

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

- ⑨ Statistics

- ⑨ Challenges the Latino populations face in the United States

- ⑨ Cultural and Language Barriers

- 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

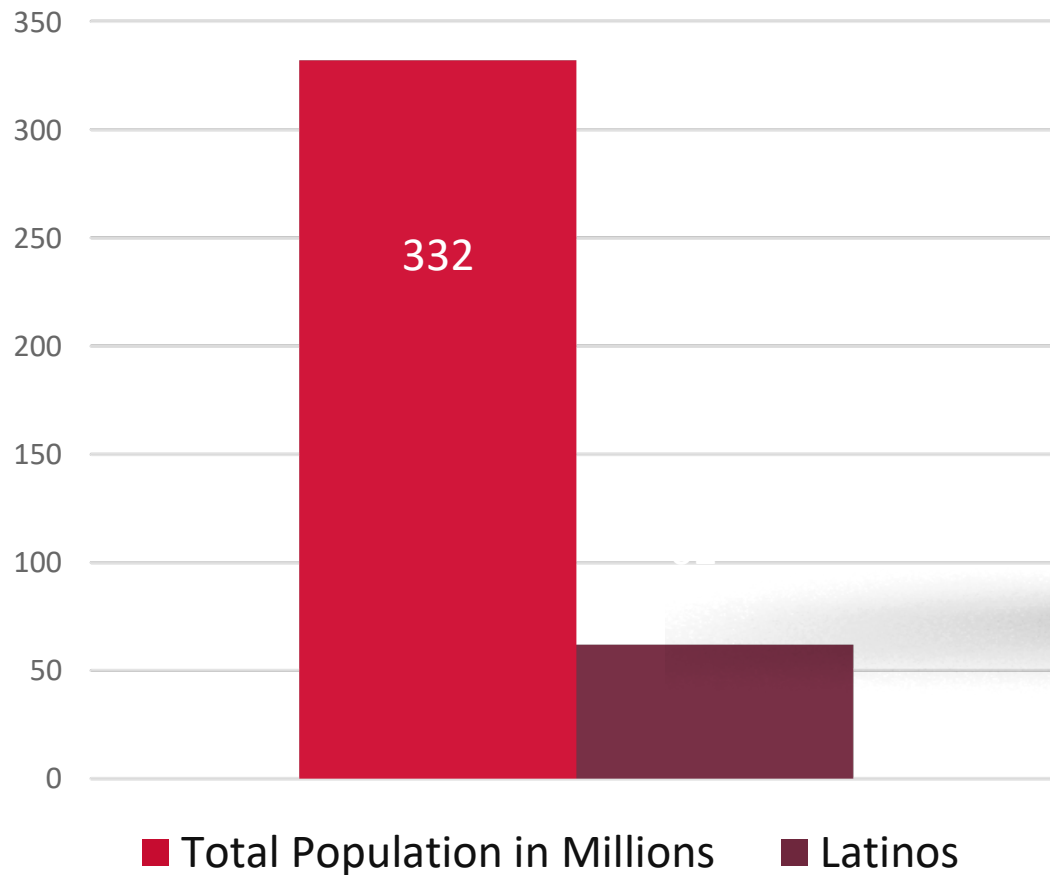
[TOGETHER WE HEAR]



