

# NHCOA

NATIONAL HISPANIC COUNCIL ON AGING




## **National Hispanic Senior Medicare Patrol**

**Working with  
Hispanic Older Adults**

**Working to Improve the Lives of Hispanic Older Adults,  
their Families, and their Communities**



## **In Our Session Today...**


- **NHSMP Overview**
  - **NHSMP Needs Assessment Findings**
  - **How to Work with Hispanic Older Adults**
    - Age Sensitivity
    - Cultural Sensitivity and Cultural Competence
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# **National Hispanic Senior Medicare Patrol (NHSMP)**

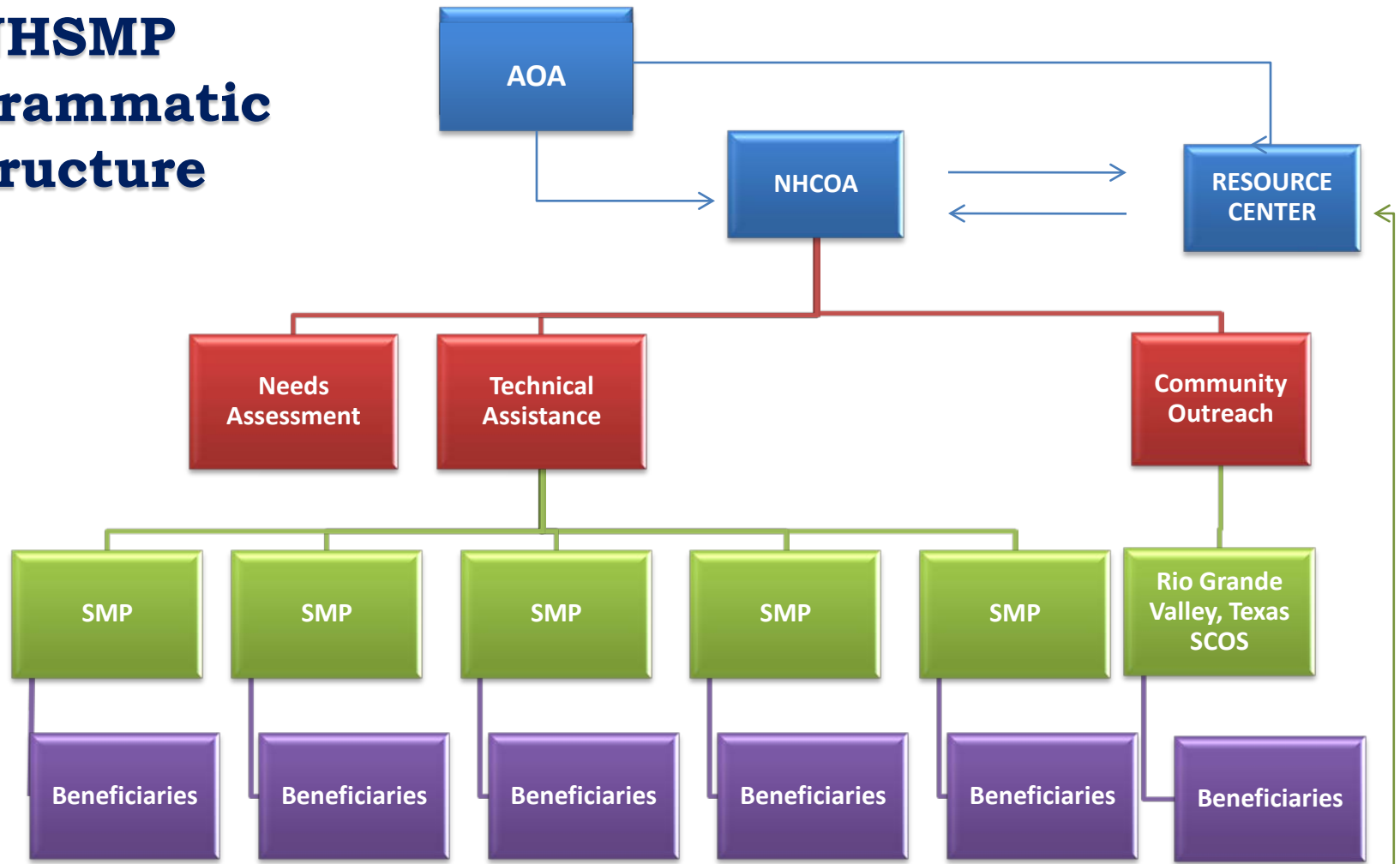
## **Overview:**

Created by the Administration on Aging in 2008 to develop a nationwide model to address the prevalence of Medicare Fraud in the vulnerable older Hispanic adult community

