Chicago & Indianapolis NHMA Chapters
COVID-19 & Diversity in Health Care

September 16, 2020
7:00 PM – 8:15 PM EDT
www.NHMAmd.org
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-Martír, 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
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.

<table>
<thead>
<tr>
<th>First</th>
<th>Last</th>
<th>Commercial Interest</th>
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<tbody>
<tr>
<td>Maria</td>
<td>Gomez</td>
<td>NA</td>
</tr>
<tr>
<td>Pilar</td>
<td>Guerrero</td>
<td>NA</td>
</tr>
<tr>
<td>Ben</td>
<td>Melano</td>
<td>NA</td>
</tr>
<tr>
<td>Elena</td>
<td>Rios, MD, MSPH, FACP</td>
<td>NA</td>
</tr>
<tr>
<td>Derek</td>
<td>Robinson</td>
<td>NA</td>
</tr>
<tr>
<td>Pamela</td>
<td>Vergara-Rodriguez</td>
<td>NA</td>
</tr>
</tbody>
</table>
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

COVID 19 CASES PER 100,000 PERSONS BY RACE AND ETHNICITY - ILLINOIS
AUGUST 16, 2020 –LATINO POLICY FORUM- IDPH DATA

Casos de COVID-19 por cada 100,000 Habitantes por Raza/Etnicidad, 16 de agosto, 2020, Illinois

Fuente: Illinois DPH, Censo de EE.UU y resumen diario de la COVID de Chicago, Análisis: Latino Policy Forum
Percent Test Positivity, by Ethnicity*

Ethnicity is self-identified by the patient at the time of testing and is missing for ~ 50% of tests.
Increasing test positivity among young age groups 20-29, including Latinx
LATINOS ARE OVERREPRESENTED
CHICAGO - 40% OF ALL POSITIVE TESTS

CASES

LATINX 40%
AFRICAN AMERICAN 24%
WHITE 14%
ASIAN 2%
OTHER/? 20%

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 Consulte 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
  - 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

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

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 Taskforce
  • 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:
- Medicaid, Medicare, Private Insurances
  - Co-Pays, Best to be in Network

Medicare:
- >65 y/o or Disabled
- >65 y/o including undocumented persons

Most Hospitals and FQHCs:
- Special program for persons who are undocumented and not eligible for State health insurance

No Insurance:
- Apply for Medicaid in hospital or at the medical visit
- < $24,000 per year per individual
- Apply for financial help to avoid bills
- Need an ID (Consulate), dated proof of address (bill, letter), proof of income (Check stubs, notarized letter of support)
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%
- Puerto Ricans: 4.6 Million • 9.2%
- Cubans: 1.7 Million • 3.5%
- Salvadorans: 1.6 Million • 3.3%
- Dominicans: 1.4 Million • 2.8%
- Colombians: 909,000 • 1.8%
- Hondurans: 633,000 • 1.3%
- Peruvians: 531,000 • 1.1%
- Ecuadorians: 565,000 • 1.1%
- Guatemalans: 1 Million • 2.1%

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

Source: Pew Hispanic Center
Health Care disparities
Language and Race
Difference in:

Recall

Questions asked

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

<table>
<thead>
<tr>
<th>Information Category</th>
<th>Overall</th>
<th>Bilingual Physician Group</th>
<th>Monolingual Physician Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diagnosis</td>
<td>70.3</td>
<td>73.8</td>
<td>64.5</td>
</tr>
<tr>
<td>Laboratory</td>
<td>80.1</td>
<td>88.6</td>
<td>73.7</td>
</tr>
<tr>
<td>Treatment</td>
<td>43.5</td>
<td>50.2</td>
<td>38.0</td>
</tr>
<tr>
<td>Recommendations</td>
<td>82.5</td>
<td>84.1</td>
<td>80.9</td>
</tr>
<tr>
<td>Social/personal</td>
<td>59.1</td>
<td>90.0</td>
<td>33.3</td>
</tr>
</tbody>
</table>
Questions and Clarifications made

Questions asked

<table>
<thead>
<tr>
<th>Language</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bilingual</td>
<td>Needs some clarification.</td>
</tr>
<tr>
<td>Monolingual</td>
<td>Needs some clarification.</td>
</tr>
</tbody>
</table>
Trust

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.

[Your doctor] is extremely thorough and careful.
Trust continued
Era of Covid
Sources


1. Language as a communication barrier in medical care for Hispanic patients. https://journals.sagepub.com/doi/abs/10.1177/07399863910134001


1. http://illinoisunidos.com
Insurer Approaches to Equity in Care

Derek J. Robinson, MD, MBA, FACEP, CHCQM
President
Blue Cross Blue Shield IL
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, NH Opportunity 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.

<table>
<thead>
<tr>
<th></th>
<th>Percent of respondents age 18+ who said they and/or their spouse/partner worked full-time/part-time and had lost or were furloughed from their job</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>21</td>
</tr>
<tr>
<td>Black</td>
<td>24</td>
</tr>
<tr>
<td>Hispanic</td>
<td>31</td>
</tr>
<tr>
<td>White</td>
<td>18</td>
</tr>
<tr>
<td>Annual income...</td>
<td>27</td>
</tr>
<tr>
<td>Annual income...</td>
<td>16</td>
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</tbody>
</table>


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.

Percent of respondents age 18+ who said they and/or their spouse/partner lost or were furloughed from their job and had insurance through affected job and either respondent and/or spouse/partner was covered by one of the following types of insurance:

- Employer coverage: 14%
- COBRA: 10%
- Medicaid or individual market/marketplace plan: 7%
- Uninsured: 21%

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.


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

- **Uninsured**: 31%
- **Employer coverage**^: 28%
- **Other***: 5%
- **Medicaid, Medicare, Individual market/marketplace**

^ Employer coverage through respondent or spouse/partner’s employer or parent’s plan.
* Other includes respondents who reported “don’t know/refused.”

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?

- All: 74%
- Black: 80%
- Hispanic: 77%
- White: 71%
- Democrat: 81%
- Republican or...: 65%

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.


Health Equity and Value Based Care
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
• **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

<table>
<thead>
<tr>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>HE CME – Physician Bias</td>
<td>R/E/L Stratification</td>
<td>Interventions</td>
</tr>
<tr>
<td>R/E/L Analysis Concept (HEDIS Metrics/Initiation)</td>
<td>Asthma / Diabetes / Hypertension</td>
<td>SDoH Screening</td>
</tr>
</tbody>
</table>
Health Equity Grant Program

• BCBSIL and AHA are working together to support IL hospitals in improving health equity

• 13 hospital grantees including the following:
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

Social IMPACT FUND
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
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.
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.
BCBSIL COVID-19 Investments

- Member Cost-Sharing Waived
- Telehealth Expanded
- Grace Period Extensions
- COVID-19 Economic Response Program
- Community Investments

Estimated Approx. $300M
THANK YOU

Chicago Chapter: pguerrero1025@gmail.com
Indianapolis Chapter: jsevilla@iupui.edu
**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