Leader Toolkit for Race and Ethnicity Data Capture

Accurate, self-reported race and ethnicity data is necessary to create visibility of health disparities, provide inclusive care, and improve equity of health outcomes.

Take time to understand the why:

Helping your team understand why this project is important will improve everyone's sense of comfort. Be prepared to explain in an easy-to-understand way. We are collecting race and ethnicity to help us get to know patients better. By knowing more about patients' racial and ethnic background, we can get a better idea of health risks, better meet their health needs, and provide better services for everyone.

Learn together as a team:

Take time during a team meeting or pull together small groups to allow for open dialogue when possible. Using the form, try role playing. It was very helpful to go through the form together and take turns asking the questions of each other. If you feel comfortable, ask me how I would answer this as a patient.

Identify a champion:

Identify a champion on the team who is willing take on the process and make it their own. Having a champion can show other Patient Relations Specialist that it is not a scary thing to ask and can build great. rapport with patients.

Give it a try:

Sometimes we're worried about irritating a patient during their check-in process. We have examples for all sorts of initiatives where team members don't ask a standard question because they are concerned about a patient's reaction. We've asked front-desk users why they aren't asking a patient for their ID or for their co-pay. We coach check-in staff to just try it for the next day and see what happens. Most of the time, we're surprised that most patients don't get upset or have additional questions. Its uncomfortable at first, but the more you do it, the more natural it becomes.

Reinforce using simple de-escalation:

Explaining why we're asking patients to complete a particular form sets the stage. Instead of just handing a paper to someone and saying, "could you sign this" or "what are you," explain why we're collecting this information. We're verifying the patient's race and ethnicity to improve the quality of care.

Be there to advocate

As leaders, we ensure that our teams are treated with respect. Our culture is defined by respect – we respect our patients, we respect each other. We are here to make sure patients receive good care, not to be abused. If a patient responds with a discriminatory comment or something that makes an employee feel uncomfortable, it is our responsibility as leaders to support that employee. Know the process of reporting to the Office of Equal Opportunity and follow-up with the employee to ensure they feel safe.

Resources:

- **How to Have Hard Conversations About Race and Ethnicity with Your Patients**
- **More Than "Some Other Race": Improving Race and Ethnicity Data Quality to Advance Health Equity**
- **FAQ Quick Guide to Collecting Patient Race And Ethnicity**
- **Addressing Discrimination With Your Team**

Find the complete guide online at:
accelerate.uofuhealth.utah.edu/equity/leader-toolkit-for-race-and-ethnicity-data-capture

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