Our journey to provide culturally safe service

Leza Muir, Sr. Vice President & Chief Operating Officer | January 27, 2022

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BC's Health Benefits Society

A brief introduction to Pacific Blue Cross.

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Who we are.

Mission - To improve health and wellbeing for British Columbians

Vision - Our vision of a healthier British Columbia means having affordable access to the best possible health care, personalized solutions to meet changing health care needs, and a sustainable health plan that provides the security and trust you need

Strategy - Grow Good Health

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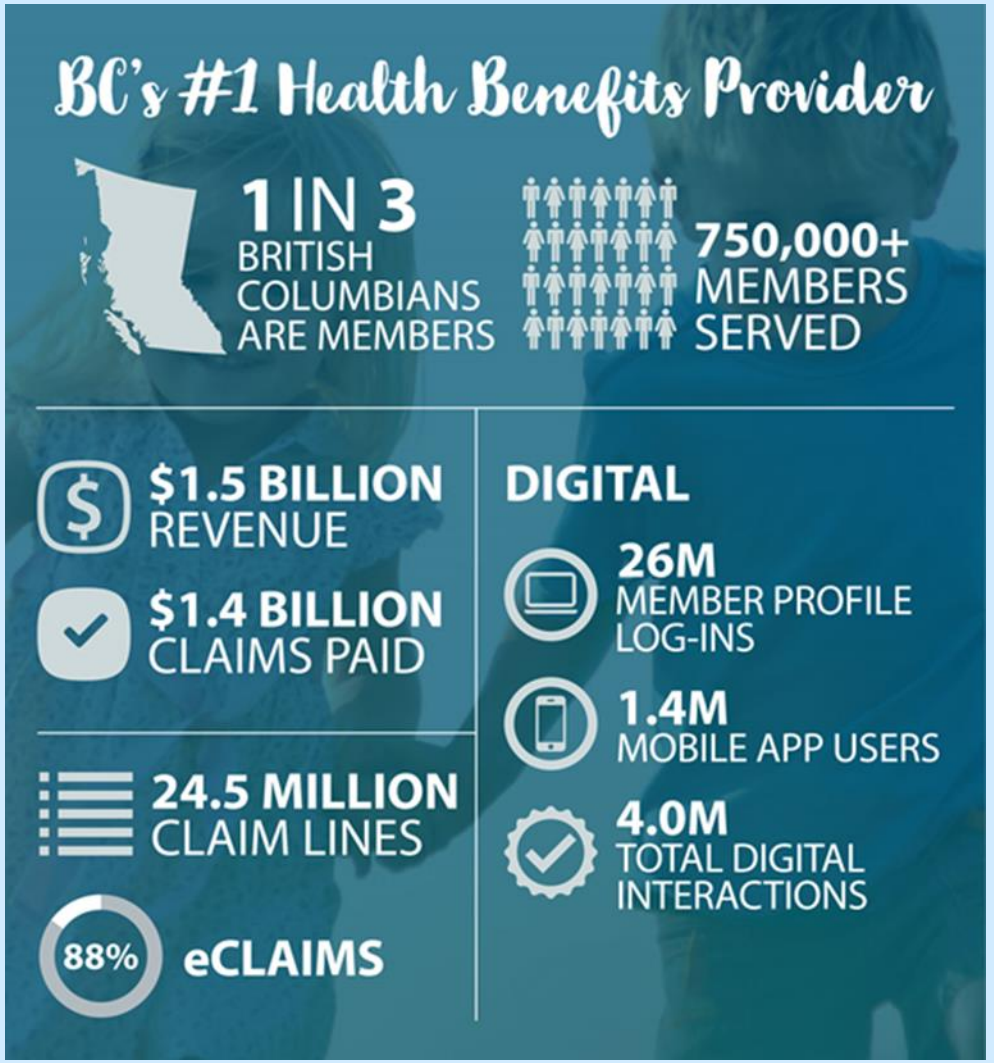
What we deliver.

Service – We put our 1.6 million members first in our customer experience and strategy.

Experience – We investment in digital with increased functionality for sales and service.

Products – Relevant benefits, innovative products and complimentary services to improve health and wellbeing of British Columbians.

Insights – Data drives our business and decision making.



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Our journey to provide culturally safe service.

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Our partnership with First Nations Health Authority.

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Our journey with the First Nations Health Authority is shifting the perspective and practice of our staff, stakeholders, and the organization.

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Our commitment.