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

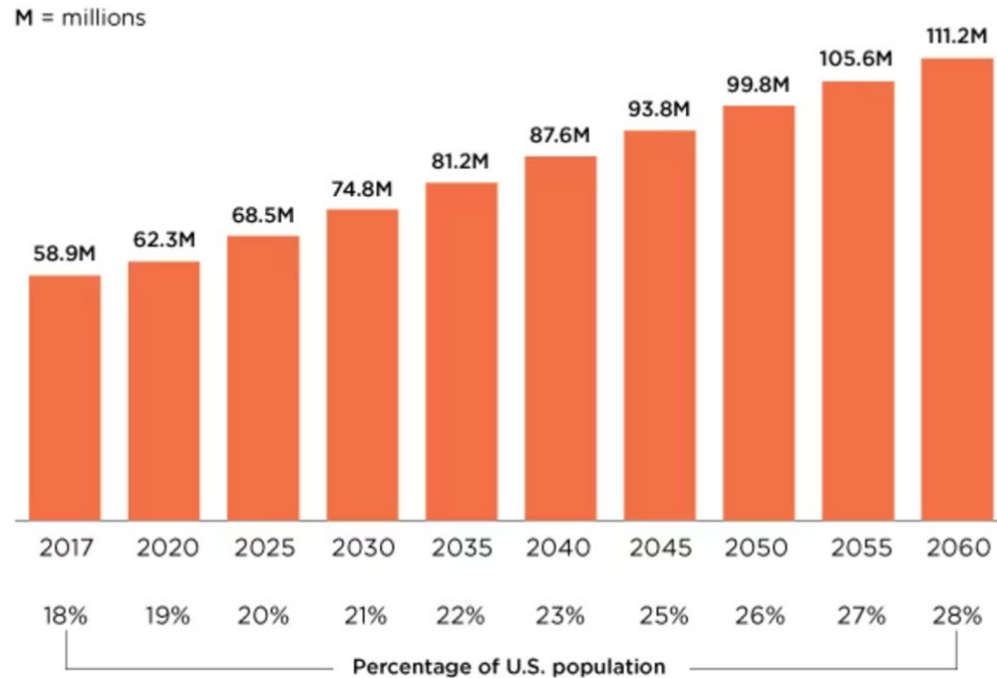
Hearing Loss Incidence

- 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



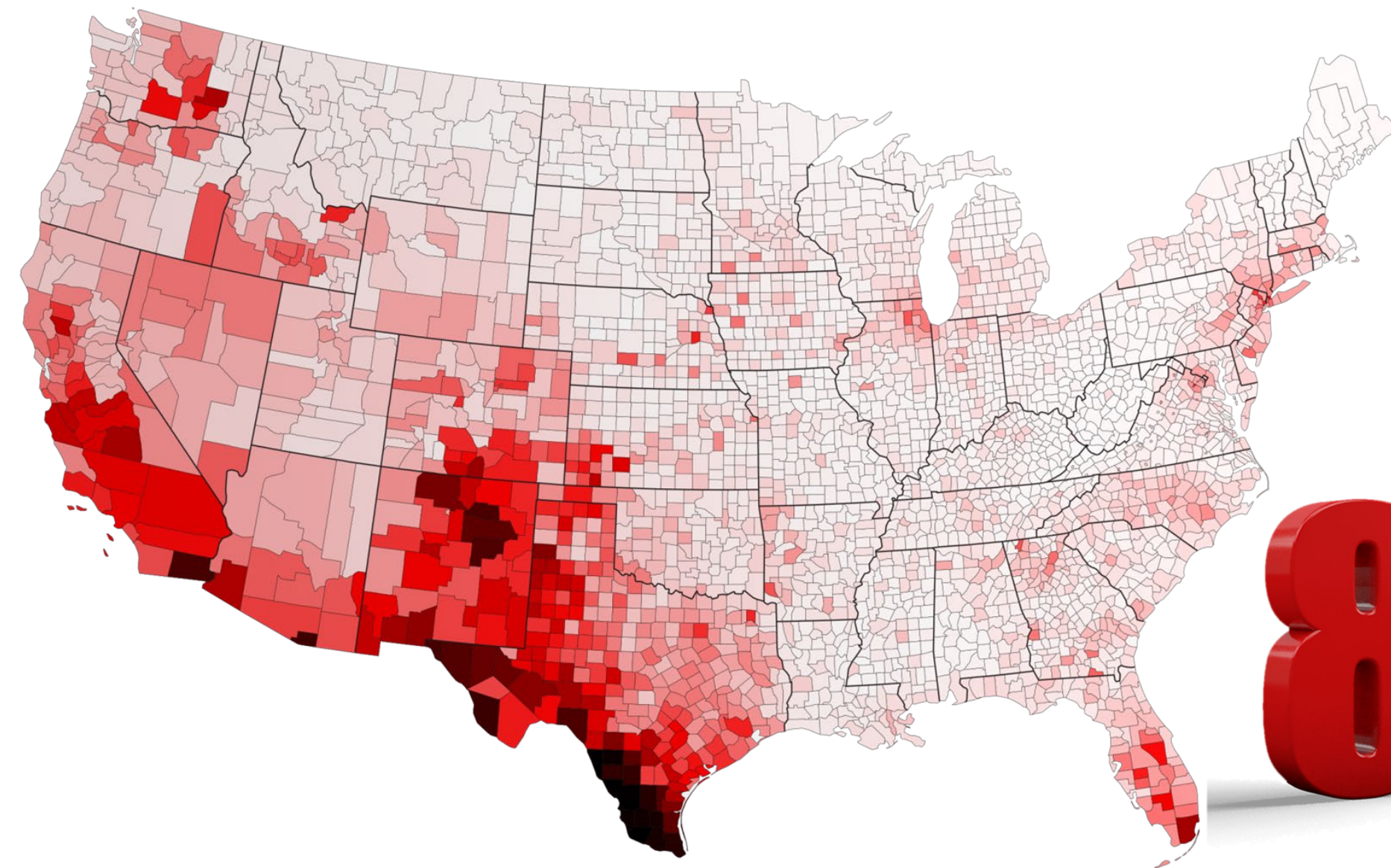
Projection of Latino Population



- 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

MED⁹EL



