

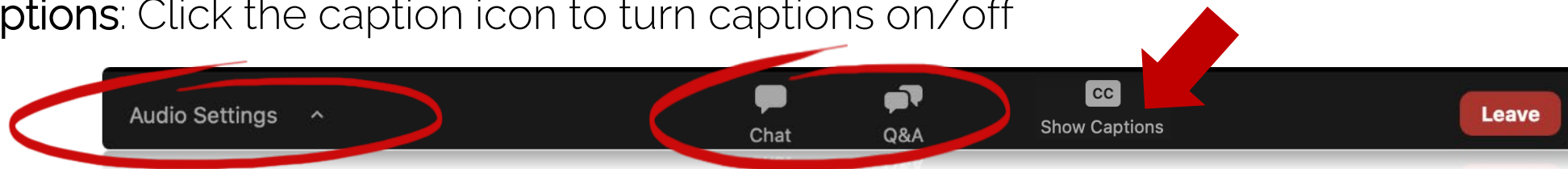
# From Words to Wellness: Promoting Health Equity through Translation

December 7, 2023



# Housekeeping

- All participants are muted.
- **Audio Settings:** ability to select your speakers and adjust your volume.
- **Chat:** for sharing of ideas, interacting with speakers and attendees; not for promoting services and products. Make sure you choose 'Everyone' in the dropdown in the chat box.
- **Q&A:** for submitting questions to review at the end of the webinar
- **Captions:** Click the caption icon to turn captions on/off



- Receive follow up email tomorrow with webinar slides, recording and link to survey.

Comments shared in chats do not reflect the opinion or position of The Beryl Institute, but those of individual participants. People found misusing the chat function or engaging in uncivil or disruptive ways via chat may be removed from the session at our discretion.

# PX Continuing Education Credits

- This webinar is approved for 1 PXE.
- To obtain patient experience continuing education credit, participants must attend the webinar in its entirety and complete the webinar survey within 30 days.
- The speakers do not have a relevant financial, professional, or personal relationship with a commercial interest producing health care goods/services related to this educational activity.
- No off-label use of products will be addressed during this educational activity.
- No products are available during this educational activity, which would indicate endorsement.

*This webinar is eligible for 1 patient experience continuing education (PXE) credit. Participants interested in receiving PXEs must complete the program survey within 30 days of attending the webinar. Participants can claim PXEs and print out PXE certificates through Patient Experience Institute. As recorded webinar, it offers PXE for two (2) years from the live broadcast date.*



This PX Marketplace Webinar  
is brought to you by:



For more information, visit:  
[languageLine.com](http://languageLine.com)

# From Words to Wellness: Promoting Health Equity Through Translation

December 7<sup>th</sup>, 2023



# Meet your panelists

## Our experts:



**Rebecca Ruckno, MSW, MBA**  
Director of Health Literacy and  
Interpreting Services, Geisinger



**Cory Markert**  
Vice President of Sales,  
Translation Solutions,  
LanguageLine Solutions

## Moderated by:



**Evelyn Stefani**  
Channel Manager,  
LanguageLine Solutions

# Geisinger: Integrated health system with \$8+ billion in combined revenues



## We care for patients.

- 10 hospital campuses
- 130 primary and specialty clinics
- 24,000 employees
- 1,700+ employed physicians



