

WE'VE GOT YOU COVERED



## Bilingual Support: Improving Care and Support for the Latino U.S. Population

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MED-EL Bilingual Consumer Engagement Manager

# Agenda

- ⑨ Latino Community and Culture

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- ⑨ Statistics

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- ⑨ Challenges the Latino populations face in the United States

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- ⑨ Cultural and Language Barriers

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- ⑨ MED-EL's Bilingual Program and Support

# Bilingual Consumer Engagement Manager

Denise Lopez, MS, CCC-SLP



# My Story







# Common Core Values

Latinos make decisions differently as a culture

Core values are shared regardless of the country of origin

**Music is interwoven into all aspects of Latino culture**

# Familismo

## The Decision for a Hearing Implant Will Be a Family Decision

A common core value characterized by:

- 🌀 Loyalty
- 🌀 Strong attachment
- 🌀 Family approval

If family decision-makers aren't fully informed

>>> decisions aren't made

>>> treatment is interrupted





## Simpatia/Personalismo



## Respeto



# This is Why

**MED-EL's Mission: Delivering leading-edge technology to restore hearing and empower connection.**

- Latinos are the largest minority group in the United States
- Spanish is the most common second language spoken in the United States





# UnidosOímos

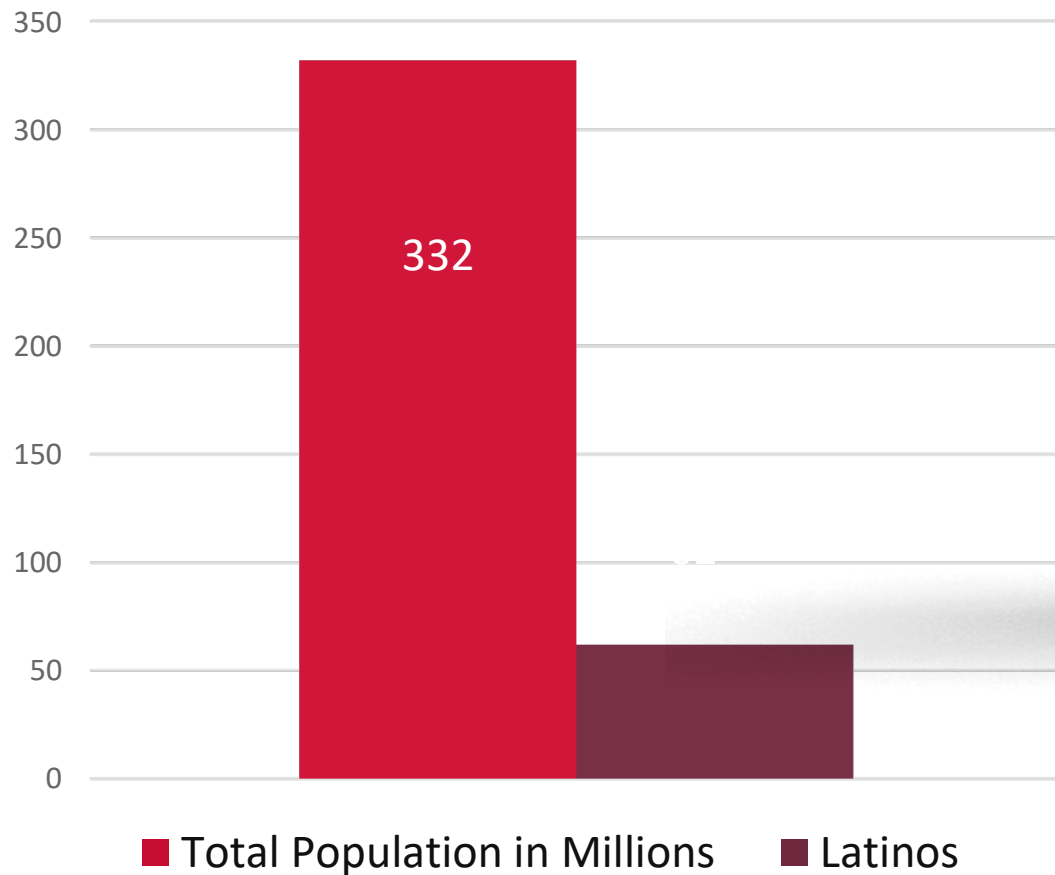
[TOGETHER WE HEAR]



