Announce Grant Program Award Recipients

★ / Press / Press Releases





JANE
ADDAMS
RESOURCE
CORPORATION

American Heart Association Social Impact Fund

Supported by a \$1 million investment from Blue Cross and Blue Shield of Illinois, the program empowers communities on Chicago's West and South sides to change their own trajectory of health and well-being by addressing issues of economic growth, healthy food access, housing and educational opportunity.

Investing In Our Communities

Social Determinants of Health

Chicago South Multipurpose Center | 2020



Blue Door
Neighborhood CenterSM



SOCIAL IMPACT FUND





BlueCross BlueShield of Illinois



Blue Door

Neighborhood Center

SM

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association

What is the Blue Door Neighborhood Center?

The goal of the Blue Door Neighborhood Center is to **help improve community health.**

The Blue Door Neighborhood Center provides high touch, face-to-face engagement through **care coordination; prevention and education; health and wellness programs; community resource awareness; and use of no-cost meeting space** to non-profit organizations aligned with our vision.



Health education and wellness classes



Job readiness and financial literacy seminars



Zumba, yoga, and line dancing



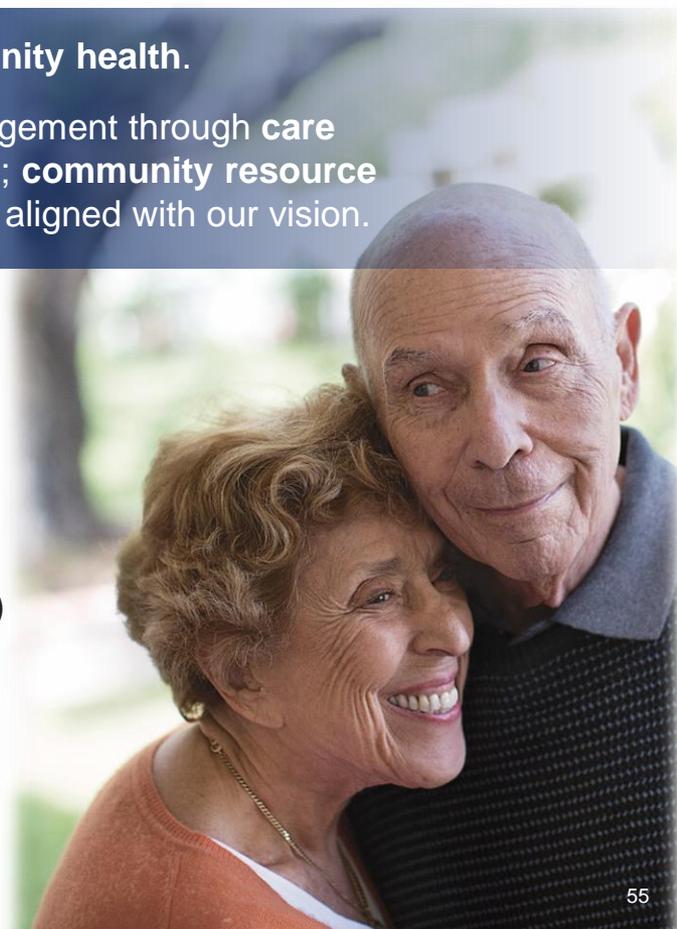
Care Coordination
(Medicaid/MMAI Members)