## We provide quality, affordable healthcare coverage.

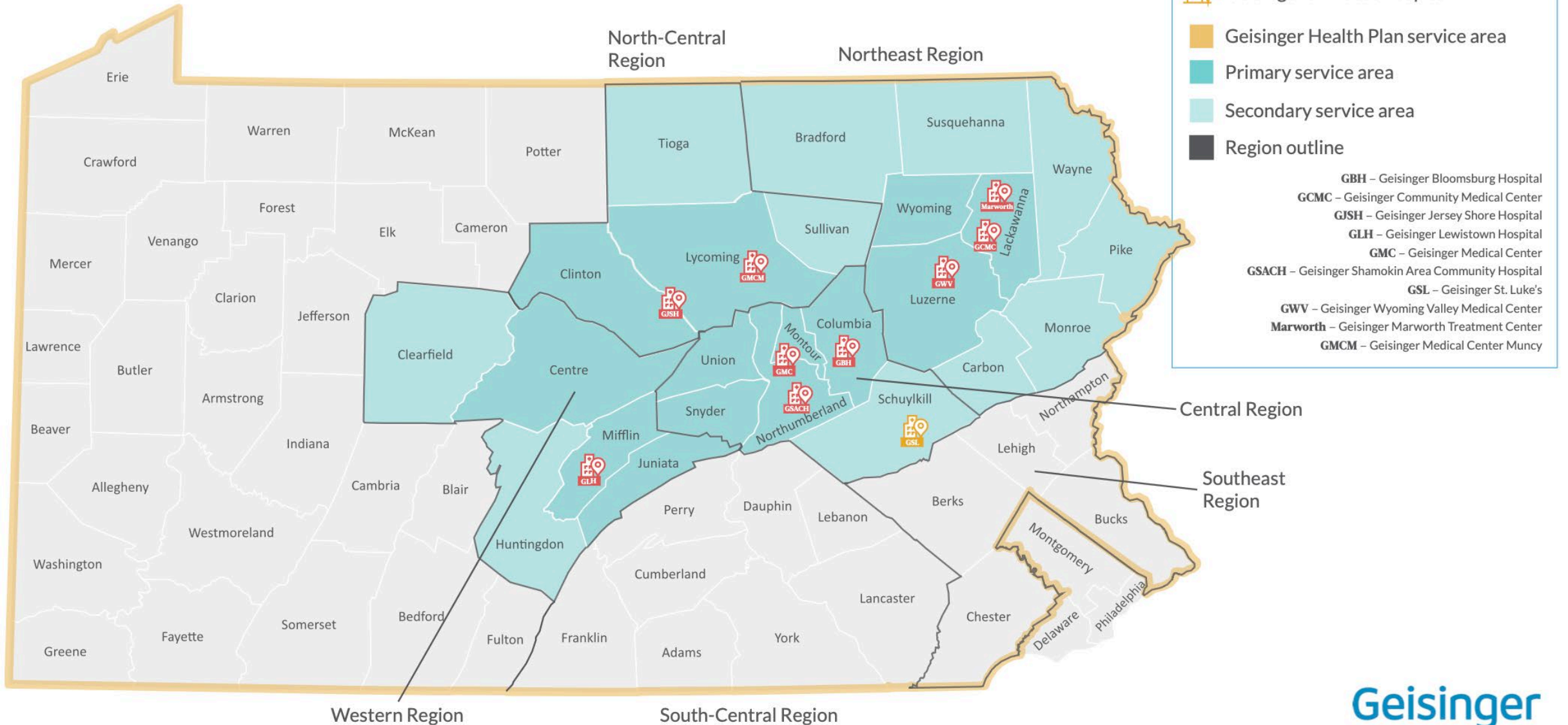
- More than 500,000 risk lives managed
- More than 51,000 contracted providers in network
- 160+ hospitals in network



## We teach, research and innovate.

- 600+ MBS/MD students at GCSOM
- 40 students in School of Nursing, 2,500+ other nursing students
- 600+ residents/fellows
- 1,000+ active research projects

# Geisinger service area





# Who are the Pennsylvanian's we serve?

Rest of PA

**51%** identified as Female.

**23%** under the age of 20. **20%** age 65 and older.

**19%** identified as Black, Asian, multiracial, or other. **9%** identified as Hispanic/Latino.

**12%** spoke a language other than English at home.



Central and NEPA

**50%** identified as Female.

**22%** under the age of 20. **22%** age 65 and older.

**10%** identified as Black, Asian, multiracial, or other. **11%** identified as Hispanic/Latino.

**9%** spoke a language other than English at home.

# Geisinger Demographics

700 iPads throughout system for video and audio

Telehealth connects to LL

One onsite Language Navigator Spanish Interpreter

Dual role qualified medical interpreters throughout system

Flex ASL interpreters supplement with agency staff

Utilize LL training for fluency and qualified interpreters

Translation (prepping for MyChart and web translation)

75% of LEP are Spanish

Top languages after Spanish are: Haitian Creole, Nepali, Arabic, Chinese, Russian and Vietnamese

