

NATIONAL
RURAL HEALTH
RESOURCE CENTER

Delta Region Community Health
System Development (DRCHSD)
Program Communication
Strategies for Community
Outreach and Education
Webinar Series

Part 4 : Know Your Audience:

Strategies to Customize Messages Based on Generational and Cultural Backgrounds



NATIONAL
RURAL HEALTH
RESOURCE CENTER





**Dr. Mia Farrell, Assistant Dean and
Director for Diversity**

University of Kentucky, College of
Agriculture, Food and Environment



Mike Milligan, President

Legato Healthcare Marketing



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Delta Region Community Health System Development (DRCHSD) Program

Supported By:



Delta Regional Authority

This project is supported by the Health Resources and Services Administration ([HRSA](#)) of the U.S. Department of Health and Human Services ([HHS](#)) as part of a financial assistance award totaling \$10,000,000 with 100% funded by [HRSA/HHS](#) and \$0 amount and 0% funded by non-government sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by [HRSA/HHS](#), or the U.S. Government.



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Similarity Between Cultural and Generational Differences

Like cultures, generational diversity can have differences in values and behaviors which can lead to misunderstanding

- Regardless of our age, generation, or cultural background, we have a lot to learn from one another and much more to offer, as well
- When we value and embrace our differences, the potential for growth is virtually limitless!



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Agenda

Culture and healthcare

- What is culture?
- Understanding and improving cultural competence
- Culture in healthcare examples
- L.E.A.R.N. effective communication skills
- 6 Tips on engaging communities

Generations and healthcare

- Generations are cultures too
- The preferred forms of communications for each generation
- The right messaging, for the right audiences, at the right place



NATIONAL
RURAL HEALTH
RESOURCE CENTER



●

Q: How confident are you in recognizing the various cultural and generational differences in order to better communicate while building trust and understanding?

WHAT IS Culture?

- Involves shared customs, values, social rules of behavior, rituals and traditions, and perceptions of human nature and natural events. Elements of culture are learned from others and may be passed down from generation to generation. (Source: SAMHSA)
- Broadly defined as a common heritage or learned set of beliefs norms, and values (Source: DHHS, 2001).
- People often identify with more than one culture.



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Diversity/Cultural Group **EXAMPLES**

- Geography
- Culture
- Gender
- Spirituality
- Parental Status
- Homeless persons
- Substance users
- Language
- Disability
- Sexual orientation
- Age
- Incarcerated persons
- Profession (e.g., healthcare workers)



NATIONAL
RURAL HEALTH
RESOURCE CENTER



CONSIDER the Potential Cultural Needs Related to:

- National origin
- Time living in the US
- Generation
- Political beliefs
- Perceptions of family and community
- Perceptions of health, well-being, and disability
- Education level
- Geographic location
- Language
- Individual values and life experiences
- Any others can you think of?



NATIONAL
RURAL HEALTH
RESOURCE CENTER



THREE EXAMPLES OF **Culture and Healthcare**

1. *I once had a patient from Morocco who had to be hospitalized for pneumonia.*
2. *When I practiced in New York, Orthodox and Hasidic Jewish traditions helped shape our policies and procedures.*
3. *One of my most memorable patients was Grace, an African-American Jehovah's Witness.*



NATIONAL
RURAL HEALTH
RESOURCE CENTER



WHAT Would You Do?

A NATIVE AMERICAN PATIENT WITH DIABETES AND AMPUTATION REFUSES TREATMENT

She believes that entering the hospital will kill her and opts for traditional therapies. Her family physician desperately wants to work with the patient to manage her diabetes better.

Live discussion

(5-minutes)



NATIONAL
RURAL HEALTH
RESOURCE CENTER



WHAT IS Cultural Competence?