## **Focus on three main activities:**

- Assess the needs of the diverse older Hispanic adult community
  - Develop tools and provide technical assistance
  - Community Outreach
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# NHSMP Programmatic Structure




All SMPs will input their data into Smart Facts

# **NHSMP**

## **Needs Assessment in Texas**

### **Objectives**

- Find the needs, as they relate to access to Medicare fraud information, of older Hispanic adults and the organizations that serve them
  - Create systems and tools to connect resources with providers and community members in a culturally, linguistically, and age-sensitive manner
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# **NHSMP Needs Assessment in Texas**

## **Methodology**

1. Literature Review
2. Surveys with CBOs
3. Community Forums



# NHSMP

## Needs Assessment in Texas

### Findings: Literature Review


1. Gather a list of the most important organizations working with Hispanics in Texas
2. Review resources available for Hispanic older adults on Medicare fraud prevention detection, and reporting



# **NHSMP**

## **Needs Assessment in Texas**

### **Findings: Survey with CBOs**

1. 93 % of organizations provide services to Hispanic older adults
  2. 89% provide services in Spanish
  3. Only 37% of the organizations provide Medicare fraud services
  4. Challenges reaching Hispanic older adults include lack of funding; lack of transportation to training facilities; inability to provide culturally appropriate training; and lack of age-appropriate information, education, or counseling materials .
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# **NHSMP**


## **Needs Assessment in Texas**

### **Findings: Community Forums**

- Knowledge about Medicare Fraud
  - Types of Medicare Fraud
  - Community Challenges
  - Resources Available
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# **NHSMP**

## **Needs Assessment Key Findings**

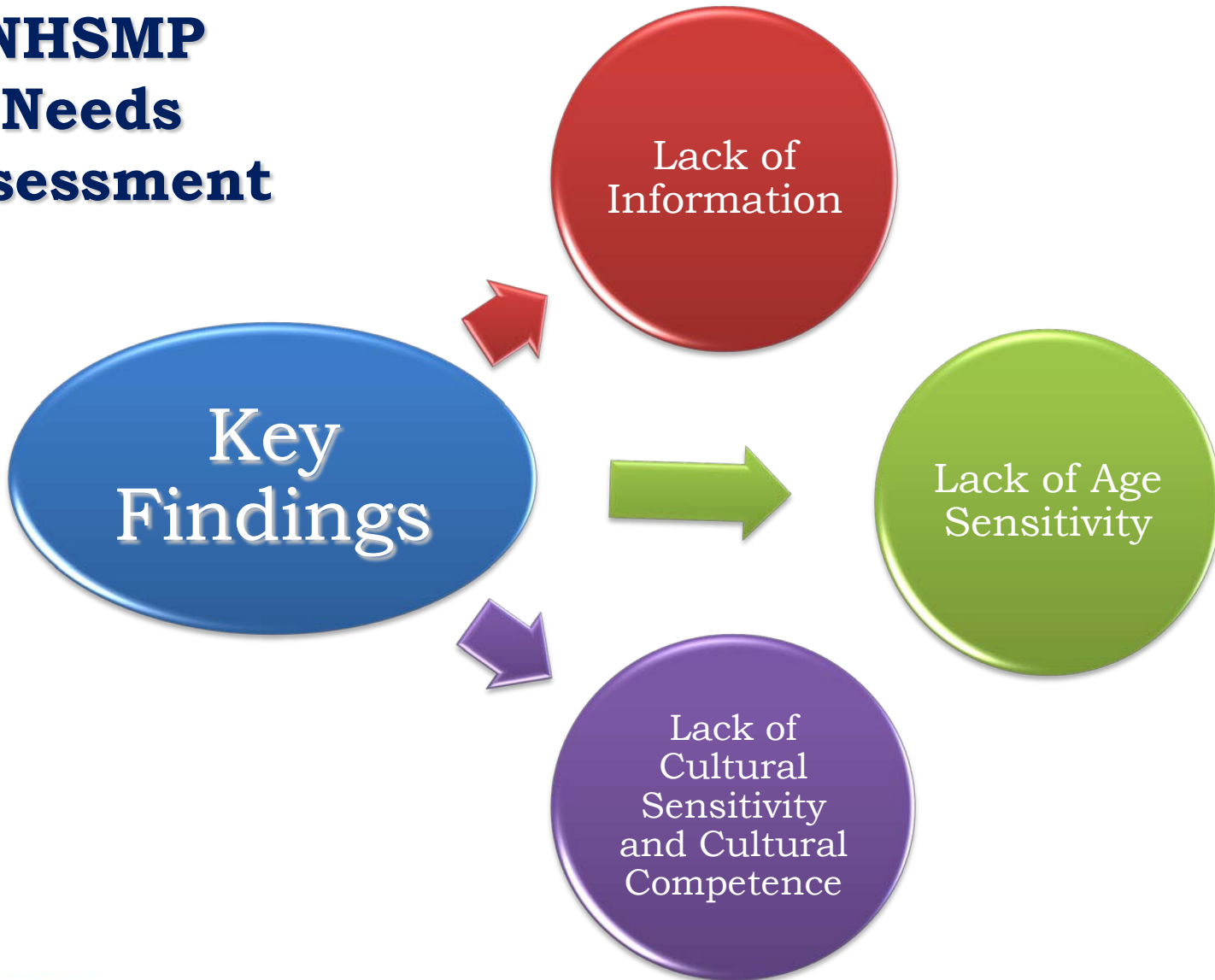
- Fraud is a widespread problem in the Hispanic older adult community
  - The most common types of fraud or abuse
    - Double billing for services already paid by Medicare
    - Billing for services never performed
    - Billing for durable medical equipment (DME) never received
  - 78% of abuse or fraud cases are perpetrated through unsolicited house visits and/or calls by salespeople
  - There is a dearth of information available on Medicare fraud in Spanish
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# **NHSMP**