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

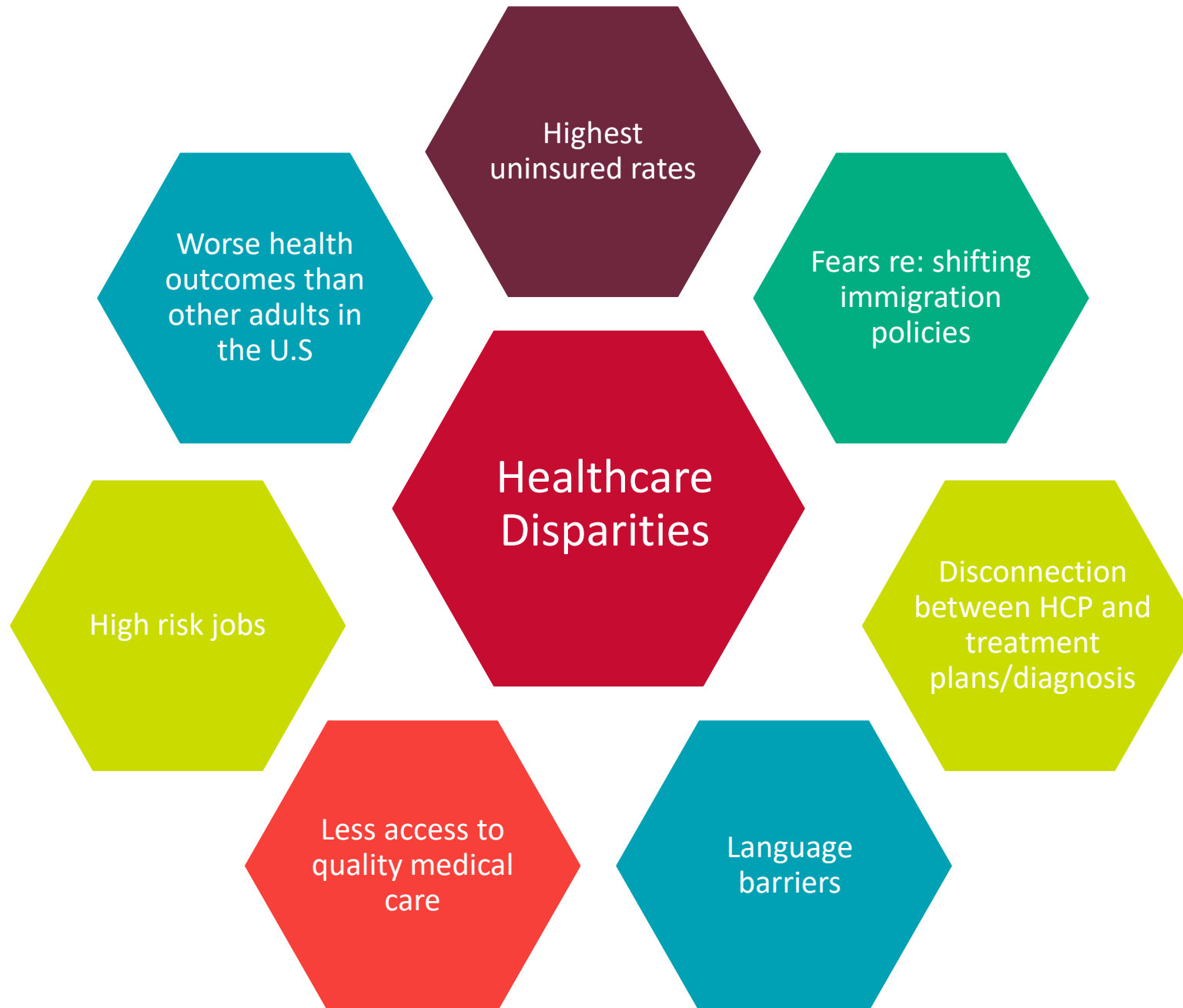


“Differences in health which are not only unnecessary and avoidable but, in addition, are considered unfair and unjust.”

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

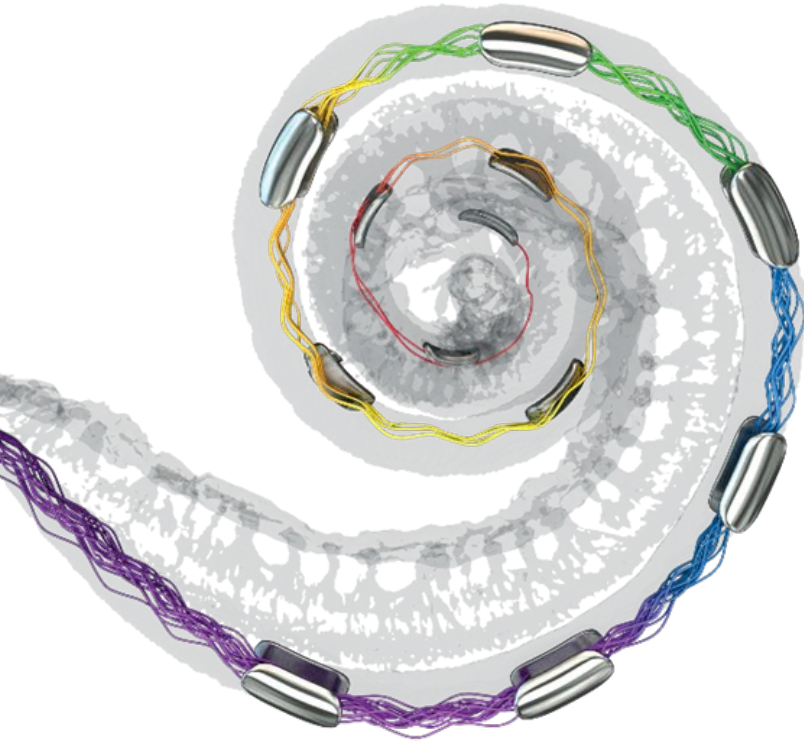
GOALS:

