

My English is not very good. If my family interprets for me, they might not tell



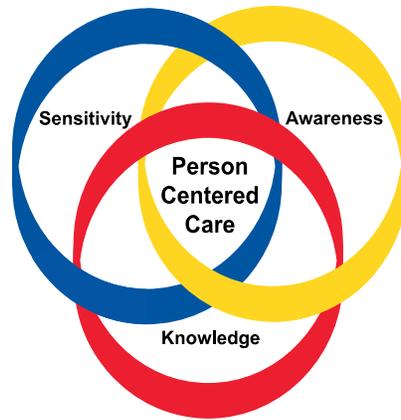
me if I have a serious disease.

I'm more comfortable using traditional healing methods, but my kids want me to discuss my diabetes care with a "real" doctor.



If this sounds like some of the challenges you are facing in your practice, then it's time for CLAS...

Culturally and Linguistically Appropriate Services.



Every clinical encounter is a cross-cultural encounter.

Let KFMC be your guide in navigating the culturally diverse needs of your patients with a FREE Training Program.

Call today to learn more information about this valuable program.



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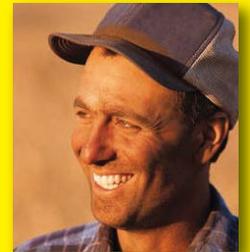
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What they are *really* thinking...

There is nothing I can do about my heart condition, it is in God's hands now.



I don't have as much energy lately, but I've got a lot of work to tend to. I'll try to call my doctor next week.



Prescription medicines are very expensive. If I take half the prescribed amount, I can make my medicine last longer.





Is your practice:

- ▶ Seeing more and more non-English speaking patients?
- ▶ Needing an interpreter or education materials in another language?
- ▶ Wondering why some ethnic patients are non-compliant?
- ▶ Thinking cultural awareness training could enhance your practice?

You are not alone in the journey to cultural awareness. Let the Kansas Foundation for Medical Care, Inc. (KFMC) be your guide to meeting the culturally diverse needs of your patients.

KFMC, the quality improvement organization for Kansas under contract with the Centers for Medicare & Medicaid Services (CMS), has launched a program to assist healthcare professionals with treating an ever increasingly diverse patient population.

It's a big world out there!

Participate in training that will increase your awareness of how race and ethnic background affects healthcare quality.

Benefits include:

- Improved provider-patient communication
- Improved healthcare service delivery
- Better risk management
- Enhanced patient satisfaction and compliance
- Fewer racial health disparities
- Decreased likelihood of litigation
- Access to interpreter services

Free Online Training

Register for the free online training program, and earn up to 9 free CME credits or 10.8 CEU credits while exploring engaging cases and learning about cultural awareness in health care.

For assistance, or more information, contact:

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