## **Needs Assessments Key Findings**

- Older Hispanic adults feel frightened, isolated and misunderstood
  - The biggest challenges participants reported facing regarding Medicare fraud are language, fear, and culture
  - There is a great disconnect between resources available on Medicare fraud and the Hispanic older adult community. This disconnect goes beyond language.
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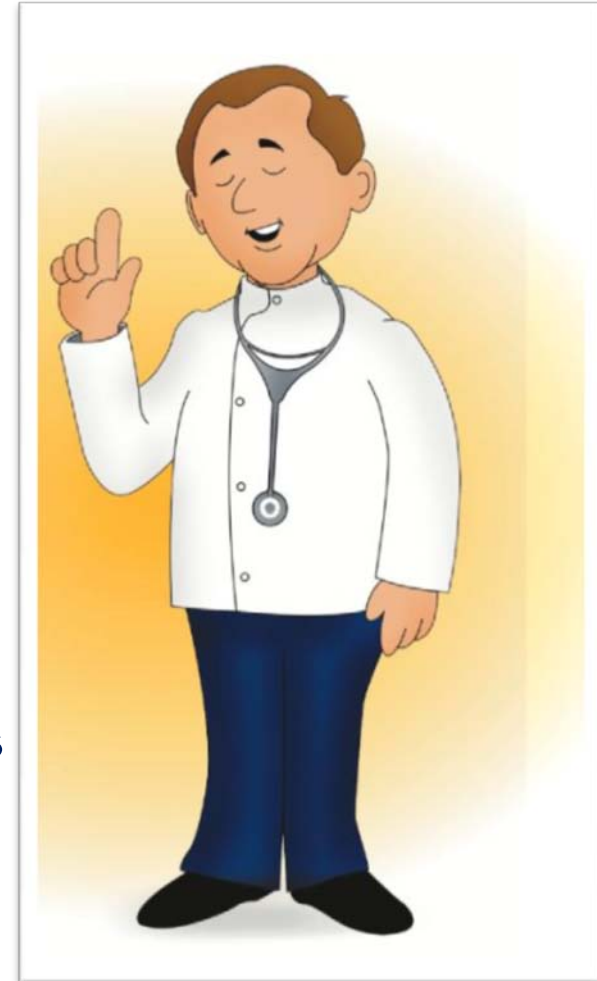
# NHSMP Needs Assessment