A dedicated program developed to uniquely meet the needs of the Spanish-speaking population in the USA

# Current US Census Data

## Latino Population



19%

Up from 13% in 2000

# Hearing Loss Incidence

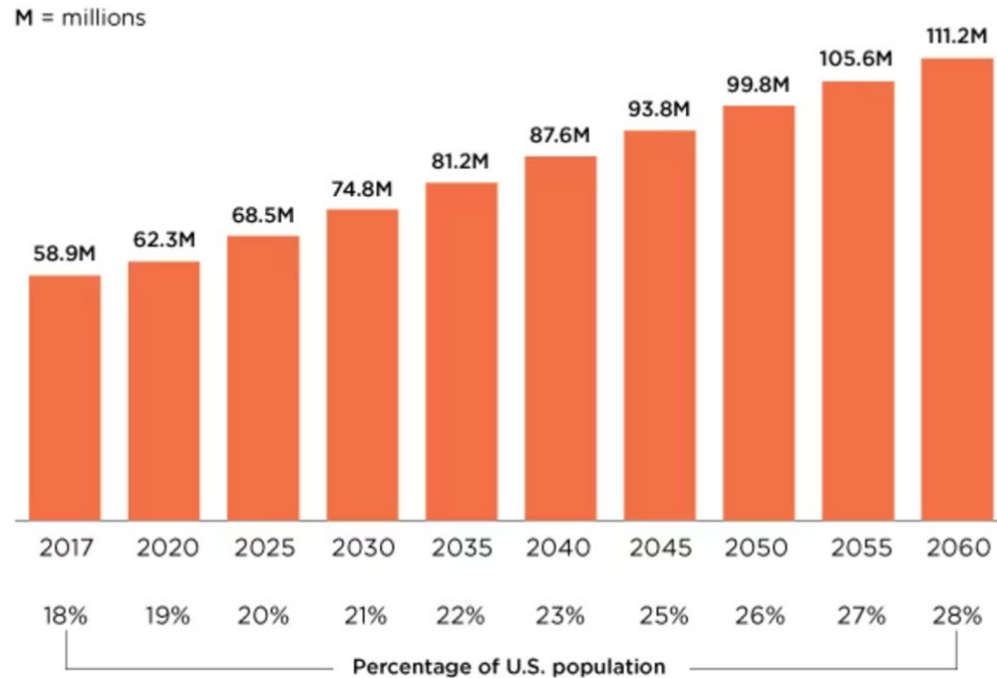
- 8% of the US Spanish-speaking population reports a hearing loss
- This means, there are currently 4.3 million Spanish-speakers with hearing loss in this country