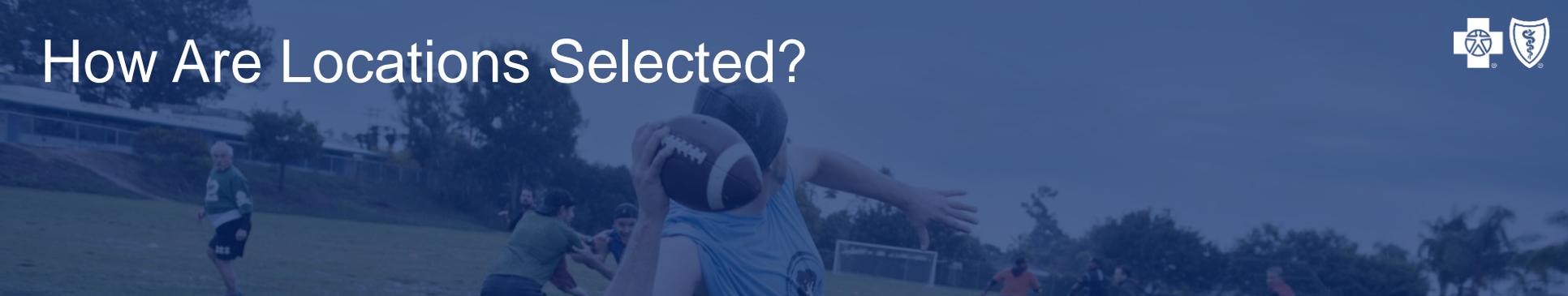
Affordable housing seminars



Meeting space for 501 (c)3 non-profit organizations



How Are Locations Selected?



Pullman
756 E. 111th St.

Morgan Park
11840 S. Marshfield Ave.

South Lawndale
2551 W. Cermak Rd.

Presence

Evidence of previous engagement through events, partnerships, grants & sponsorships

Accessibility

Ensure the location is accessible via multiple means of transportation

Opportunity

Use hardship index to evaluate if we can make positive impact on community health

Programs and Services



The Blue Door Neighborhood Center provides (1) condition management, (2) health promotion, and (3) SDOH programming aimed at improving health; reducing disease risks; providing education to manage chronic illness; and improving the overall well-being and self-sufficiency of the South Lawndale community.

Nutrition

Diabetes

Asthma

Heart
Disease

Behavioral
Health

Parent and
Child Wellness

THREE- PRONGED APPROACH



Condition Management



Health Promotion



Social Determinants
of Health Programming

Supporting Communities thru COVID-19



\$1 Million donation to the Illinois COVID-19 Response Fund



\$500,000 to the Chicago Community Covid-19 Response Fund



Purchased and donated 150,000 KN95 masks for use by front-line Illinois providers in Illinois in collaboration with our labor clients and the Teamsters Joint Council 25 of Chicago.



BCBSIL COVID-19 Community Collaboration Fund released **(75) \$20,000 grants** to organizations around the state.



Wash and Wear Community Face Mask Project, a BCBSIL collaboration between Medline, the YMCA of Greater Chicago and Knowality.
50 BCBSIL volunteers who worked to distribute 100,000 reusable masks in Chicago neighborhoods hardest-hit by COVID-19.



Member Cost-Sharing Waived



Telehealth Expanded



Grace Period Extensions



**COVID-19 Economic
Response Program**



Community Investments

Estimated Approx.

\$300M



THANK YOU

Chicago Chapter: pquerrero1025@gmail.com

Indianapolis Chapter: jsevilla@iupui.edu



VIRTUAL CHAPTER POLICY FORUMS

Thursday, September 10: Boston & Phoenix Chapters
Diabetes in the Latino/Hispanic Population—Challenges & Opportunities
7:00 PM - 8:15 PM ET

Wednesday, September 16: Chicago & Indianapolis Chapters
COVID-19 & Diversity in Health Care
7:00 PM - 8:15 PM ET

Wednesday, October 14: New York City & Philadelphia Chapters
COVID-19 Impacts on Latinos & Reflections from the Frontlines
7:00 PM - 8:15 PM ET

Thursday, October 15: Gulf Coast Chapter
Update on Latest Science on COVID-19: Results of Research Trials from Academic Centers in the Region & Response of Medical Training Programs
7:00 PM - 8:15 PM ET

Thursday, October 15: El Paso, Rio Grande Valley, & San Antonio Chapters
Impact of COVID-19 on Border Communities
2:00 PM - 4:00 PM ET

Tuesday, October 20: DC Metro Area Chapter
COVID-19 & Health Literacy
7:00 PM - 8:15 PM ET

Thursday, October 22: Miami Chapter
Physician Activists for Immigrants in Detention Centers
7:00 PM - 8:15 PM ET

Thursday, October 29: Northern & Southern California Chapters
COVID-19, Heart Disease, & Health Care Workforce
6:00 PM - 8:00 PM ET

Learn more about NHMA chapters here: <http://bit.ly/NHMAPolicyForums2020>