# NHSMP

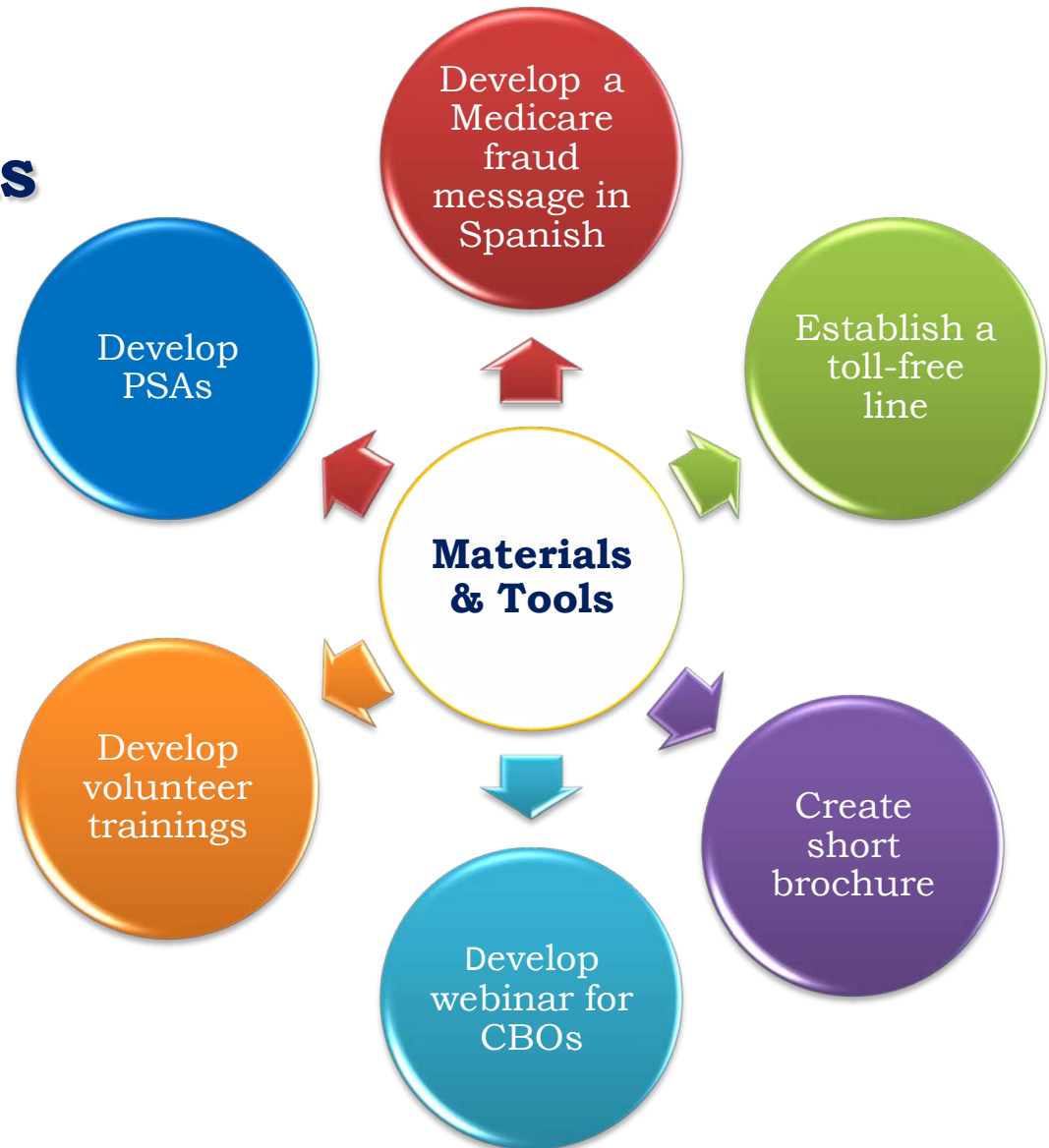
## Recommendations

- Educational outreach with a focus on Hispanic older adults
- Personalized information about Medicare fraud
- Informational messages that are short, simple and easy to understand
- Simple guidance on reporting fraud
- Cultural and age sensitive trainings for organizations working with older adults



# NHSMP

## Recommendations





# **Working with Hispanic Older Adults**

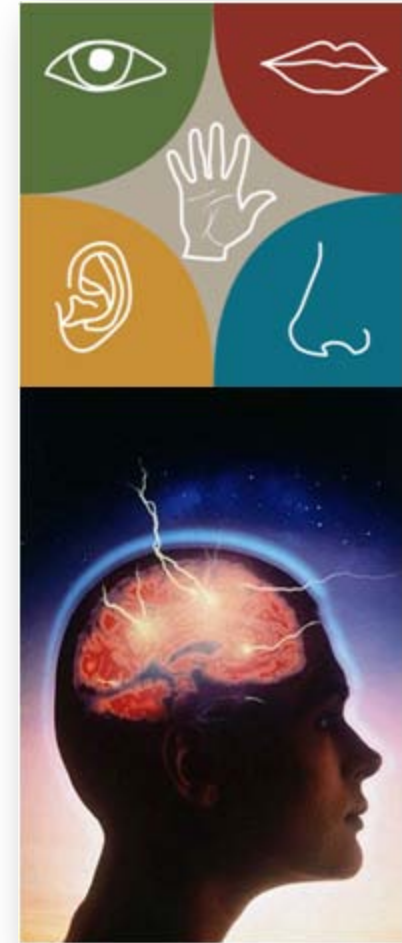
## **Age Sensitivity**

# Age Sensitivity

## Understanding the aging process

### What is Aging?

- **Sensation:** The reception of external stimuli
- **Perception:** The process of integrating, organizing, and interpreting stimuli registered by the senses
- **Cognitive:** Mental processes