- Cultural competence is not about being politically correct; rather it is about customizing your engagement strategy to the needs of each audience



NATIONAL
RURAL HEALTH
RESOURCE CENTER

legato[®]
healthcare marketing

THE IMPORTANCE of Cultural Competency

- Health care workers need to be aware of, and sensitive to, cultural diversity, life situations, and other various factors that shape a person's identity
- The first step is an open, non-judgmental attitude
- Reduces stereotyping
- Culturally competent care depends on resolving systemic and individual cultural differences that can create conflicts and misunderstandings
- Body language (eye contact, touching, personal space, privacy/modesty)
- Other factors to consider:
Gender, wealth or social status,
presence of disability, sexual orientation,
gender identity



NATIONAL
RURAL HEALTH
RESOURCE CENTER



IMPROVE Cultural Competence

- Establish clear communication
- Be aware of non-verbal cues without jumping to conclusions
- Ask openly about potentially relevant traditions and customs
- Use normalizing statements
- Examine your own biases



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Communication

Studies have shown

- Physicians have inaccurate perceptions of their patients' health beliefs, assuming that their patients' beliefs are more aligned with their own than is actually the case.
- This misperception improves when patients are able to participate actively in the consultation

(Johnson et al., 2010; Street and Haidet, 2011)



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Communication

Studies have shown

- Physicians tend to interrupt patients within 15 seconds of their beginning to speak at the outset of a visit
- While uninterrupted patients tend to conclude their remarks in under a minute (Beckman and Frankel, 1984)



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Effective Communication

LEARN

- **L**isten to the patient's perception of the problem
- **E**xplain your perception of the problem
- **A**cknowledge and discuss differences and similarities
- **R**ecommend treatment
- **N**egotiate treatment



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Effective Communication Be Intentional

- Dialects, words, and even regional accents have different meanings within one language.
- Using bilingual staff is not always sufficient as the same language does not equal the same culture (e.g. differing socioeconomic backgrounds).



NATIONAL
RURAL HEALTH
RESOURCE CENTER





Generations are Cultures too

When it comes to managing intergenerational differences, we can draw many parallels to navigating cultural differences.

- Just as you would with a culture, do your research
- Understand the key drivers and events that have molded the group's behaviors



NATIONAL
RURAL HEALTH
RESOURCE CENTER





Communicate to the individual

Treat each generation as individuals

- Understand **generational differences**
 - Generations behave differently
 - They are motivated by different things
 - They consume media in different ways
- Each generation **expects personalized and tailored content** that aligns with their interests and preferences



NATIONAL
RURAL HEALTH
RESOURCE CENTER





Traditionalist

Born 1928 - 1945

They want to be **directed**

- Follow physician direction explicitly

Health decisions are made by:

- Advice from credible health professionals
- Quality of service

Baby Boomer

Born 1946 - 1964

They want to be **engaged**

- They search for health information online
- Influenced by traditional advertising

Health decisions are made by:

- Online ratings
- Brand reputation

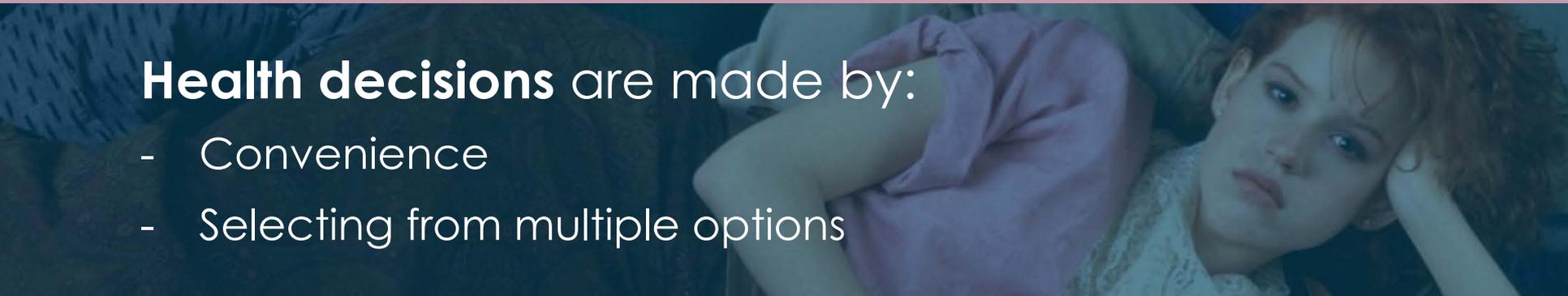


Generation X

Born 1965 - 1980

They want to feel **connected**

- Responsible for health decisions that impact both their parents and their children