# LanguageLine® Translation and Localization<sup>SM</sup>

## Healthcare Expertise

- 10,000+ healthcare clients
- Unrivaled expertise with healthcare translations

## Easily handle any type of content or any size project

- Document translation (print and digital)
- Localization (websites / software / apps)
- eLearning (online apps / simulations / ILT)
- Multimedia (audio/video / sub-titling)

## Innovative solutions

- LanguageLine® Translation Portal<sup>SM</sup> (web-based TMS)
- LanguageLine® Machine Translation<sup>SM</sup> (machine translation)
- LanguageLine® Connect<sup>SM</sup> (CMS Integration)
- LanguageLine® Website Proxy<sup>SM</sup> (web localization)
- LanguageLine® Clarity<sup>SM</sup> (plain English simplification)

## Quintuple ISO certified

## HITRUST e-1 certified

# Support for Healthcare

Area	Translation Need
Patient Education	<ul style="list-style-type: none"><li>• Discharge instructions / AVS</li><li>• Print, online or multimedia materials</li></ul>
Compliance / Regulatory	<ul style="list-style-type: none"><li>• Vital documents</li></ul>
Patient Experience	<ul style="list-style-type: none"><li>• Informational materials</li><li>• Questionnaires</li></ul>
Marketing	<ul style="list-style-type: none"><li>• Brochures, white papers, etc.</li><li>• Website &amp; patient portals</li></ul>
Research / Clinical Trials	<ul style="list-style-type: none"><li>• Consent forms</li><li>• Clinical protocols</li></ul>
International	<ul style="list-style-type: none"><li>• Medical records</li><li>• Marketing/promotional materials</li></ul>

# Federal Requirements for Translation

## Title VI of the Civil Rights Act of 1964

“No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”

CMS 2023 Guide to Developing a Language Access Plan

### Vital Documents for Translation:

- Notices of free language assistance
- Notices of eligibility criteria for services
- Informed consent documents
- Intake forms that have clinical consequences
- Discharge instructions
- Complaint forms

### CLAS Standards:

Blueprint for delivering culturally and linguistically competent care.

## Section 1557 of the ACA

- Requires translators to be qualified
- Notice of Availability of Language Assistance Services must be provided in English and the top 15 languages in the state
- Notice must appear in certain written & electronic communications

### **NEW proposed language on the use of Machine Translation:**

- A qualified human translator must review machine translation if an entity uses machine translation for text that is critical to the:
- rights, benefits, or meaningful access of a limited English proficient individual;
- when accuracy is essential; or
- when the source documents or materials contain complex, non-literal or technical language

For more information, please contact:



**Rebecca Ruckno, MSW, MBA**

[rruckno@geisinger.edu](mailto:rruckno@geisinger.edu)



**Cory Markert**

[cmarkert@llts.com](mailto:cmarkert@llts.com)

Want to learn more about the new proposed rule for Section 1557?

Get access to the webinar, *Third Time's The Charm? A New Proposed Rule for Section 1557*

<https://www.languageline.com/resources/third-times-the-charm-a-new-proposed-rule-for-section-1557>

**LanguageLine Solutions**

**Proud to Serve**



# PX Continuing Education Credits

- This webinar is approved for one (1) PXE credit through Patient Experience Institute.
- To obtain PXE credit, participants must attend the webinar in its entirety and complete the webinar survey within 30 days.
- After completing the webinar survey, you will be redirected to the Patient Experience Institute's PXE Portal to claim the credit.
- As a recorded webinar, PXE credit is available for two (2) years from the live broadcast date.



# Upcoming Events & Programs

## WEBINARS

December 19 | Signals to Action: Northwestern Medicine's Journey to Humanizing Healthcare Experiences

January 10 | Discover Your Path: Body of Knowledge Certificate Programs

January 16 | See It, Say It, Save It: Empowering Employees to be a Part of the Solution to Patient Belongings

January 25 | Why it's Vital to Adopt an Aggressive Patient Experience Strategy



Access our vast library of on demand patient experience webinars.

*Webinars are included in membership with the Institute.*

Thank You

