

# Cultural Intelligence in Healthcare

Developing Cultural Competence to deliver high quality personalised care for All patients



## A New workshop for Healthcare Managers

*“Effective cultural competency training would help to make sure medical education meets the goal of improving healthcare for the whole population and tackle healthcare inequality.”*



Royal College  
of Physicians  
Setting higher medical standards

Monday 06, Oct 2008

### About this course:

*“ Our Staff found the workshop to be excellent, very interactive, where they could draw on real life experiences to become better informed, more confident and empowered to interact effectively.”*

A.M- Primary Care Trust Head of Workforce Development, OD and HR

### Who should Attend?

NHS Managers/Directors, Clinicians, Nurses in:

- HR, Workforce Development, Training, Equality & Diversity
- Commissioning, Service Modernisation, Health improvement
- Public Health, Health Promotion, Social Marketing, Mental Health
- Public/Patient Engagement, Provider Services.

### Course Dates/ Venues:

- Open courses available in your area. Dates for 2011 to be finalised. Let us know your interest in your area
- “In-house” courses also available in your organisation.
- Numbers limited to 12-15 maximum per course
- Rates very competitive. Duration 1-2 days.

For information and bookings contact us:

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## NHS DELEGATES' FEEDBACK

“This course is more informative. It would help Staff to have better cultural intelligence compared to others”

Primary Care Manager

“It is very interactive which is excellent as you can ask questions and get answers in a ‘safe’ environment, There was open group discussion where we could express examples and draw on real life experiences.

MI - Senior Primary Care Manager

“All information very relevant and useful. Very interesting & enjoyable course which has given me practical tips & a summary of cultural issues which I will apply to my work”

HH - Principal Health Improvement Specialist

“Would be especially useful for front line staff”

JH - Health Visitor

# Cultural Intelligence in Healthcare

## What you will Gain?

This workshop is designed for healthcare professionals in PCTs, Acute Trusts, SHAs, Mental Health Trusts, and other healthcare Service Providers. The workshop will provide practical insights and suggestions in understanding needs of diverse patients and community groups, from a perspective of delivering excellent customer service, strategic planning/service design, or maximising engagement and targeting of diverse communities in delivering health promotion. Also covered is knowledge of how faiths and cultures, medicines & disease management, patient engagement and services can affect the quality and outcomes of healthcare delivery.

This workshop will contribute to learning and development under the **NHS Knowledge & Skills Framework (KSF) core dimensions 1, 2, 4 and 6**, as well helping to improve scores in **World Class Commissioning Competencies 2, 3, 5 and 6**. The workshop will enable delegates to become better informed, more confident and empowered to engage effectively.

## Trainer's background:

Extensive background in sales, training & management with various blue-chip Pharmaceutical companies. Experienced in dealing with all sections of NHS-especially primary care and secondary care. Strategy, policy development & operational effectiveness experience in various Director/Board level roles in public sector organisations including a Primary Care Trust. Extensive experience in project design and delivery & engagement to so called "hard to reach" & diverse communities. Marketing qualified.

## Workshop Content is flexible and can include the following:

- **Equality & Diversity, Equal Opportunities:** What they mean in practice, Stereotyping & Discrimination.
- **Health Inequalities:** access to services, engagement and delivery
- **Communications in a multi-cultural setting:** Cultures & Cultural Difference; Customs & Etiquettes, Lifestyle, Languages, Names, Greetings, Overview & principles of main Faiths in UK.
- **Faith Issues in Healthcare:** Cultural & Faith considerations in healthcare, Attitudes & Beliefs; Medicines-attitudes to pain relief, drug formulations; Foods, Diets and personal Hygiene: Patient needs & communications;
- **Service Design & Delivery to BAME groups:** Service planning, Benefits of Social Marketing.

## Need More Reasons to Attend?

Here's a small selection of testimonials from satisfied delegates who attended other Cultural Intelligence courses:

*"It was extremely useful and carried out well"*

*"Course was extremely informative, opened my eyes to different cultures and religions and now feel comfortable communicating at a deeper level with individuals from all cultures and religions!"*

*"Excellent, Informative and at times eye opening"*

*"Really enjoyed course, tutor was friendly and professional"*



### Acumen TMC

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