Health decisions are made by:

- Convenience
- Selecting from multiple options

Millennials

Born 1981-1997

They want **instant information**

- They prefer passive forms of communication

Health decisions are made by:

- Peer-driven
- Cost



Generation Z

Born 1997 – 2012

They are the **Influencers**

- Expect a personalized experience
- They actively avoid ads



Health decisions are made by:

- Digital offerings
- Asking parents and friends

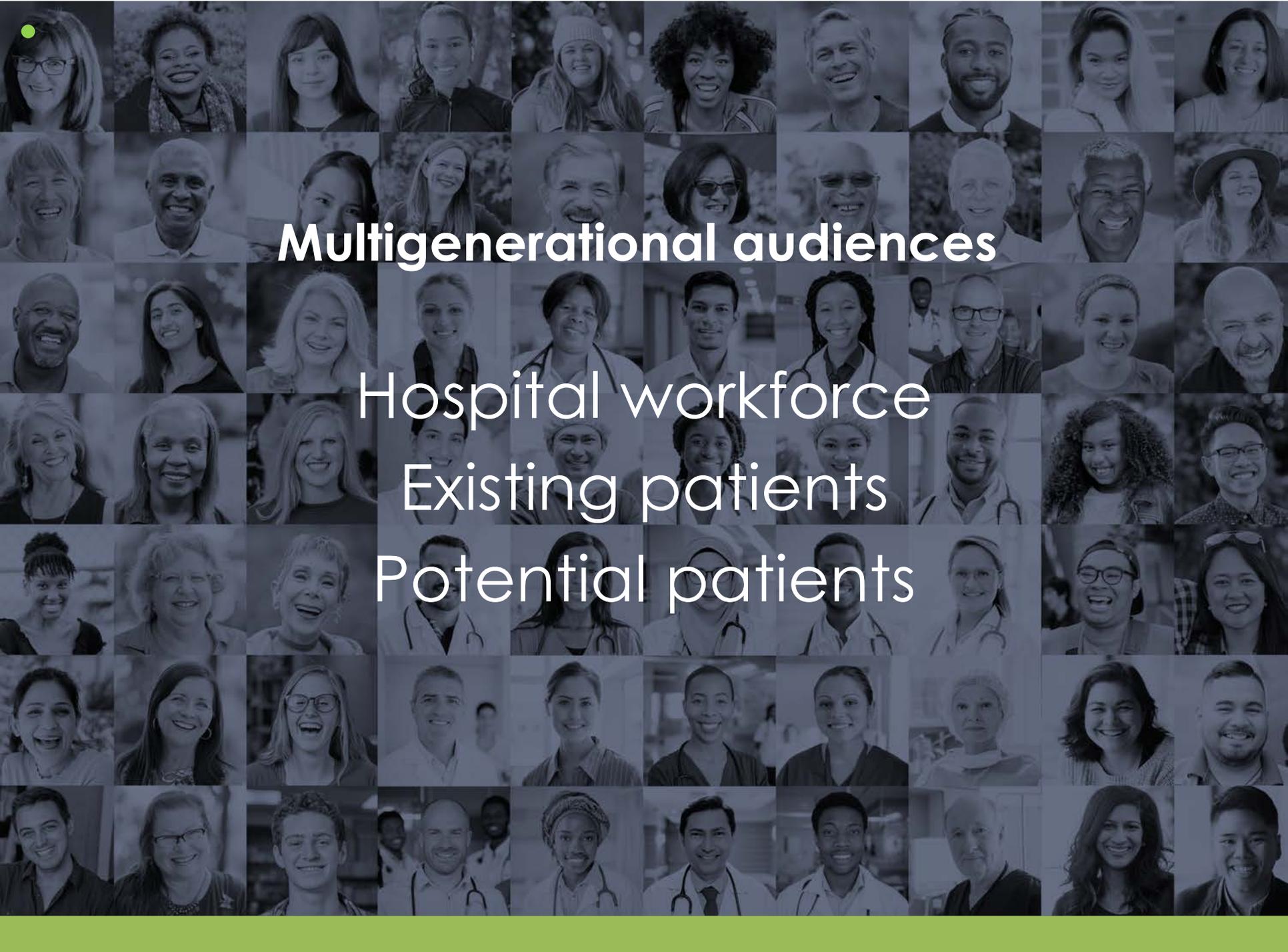
Generational opportunity

- **Achieving the objectives within your plan**
 - Increased market share
 - Sustainable growth
- **Understand your audiences' wants and needs based on generation**
- Understand how effective your organization's image is at **attracting this next generation**
- **Think beyond communications**
 - This can lead to operational and cultural changes



NATIONAL
RURAL HEALTH
RESOURCE CENTER





Multigenerational audiences

Hospital workforce

Existing patients

Potential patients

WORKFORCE

Managing Multiple Generations

- We are seeing **4 generations together in the workforce.**
- **Millennials are projected to be 50% of the workforce by next year.** By 2030 millennials will outnumber boomers by 22 million.
- **Baby Boomers will be retiring** within the next few years.
- **Diversity is likely to result in differences** in attitude and aptitude.
- If not managed effectively, **generational differences can lead to frustration, conflict, poor patient care.**



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Workforce

PREFERRED METHOD	TRADITIONAL	BABY BOOMER	GEN X	MILLENNIALS
Email Communication		✓	✓	✓
Employee Ambassador Program	✓	✓	✓	✓
Planning/Brainstorm Session	✓	✓	✓	✓
Social Media – Share Organization’s Culture/Target Recruitment		✓	✓	✓
Face-to-Face Roundtable	✓	✓	✓	