4.3mil





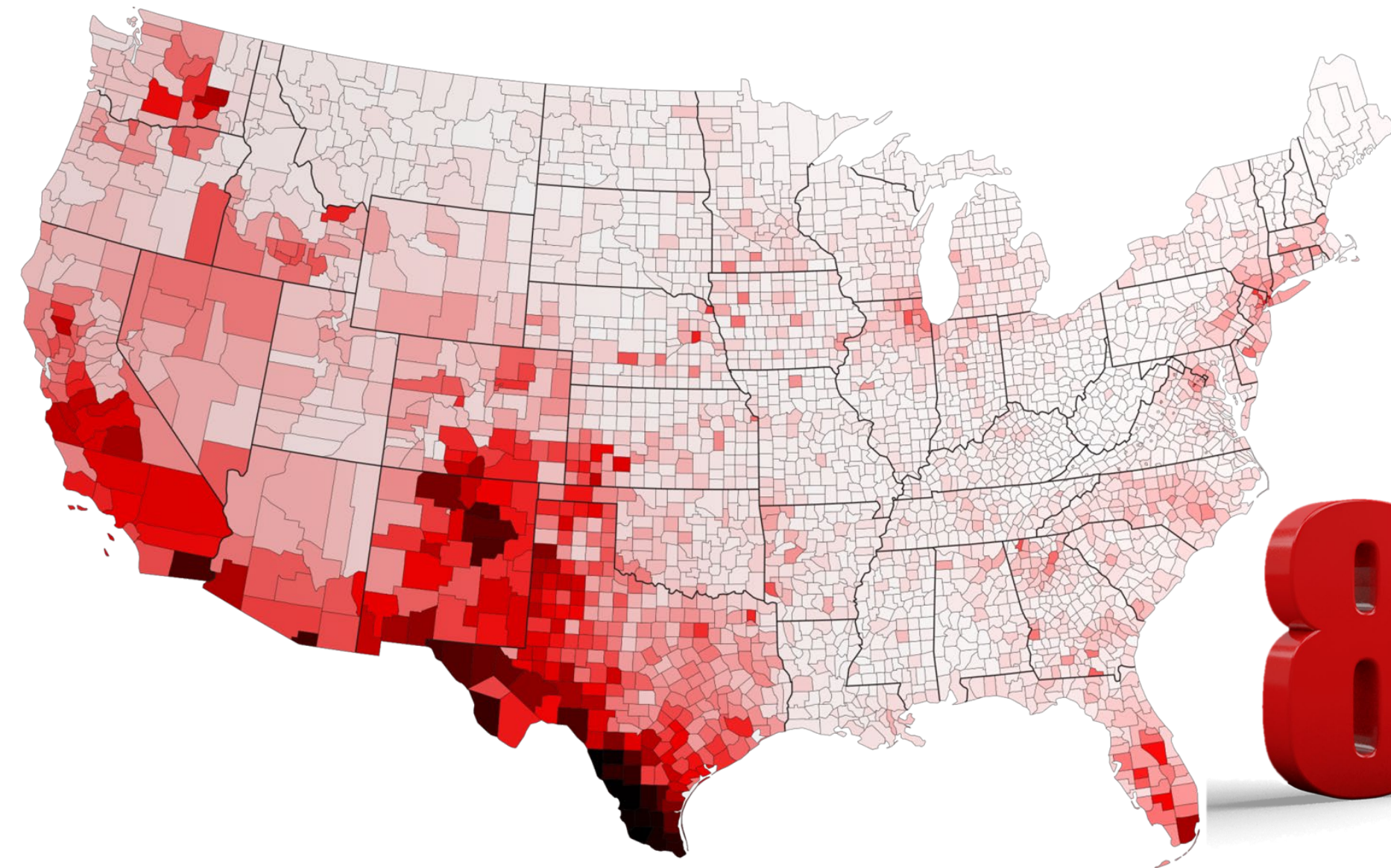
# Projection of Latino Population



- The Spanish-speaking population is projected to rise to **28% by the year 2060**
- By 2060, there could be **111 million Latinos** in the US population

# 2060

MED<sup>9</sup>EL



8.2mil

*This document is part of a presentation and is incomplete without oral explanation.* © MED-EL

# Professional Challenges

- 6% of providers are bilingual (all languages)
- Out of the 6% of bilingual registered, 64% are Spanish-speaking
- 7,500 SLPs
- 283 Audiologists





# Health Disparities



“Differences in health which are not only unnecessary and avoidable but, in addition, are considered unfair and unjust.”

# Cultural Sensitivity (CS)



An awareness that differences AND similarities exist and that they have an effect on values, learning, and behavior  
(Stafford, et al., 1997).





# Impact of Language Barriers

Studies in the medical field have reported that patients can feel:

- 9 Less satisfied with their health care if providers don't speak their language
- 9 Less valued, and may even be less likely to seek medical care



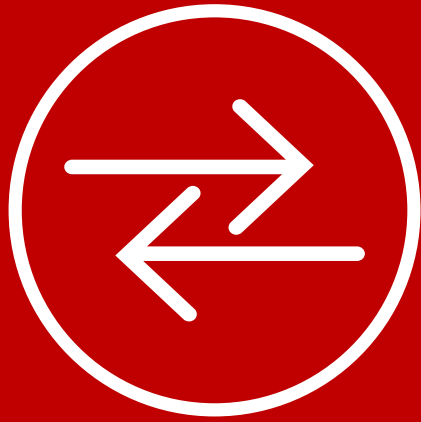


# What is Consumer Engagement?

- Group of highly qualified hearing professionals that engage with **candidates and family members** by offering outreach, education, and support to help them connect within their communities and understand their technology.