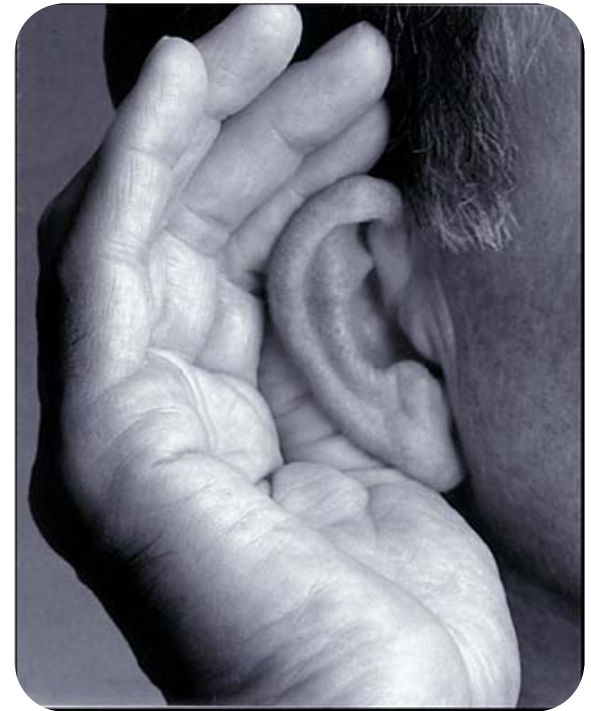
# Age Sensitivity

## Understanding the aging process

### Sensory Changes

**Vision:** farsightedness, sensitivity to light and glare, and color vision changes

**Hearing:** impact may be greater than other losses



# Age Sensitivity

## Understanding the aging process

### Sensory Changes

**Touch:** reduced tactile sensation

**Taste:** taste bud sensitivity declines with age

**Smell:** difficulty identifying common substances



# Age Sensitivity

## Understanding the aging process

### Cognitive Changes

“Older adults maintain their knowledge base throughout their lifespan. They do experience slower speed of processing, more limited working memory and decreased inhibition than younger adults” (Park, 1998 & Cutches, 2000; Salthouse, 2004; Ybarra & Park, 2002)



# Age Sensitivity

## Understanding the aging process

### Cognitive Changes

- Speed of Processing
- Cognitive Flexibility
- Capacity to Draw Inferences
- Working Memory
- Ability to Focus



# **Age Sensitivity**

## **Walking in their Shoes**

- **Aging Simulation Exercises**
  - Vision
  - Touch
  - Mobility & Balance
  - Hearing
- **Group Discussion**
- **Conclusion**





# **Working with Hispanic Older Adults**

## **Cultural Sensitivity and Cultural Competence**

# What is Cultural Sensitivity?

Cultural sensitivity means being aware that there are differences and similarities between cultures and that they have an effect on values, learning, and behavior.



Stafford, Bowman, Eking, Hanna, & Lopoies-DeFede,  
(1997)

# What is Cultural Competence?

Cultural Competence is the ability of an individual and/or a system to recognize and respect the culture of the person for whom a service is being performed



# Diversity of the Latino/Hispanic Community

- Hispanic/Latinos are extremely diverse in a number of areas and this diversity affects their behavior in different ways
- The Hispanic community includes people of different racial backgrounds



# Understanding Common Latino/Hispanic Characteristics

- **Familismo (Familism):**

The concept reflects the importance of the family at all levels

- **Fatalismo (Fatalism):**

Control over what happened- and will happen- has an external locus



# Understanding Common Latino/Hispanic Characteristics

- **Respeto (Respect):** based on age, experience, or service
- **Personalismo (Personalism):** relationship with the individual rather than with the institution
  - **Plática:** friendly conversation
  - **Confianza Mutua:** mutual trust



# **Working with Hispanic Older Adults**

## **Cultural Competency**

- **Exercises**
  - Spanish
  - English
- **Group Discussion**





Thank You  
Muchas Gracias!

Gladis Barrabini  
Vida Senior Centers  
Washington DC



**To improve the lives of Hispanic  
older adults and their families**