NATIONAL
RURAL HEALTH
RESOURCE CENTER



WORKFORCE Reverse Mentoring

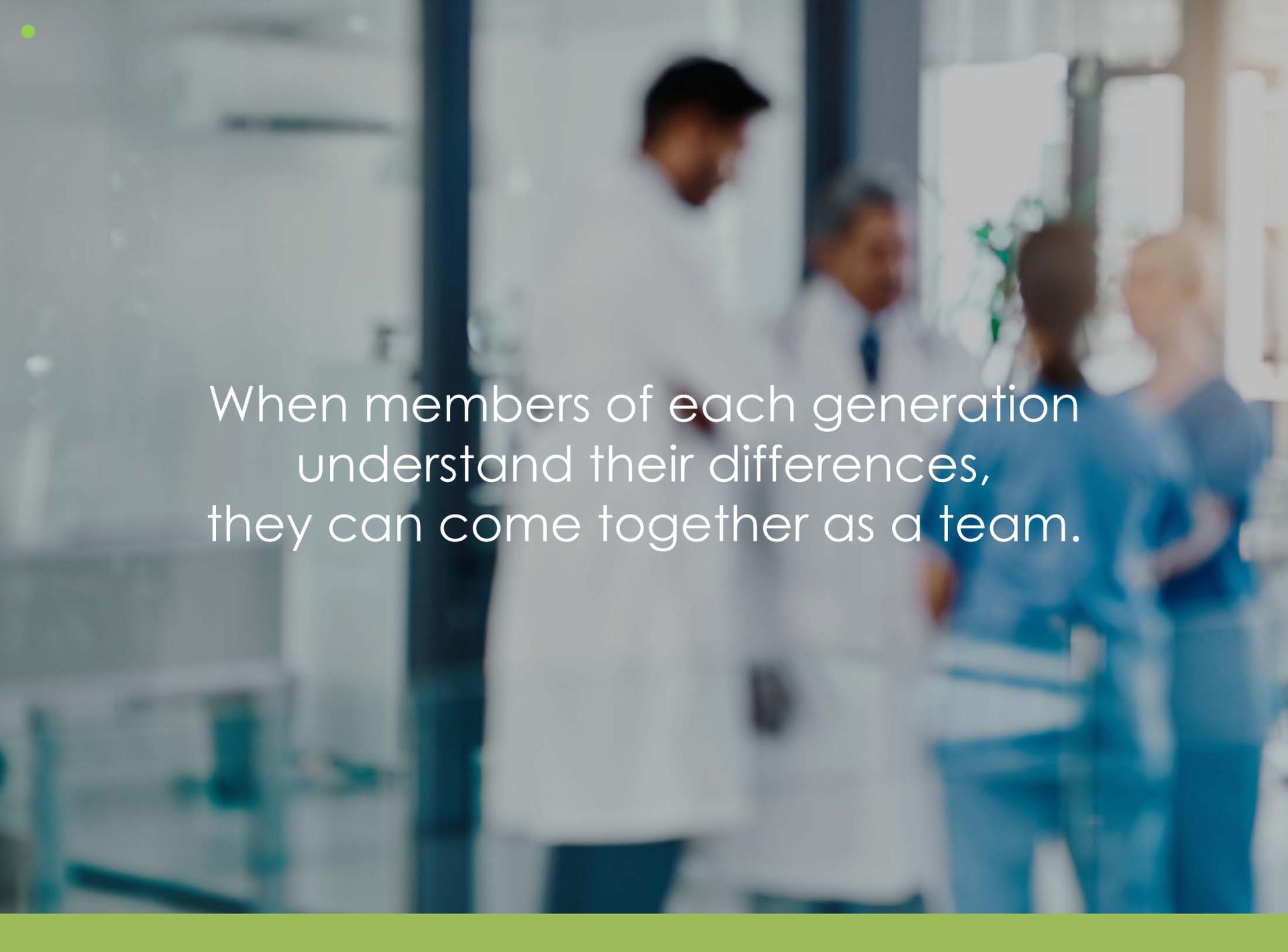


- **Younger employees paired with older**
 - Both sides learn from each other
- **Create a culture that fosters better communication and collaboration** with everyday interactions
 - Encourage collaboration
 - Group training or professional development
 - Social media network connecting staff
 - Include in organizational planning process