Interpreter



Bilingual Hearing Healthcare  
Professional

# Interpreter

- Role is to translate word for word
- Sole purpose is to interpret *without adding or subtracting anything*
- Interactions are job-related
- Serve as an important adjunct to clinical care that may increase appointment time

## GOALS:

- Maintain the flow of the conversation
- Act as an information relay station
- Remain a neutral participant in the conversation

# Bilingual Hearing Healthcare Professional

- Role is to educate in a way that is relatable
- Adds descriptors to compliment new terms/concepts
- Interactions are relational
- Experts in hearing healthcare
- Act as a direct source of knowledge
- Modify content as needed

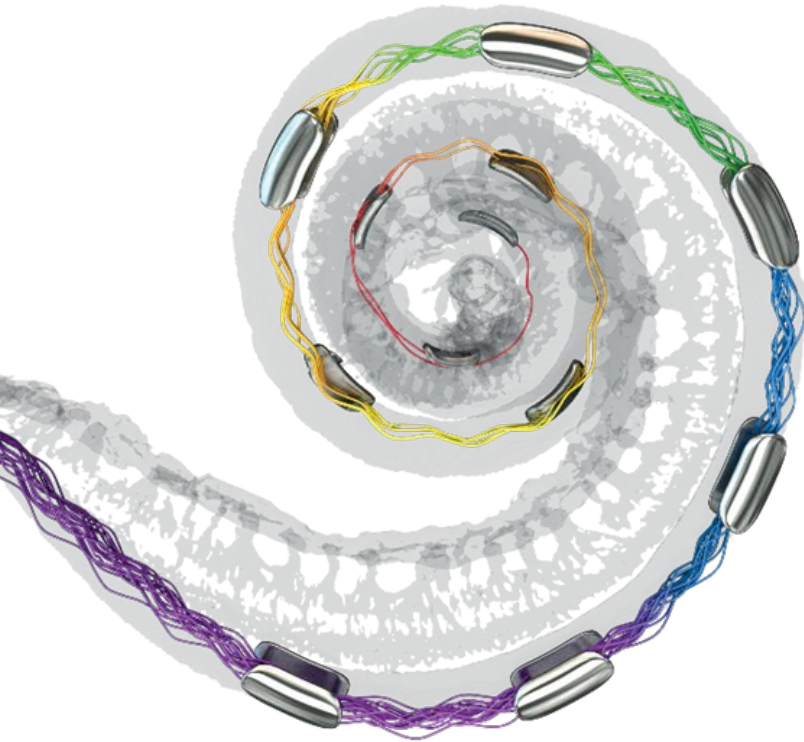
## GOALS:

- Provide background information and ask questions to assure content retention
- Active participant in the conversation
- Serve as professional partners