- 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

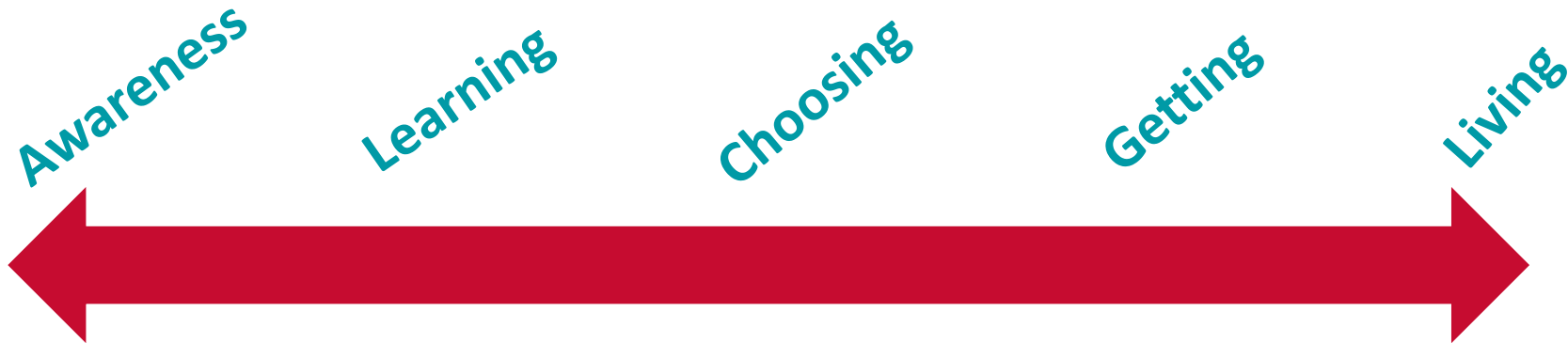
- Personalized, virtual appointment with hearing healthcare professional
- Recipient chooses topics
 - Rehabilitation
 - Connectivity
 - Troubleshooting
 - Order Forms
- All 1:1 interactions result in a report to professionals