- **Build trust and transparency**



NATIONAL
RURAL HEALTH
RESOURCE CENTER

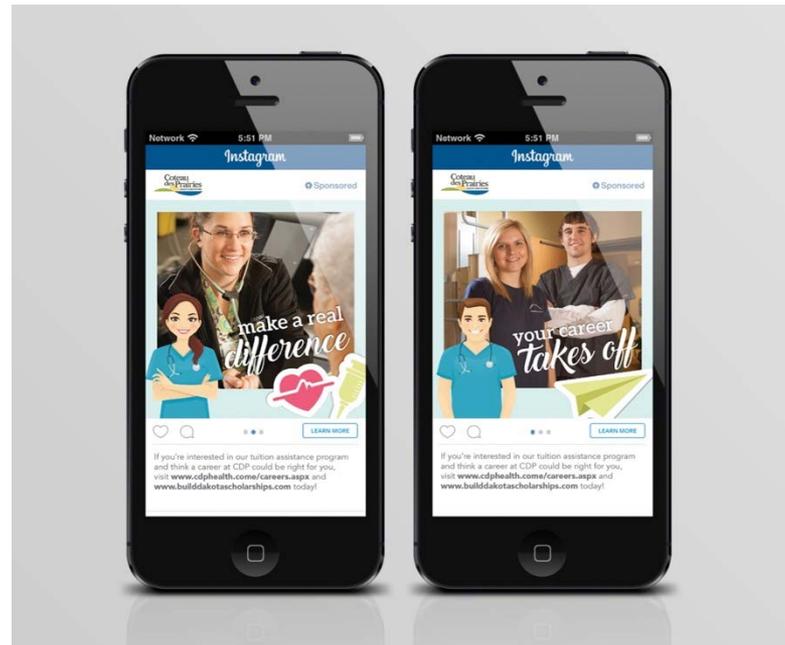


A blurred background image showing several healthcare professionals in a clinical setting. In the foreground, a man in a white lab coat is looking down. Behind him, another man in a white lab coat and a woman in blue scrubs are visible. The scene is brightly lit, suggesting a hospital or clinic environment.