# Cultural Responsiveness vs. Translation

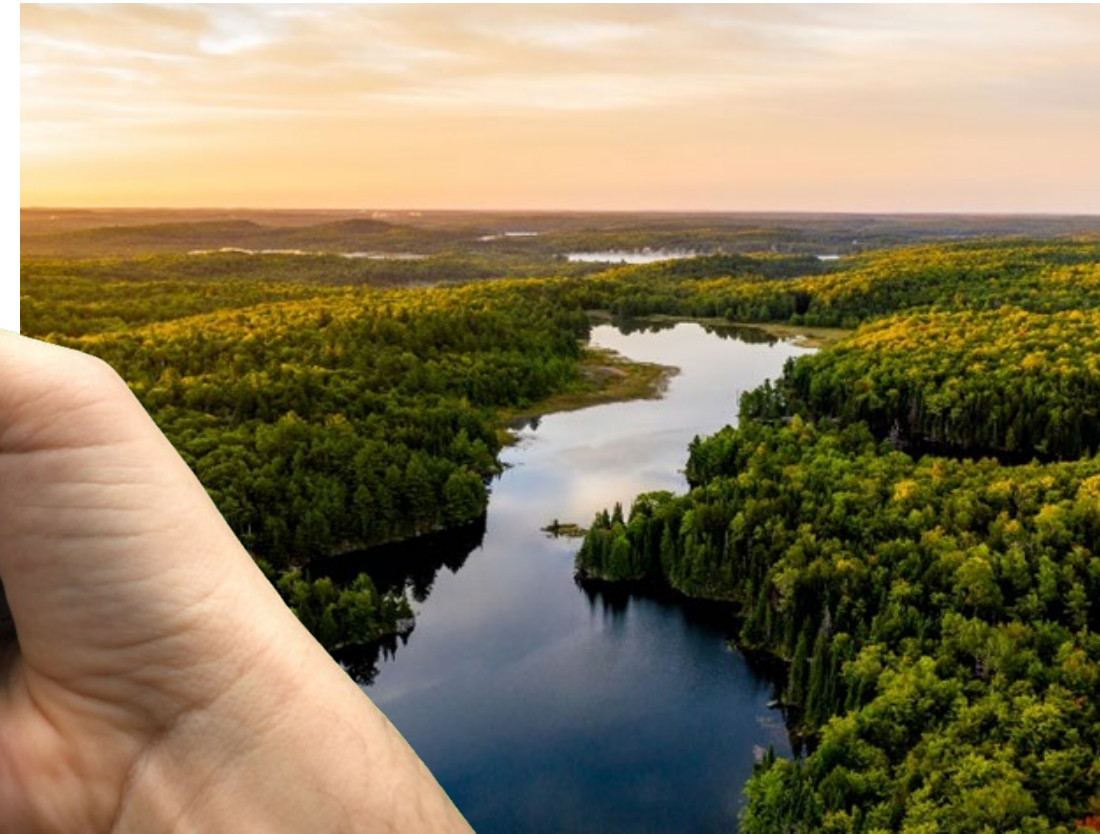
“Channel”

 Electrode lead



“Canal”

 TV Channel  
 Canal or body of water



# Bilingual Consumer Engagement Managers

- 🌀 Over 30 years of combined clinical experience in serving this population
- 🌀 Describe content immediately in a relatable way
- 🌀 Modify content and rephrase until understood
- 🌀 Clarify the patient's/family's understanding of information
- 🌀 Use bi-directional natural communication
- 🌀 Encourage questions and in-depth discussions outside of clinic time

*Customized to your preferences and clinic needs*

MED-EL Customized Support Enhances Your  
Bilingual Patient Care



# Regional and National Bilingual Support

## Culturally appropriate materials – created by audiologists



# One-On-One Appointments

43

LANGUAGES

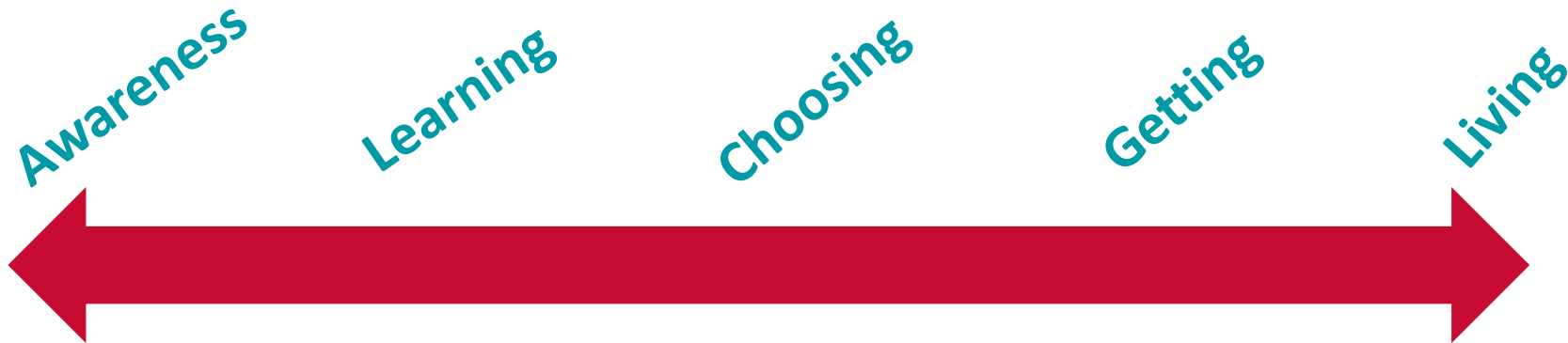
- Personalized, virtual appointment with hearing healthcare professional
- Recipient chooses topics
  - Rehabilitation
  - Connectivity
  - Troubleshooting
  - Order Forms
- All 1:1 interactions result in a report to professionals**