Implant Evaluation Process

- Early Intervention
- Early access to support and resources

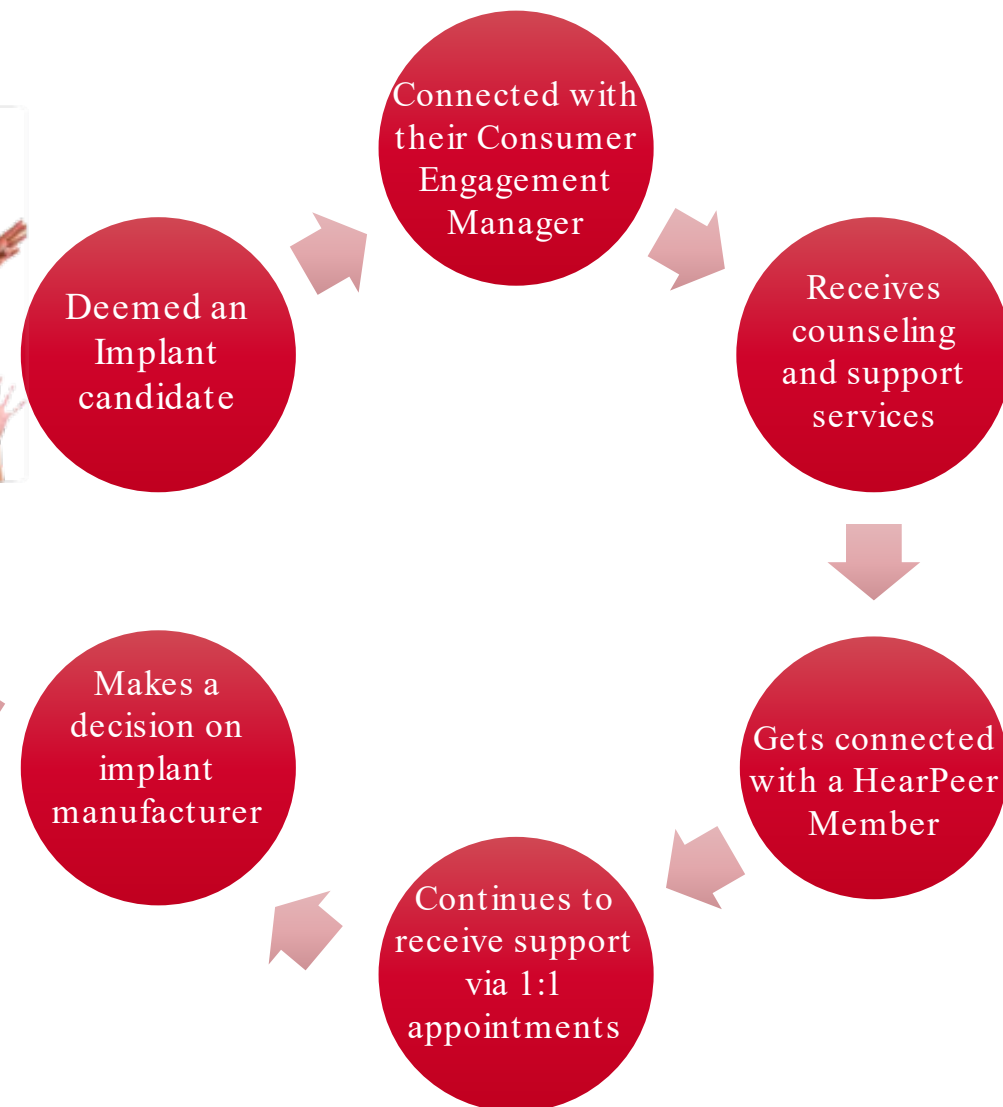
*Providing Support and Education
Before, During, and After!*