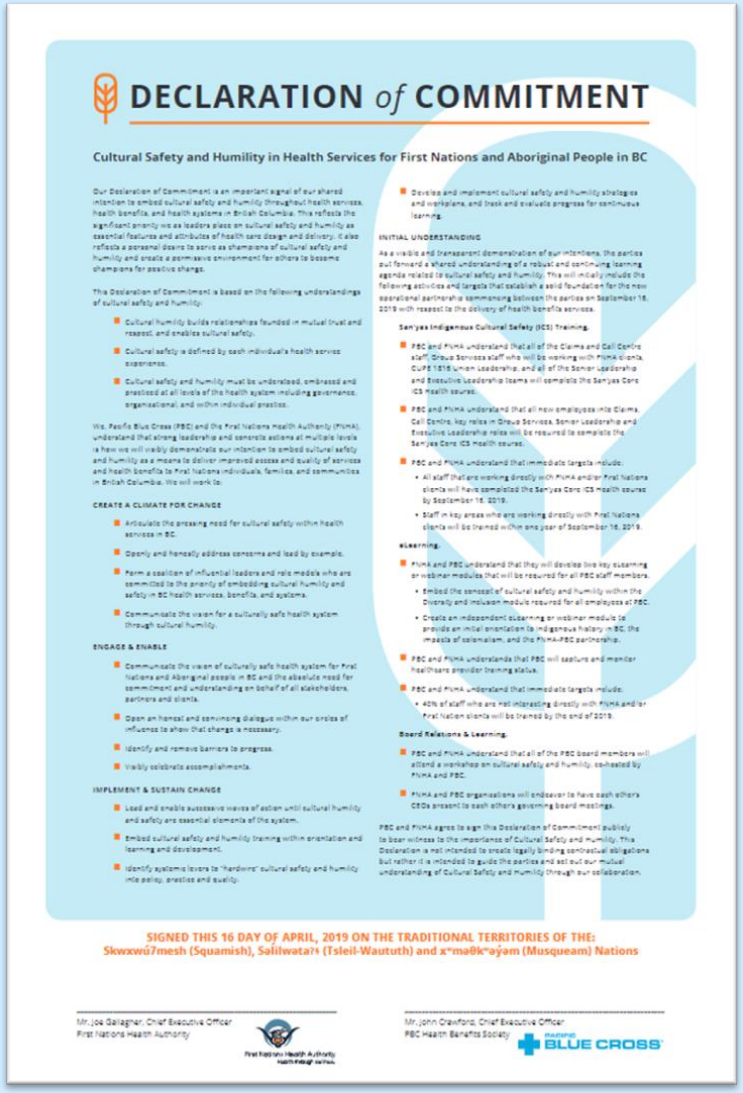
San’yas Core ICS Health course

All staff working directly with First Nations Health Authority must complete this course.

E-learning created with goal of 95% complete:

- Indigenous Awareness – developed in partnership with First Nations Health Authority
- Beyond Bias
- Diversity and Inclusion
- Diversity, Equity & Inclusion in Action
- Gender Awareness

Pacific Blue Cross Board of Directors Workshop



DECLARATION *of* COMMITMENT

Cultural Safety and Humility in Health Services for First Nations and Aboriginal People in BC

Our Declaration of Commitment is an important signal of our shared intention to embed cultural safety and humility throughout health services, health benefits, and health systems in British Columbia. This reflects the significant priority we as leaders place on cultural safety and humility as essential features and attributes of health care design and delivery. It also reflects a personal desire to serve as champions of cultural safety and humility and create a permissive environment for others to become champions for positive change.

This Declaration of Commitment is based on the following understandings of cultural safety and humility:

- Cultural humility builds relationships founded in mutual trust and respect, and enables cultural safety.
- Cultural safety is defined by each individual’s health service experience.
- Cultural safety and humility must be understood, embraced and practiced at all levels of the health system including governance, organizational, and within individual practice.

We, Pacific Blue Cross (PBC) and the First Nations Health Authority (FNHA), understand that strong leadership and concrete actions at multiple levels is how we will visibly demonstrate our intention to embed cultural safety and humility as a means to deliver improved access and quality of services and health benefits to First Nations individuals, families, and communities in British Columbia. We will work to:

CREATE A CLIMATE FOR CHANGE

- Articulate the pressing need for cultural safety within health services in BC.
- Openly and honestly address concerns and lead by example.
- Form a coalition of influential leaders and role models who are committed to the priority of embedding cultural humility and safety in BC health services, benefits, and systems.
- Communicate the vision for a culturally safe health system through cultural humility.

ENGAGE & ENABLE

- Communicate the vision of culturally safe health system for First Nations and Aboriginal people in BC and the absolute need for commitment and understanding on behalf of all stakeholders, partners and clients.
- Open an honest and convincing dialogue within our circles of influence to show that change is necessary.
- Identify and remove barriers to progress.
- Visibly celebrate accomplishments.

IMPLEMENT & SUSTAIN CHANGE

- Lead and enable successive waves of action until cultural humility and safety are essential elements of the system.
- Embed cultural safety and humility training within orientation and learning and development.
- Identify systems levers to “hardwire” cultural safety and humility into policy, practice and quality.
- Develop and implement cultural safety and humility strategies and workplans, and track and evaluate progress for continuous learning.

INITIAL UNDERSTANDING

As a visible and transparent demonstration of our intentions, the parties put forward a shared understanding of a robust and continuing learning agenda related to cultural safety and humility. This will initially include the following activities and targets that establish a solid foundation for the new operational partnership commencing between the parties on September 16, 2019 with respect to the delivery of health benefits services.

San’yas Indigenous Cultural Safety (ICS) Training.