When members of each generation understand their differences, they can come together as a team.

HOSPITAL WORKFORCE Recruitment

- Target different generations
- Strengthen brand presence within website and social media as a destination/landing page for additional information
- Offer digital HR electronic processing



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Existing Patients

PREFERRED METHOD	TRADITIONAL	BABY BOOMER	GEN X	MILLENNIALS
Online Reviews – Referral program			✓	✓
Ease of Experience – Patient Portals, EMR, myChart, Online Appointments		✓	✓	✓
Social Media – Share Health Tips and Create Facebook Events, Blogs		✓	✓	✓
Targeted Mailers – Colonoscopy Birthday Mailer, Medicare Advantage	✓	✓		
Health Education Events	✓	✓	✓	✓
Virtual Visits			✓	✓



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Free Medicare Wellness Exam Traditional/Boomers



NATIONAL
RURAL HEALTH
RESOURCE CENTER

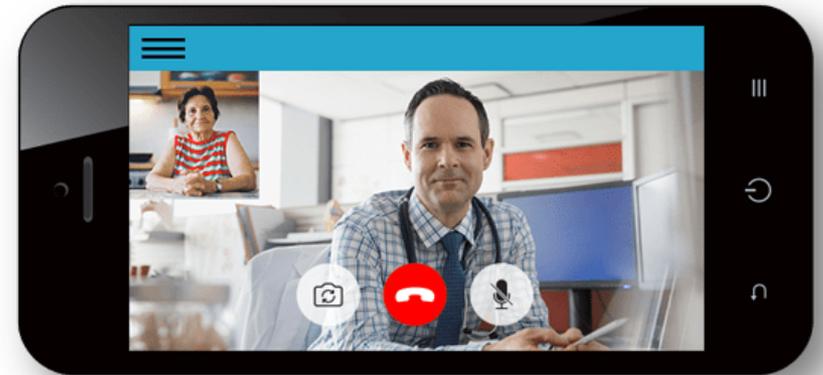


Telemedicine

Greater access for all generations

Virtual care

- Extend access to care through online exams
- Patient make future or real-time appointments
- Can allow for provider-to-provider video or chat consultation during the exam.



NATIONAL
RURAL HEALTH
RESOURCE CENTER

legato[®]
healthcare marketing

Convenience

Gen X / Millennials

- Same day appointments
- Walk-in care
- Extended hours
- Saturday care
- Improve your access or wait times –
 - Hire additional physicians or advance practice providers



**Good Things
Come in Threes**

Our Team, Our Hours, Our Location

When it comes to your health, good things definitely come in threes. From our three expert and caring providers to our extended evening and weekend hours, and our convenient location, there is a lot to love about getting care from the Howard Memorial Medical Clinic. We understand that you're busy—and so is the rest of your family—so we have made it easier than ever to schedule an appointment and see a provider. Call us today to meet with one of our three skilled providers.

From left: Alana Day, FNP; Brian Caldwell, MD; Ngozi Wilkins, MD

**Howard Memorial
hospital**

To schedule an appointment and learn more, visit howardmemorial.com/three.
Agende una cita y aprende más, visite howardmemorial.com/tres



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Personalized experience

Traditionalist/Boomers/Gen Z

Quick access to answer their own unique questions



 Ask Us
Anything

Q. How safe is a mammogram?

A. The amount of radiation a patient is exposed to during a mammogram is very small and does not harm breast tissue.



 Ask Us
Anything

Q. It's late at night and we've just had a medical emergency. What do I do?

A. If there is loss of consciousness, severe chest pain, or you are unable to make it to the hospital on your own, call 9-1-1. If you can safely drive or be driven to the emergency department, do so. Howard Memorial Hospital is here 24 hours a day for medical emergencies.