# Implant Evaluation Process

- Early Intervention
- Early access to support and resources

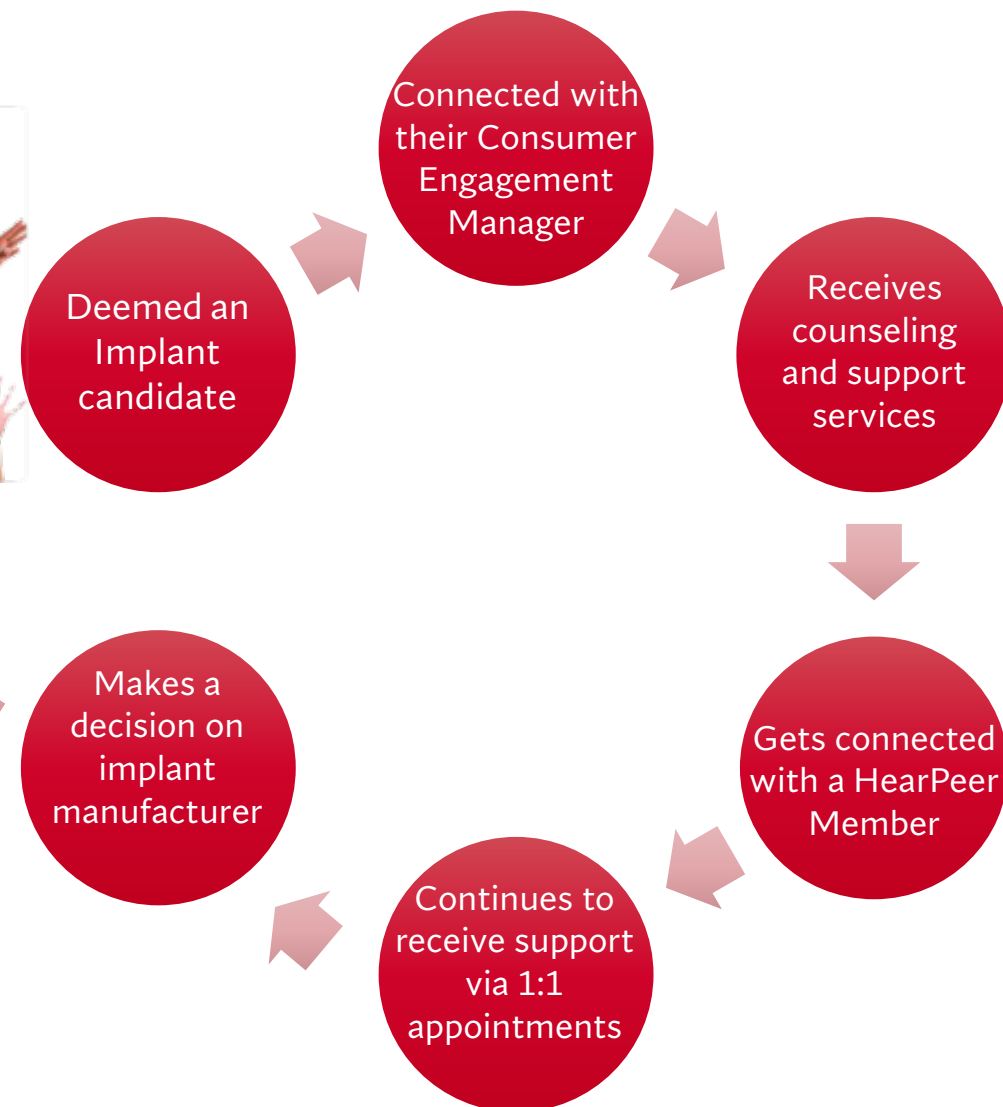
*Providing Support and Education  
Before, During, and After!*