- PBC and FNHA understand that all of the Claims and Call Centre staff, Group Services staff who will be working with FNHA clients, CUPE 1858 union leadership, and all of the Senior Leadership and Executive Leadership teams will complete the San’yas Core ICS Health courses.
- PBC and FNHA understand that all new employees into Claims, Call Centre, key roles in Group Services, Senior Leadership and Executive Leadership roles will be required to complete the San’yas Core ICS Health course.
- PBC and FNHA understand that immediate targets include:
  - All staff that are working directly with FNHA and/or First Nations clients will have completed the San’yas Core ICS Health course by September 16, 2019.
  - Staff in key areas who are working directly with First Nations clients will be trained within one year of September 16, 2019.

eLearning.

- FNHA and PBC understand that they will develop live key eLearning or webinar modules that will be required for all PBC staff members.
  - Embed the concept of cultural safety and humility within the Diversity and Inclusion module required for all employees of PBC.
  - Create an independent eLearning or webinar module to provide an initial orientation to Indigenous history in BC, the impacts of colonialism, and the FNHA-PBC partnership.
- PBC and FNHA understands that PBC will capture and monitor healthcare provider training status.
- PBC and FNHA understand that immediate targets include:
  - 40% of staff who are not interacting directly with FNHA and/or First Nation clients will be trained by the end of 2019.

Board Relations & Learning.

- PBC and FNHA understand that all of the PBC Board members will attend a workshop on cultural safety and humility, co-hosted by FNHA and PBC.
- FNHA and PBC organizations will endeavor to have each other’s CEOs present to each others governing board meetings.

PBC and FNHA agree to sign this Declaration of Commitment publicly to bear witness to the importance of Cultural Safety and Humility. This Declaration is not intended to create legally binding contractual obligations but rather it is intended to guide the parties and set out our mutual understanding of Cultural Safety and Humility through our collaboration.

SIGNED THIS 16 DAY OF APRIL, 2019 ON THE TRADITIONAL TERRITORIES OF THE:
Skwxwú7mesh (Squamish), Səl̓ilwətaɬ (Tsleil-Waututh) and xʷməθkʷəy̓əm (Musqueam) Nations

Mr. Joe Gallagher, Chief Executive Officer
First Nations Health Authority

Mr. John Crawford, Chief Executive Officer
PBC Health Benefits Society

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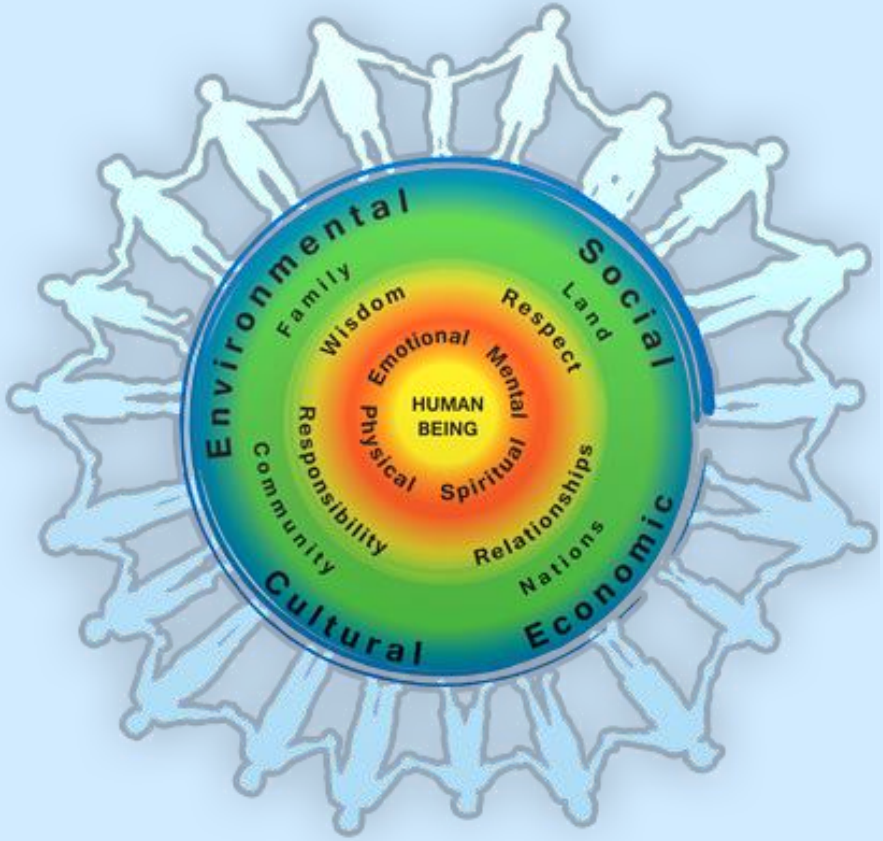
Our results.

The results that matter are whether the plan's services are making a difference in access to care and health outcomes for First Nations in BC.

- 147,000 First Nations members from 200 communities
- 80% of claims submitted electronically reducing out-of-pocket costs for care
- Increased access for vision and dental benefits
- Mental health benefits
- Higher client satisfaction



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