 Ask Us
Anything

Q. What are the benefits of speech therapy?

A. A lifetime of clear communication: Speech therapy improves skills that allow people to effectively communicate.



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Potential patients

PREFERRED METHOD	TRADITIONAL	BABY BOOMER	GEN X	MILLENNIALS
Digital – PPC, Social Media, Voice Activated Search, Retargeting			✓	✓
Ease of Experience – Urgent Care Reserve My Space		✓	✓	✓
Health Education Events	✓	✓	✓	
Social Media - Awareness	✓	✓	✓	✓
Print Publications	✓	✓	✓	
Broadcast Advertising	✓	✓	✓	



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Convenience Gen X / Millennials



Convenient Care Just Got *Even More Convenient!*

Extended hours and *"Save My Place"*
now available online

Rochelle Community Hospital is pleased to announce extended hours plus a new feature that makes our Convenient Care even better! With our *"Save My Place"* tool, you can reserve a place online before you leave home and receive text updates if there are delays. Then, when you arrive, simply check in at the new kiosk and get the care you need.



SUSAN MUELLER, APRN, FNP
NURSE PRACTITIONER

New Convenient Care Hours For minor illnesses and injuries

Monday-Friday 11:00 a.m. - 7:00 p.m.
Saturday 9:00 a.m. - 5:00 p.m.
Closed Sundays and Holidays

No appointment necessary!
Walk in or use *"Save My Place"*
online at rochellehospital.com.



900 N. Second St. | Rochelle, IL 61068
815-562-2181

Please provide your information below and we'll reserve your place in line, allowing you and your family to wait more comfortably at home – or wherever is convenient – until your estimated visit time.

For your convenience, you will receive updates and reminder text messages about your convenient care visit once you're in the queue.

But first, please make sure you don't need to call 911.

Current walk-in wait time is 38 - 53 minutes

Patient First Name Patient Last Name

01:00 PM Cell Phone Number

Send survey text after the visit
We'll send you a text message when it's time to show up.
 minutes before my visit

I have reviewed the information on when to call 911.

Powered by ClockwiseMD

- **“Save My Place” online** for Urgent Care
- Receive text messages with updates and reminders about your upcoming appointment



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Google it

Engage generations with understandable information on your website – not industry jargon

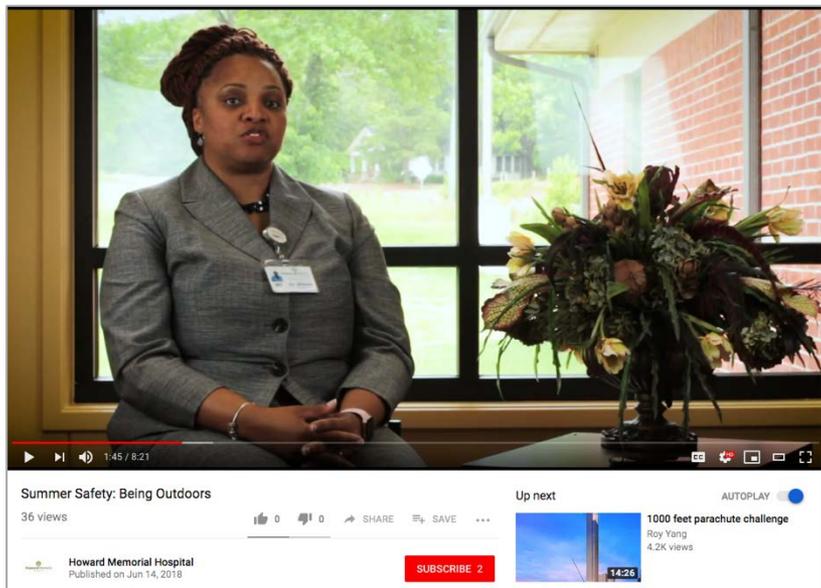


NATIONAL
RURAL HEALTH
RESOURCE CENTER



Convenience

Gen X / Millennials/Gen Z



Be present where they are searching

- Short video segments focusing on health living, quick tips to help balance their active lifestyle
- Searchable content
 - Content should be less hospital focused; more health focused
 - Google AdWords
 - Sponsored social content
 - Blogs
 - Display ads