# The Candidate Experience



Joins the implant community





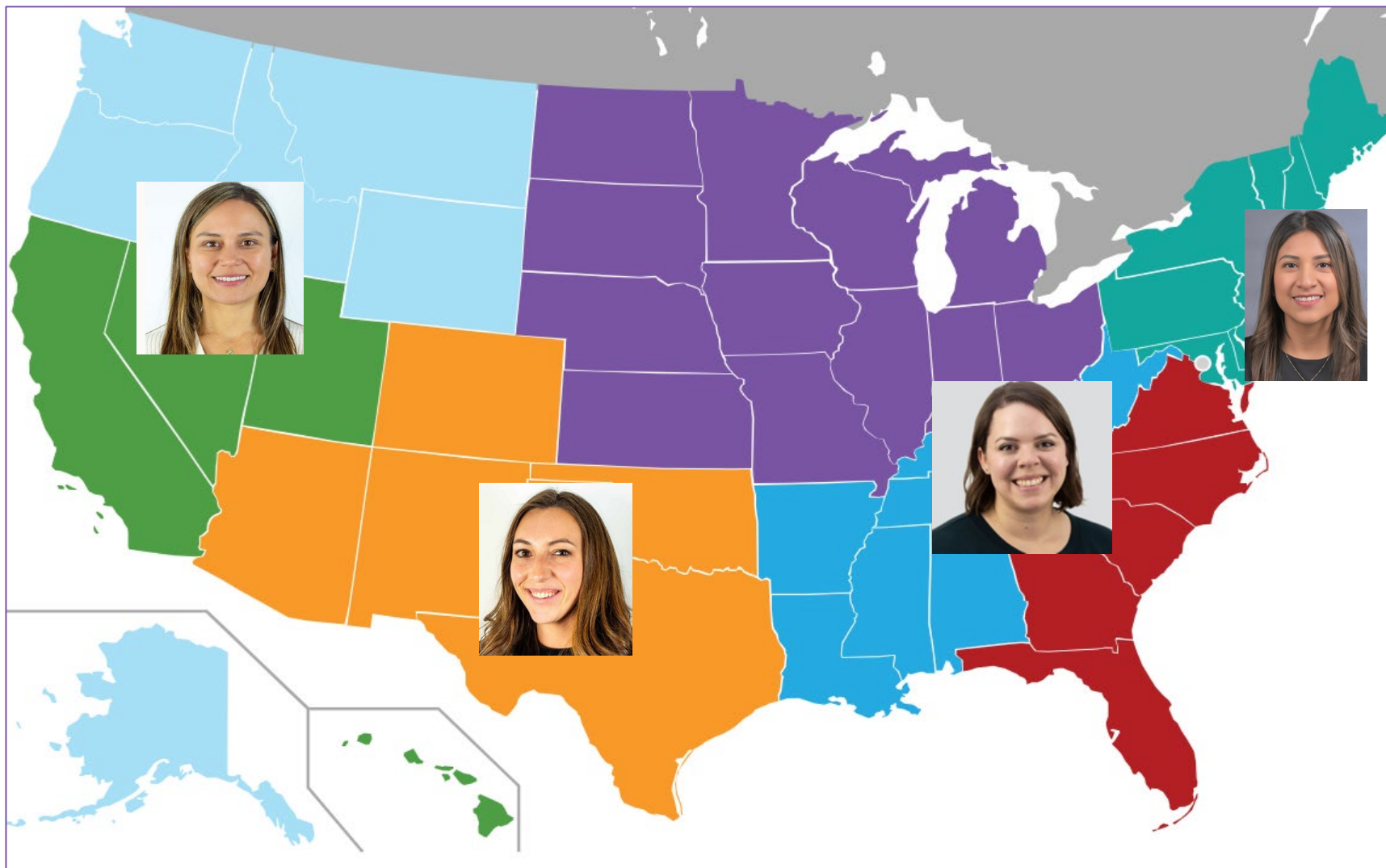


Working with partnering clinicians to achieve our  
common goal of IMPROVED OUTCOMES for this  
population

# Connect with your Bilingual Consumer Engagement Manager



West Region



Northeast Region



Southwest  
Region



Midwest,  
South and  
Southeast  
Region