The Candidate Experience



Joins the implant community

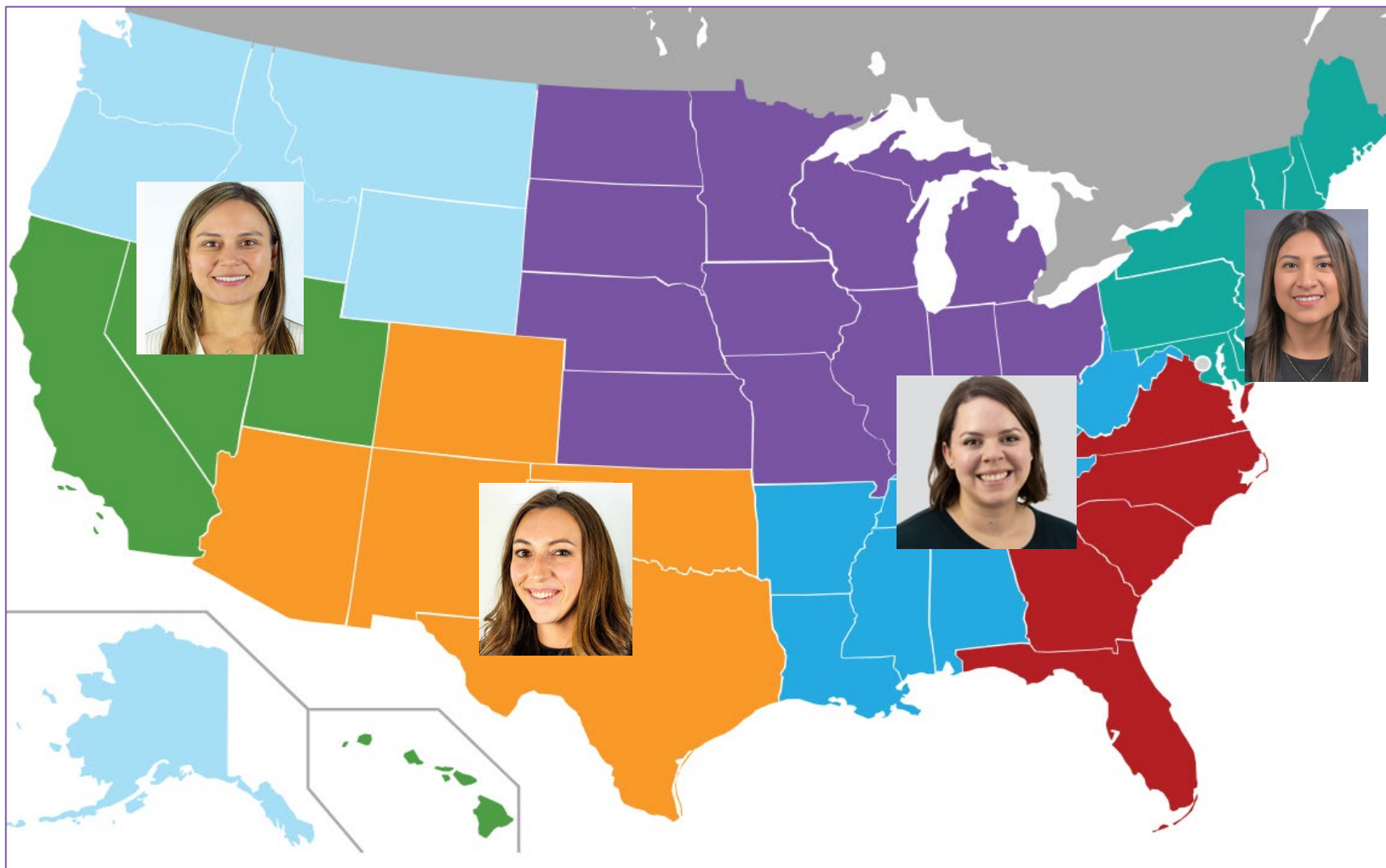




Working with partnering clinicians to achieve our
common goal of IMPROVED OUTCOMES for this
population

Connect with your Bilingual Consumer Engagement Manager

West Region



Northeast Region



Southwest
Region



Midwest,
South and
Southeast
Region