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Education

Traditional/Boomers/Gen X



Sleep Disorders AND the Workplace

Monday, February 14 – 10:15 am
 Green Bay Metropolitan Sewerage District
 Large Training Center - Rm 327
 2231 North Quincy Street, Green Bay

Richard Potts, DO, FCCP, FAASM
 Prevea Sleep & Respiratory Care

40 million Americans suffer from chronic sleep disorders. They experience fatigue, irritability, depression, lack of concentration, lost productivity and car or workplace accidents, all due to sleep deprivation and sleeping disorders.

Join Dr. Richard Potts as he explains how sleep disorders can affect job performance and on the job safety. Learn about current screening technology for sleep disorders and ways to restore restful sleep to your nights and improve the quality of your days.

**For more information:
 Please contact a Wellness Committee Member**

PREVEA
 Health & Wellness

WellSaid. A Health & Wellness Education Series For Everyday Life.



Fad Diets & Weight Loss...Do they Work?

March 30 – 11:30 a.m. or 12:30 p.m.
 Shebogan County Administrative Building
 Room 302

Deb Guentenberg, MS, RD, CD
 Prevea Health & Wellness
 Registered Dietitian

Promises, promises, promises. Fad diets can promise to give quick weight loss, but are they healthy? It's time to weigh-in on the truth about fad diets.

Join Deb Guentenberg as she looks at the latest fad diets, what's good about them, and what's bad. Understand why these magical shortcuts don't offer long-term success. It's time to think "lifestyle" rather than "diet" and learn some simple techniques that you can stick with for life!

PREVEA
 Health & Wellness

WellSaid. A Health & Wellness Education Series For Everyday Life.



NATIONAL
 RURAL HEALTH
 RESOURCE CENTER



Diversity

All generations



PRIMARY CARE.
YOUR *NEW HEALTHY*
STARTS HERE.

Come in for the important care you need


Howard Memorial
hospital



ATENCIÓN PRIMARIA.
SU NUEVO SALUD
COMIENZA AQUÍ.

Venga por la atención importante que necesita


Howard Memorial
hospital



NATIONAL
RURAL HEALTH
RESOURCE CENTER

legato[®]
healthcare marketing

Q: How confident are you in recognizing the various cultural and generational differences in order to better communicate while building trust and understanding?

SUMMARY

- Learn about the need of the community, current impacts, and implications
- Educate yourself on the local community
- Assess your literacy & competency of constituents in your community
- Determine engagement plan
- Where possible, empower local leaders to speak for you, using a train-the-trainer approach
- Personalize and tailor content that aligns with each generation's interests and preferences
- Value and embrace our differences



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Presentation Insights

American Hospital Association
The Advisory Board
AARP

Healthcare Strategy Institute
Modern Healthcare
The Predictive Index
Willis Towers Watson



NATIONAL
RURAL HEALTH
RESOURCE CENTER



DRCHSD Communication Strategies for Community Outreach and Education Webinar Series

See you for Webinar #5!

**Digital 101: How to Build Relationships and Loyalty
with your Community**

Thursday, November 19, 11:00 am -12:00 CT

Speakers:

Erin Minsart, VP of Strategic Services

Mike Milligan, President of Legato Healthcare



NATIONAL
RURAL HEALTH
RESOURCE CENTER



Thank You!

For more information contact:

Dr. Mia Farrell

859.218.4800

antomia.farrell@uky.edu

diversity.ca.uky.edu

Mike Milligan

920.544.8102 ext. 101

mikem@golegato.com

LegatoHealthcareMarketing.com

