It’s the Way of My People

Understanding Cultural and Generational Differences for Improved Patient Care & Team Performance

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Understanding Cultural Differences for Improved Patient Care

What is Emotional intelligence?
Self-Awareness
- Awareness of your own thoughts and emotions
Empathy
- Seeing things through multiple perspectives
Self-Regulation
- Thinking before you react
- Remain calm and collected in times of stress
Social Skills
- Read verbal cues and body language of others

How Cultural Differences Matter?

Individualism
- Western Cultures
- North America
- Western Europe
Strong interpersonal connections to core family only.

Little concern for, or little responsibility for others outside this small family network.

Focus is on immediate family. Individuals make their own decisions without consulting with others in the family.

Collectivism
- Eastern Cultures
- China
- Korea
- Japan
Individuals are loyal to the group and take responsibility for other’s wellbeing.

Focus is on the extended family. Individuals may consult with others in the family prior to treatment acceptance – especially family elders.

Different Collectivism Value Systems
Filial Responsibility
- Providing emotional support.
- Providing financial support.
- Providing physical assistance with daily living tasks.
Communalism
- Cultural value system found among Black populations.
- Values relationships between friends, family members, and non-blood-related relatives.

Familistic Values
- Cultural value system found among Hispanic communities.
- Places needs of the family above one's own needs.
- Honoring family members.
- Characterizing oneself in relation to one's family.
- Sense of respect and obligation to family throughout life.

Final Piety
- Cultural value system found among Asian communities.
- Younger generations have responsibility for caring for older family members.
- Viewed as shameful for an adult child to place an aging parent in institutionalized care facility.

How Cultural Differences Matter in Healthcare

Health History Disclosure
Degree and Depth of Information Desired
- Eastern cultures may desire less detail in diagnosis, prognosis, treatment choices & side effect communication.

Diagnosis of Terminal Disease
- It is common in Eastern cultures for health professionals to not disclose the true diagnoses.
- Especially in terminal cancer cases.

Questions asked by Patients
Privacy Expectations
Decisions to Avoid Care

Ask patients how they prefer to receive information.
- Big picture.
- Detailed information.

Cultural and Health Literacy
- Overall lower level of health literacy among Korean American immigrants than Whites.
Understanding Generational Differences for Improved Patient Care

Role of Generational Diversity
A generation is defined as an ‘identifiable group that shares birth years, age location and important life events at critical developmental stages’

Greatest Generation / Silent Generation
Born between 1925 - 1945.
COMMUNICATION
- Seek health information directly from the dentist.
- Tend not to use technology as a communication tool.
DECISION MAKING
- Prefer to have health care providers direct their care.
- May have Boomer or Generation X influencing decision making.

Baby Boomers
Born between 1946 – 1964
COMMUNICATION
- Are curious and ask many health-related questions.
- Expect to have two-way communication with health providers & will bring their own perspectives.
- Comfortable with technology communication
DECISION MAKING
- Prefer high quality, individualized care.
- Want to be involved with their treatment plan.
- Sandwich Generation: May be making decisions and caring for both parents and children.
SHARE DECISION-MAKING MODEL

Boomers – Post Millennials
- Change from physicians and dentist making decisions on the patient behalf.
- Healthcare providers share facts and recommendations – patient makes the ultimate decision.
- This model assumes that patients are in the best position to decide their health care goals based on their personal values.

Generation X
COMMUNICATION
- Comfortable with electronic communication.
- Often use their appointment time to discuss others in the family.
DECISION MAKING
- Considers healthcare a personal responsibility.
- Understanding their care is important.
- Their family's health is a priority.
- May be making decisions and caring for both parents and children.

Millennials
Born between 1981 - 1996
COMMUNICATION
- Want adequate time for communication and engagement.
- Inclined to choose practices with advanced technology [communication tools, texting, electronic charts].
DECISION MAKING
- Prefer strong connection with health care providers.
- Once connection is achieved, a high degree of trust is developed.
- Parents [Generation X] are often responsible for communication with healthcare providers.
- Inclined to choose practices with advanced technology [digital dentistry, 3D printing, digital impressions & lasers].

Post Millennials
Generation Z / iGen / Centennials
Born between 1997 – Present
74 million in the US alone.
COMMUNICATION
- Parents [Generation X] responsible for nearly all communication.

DECISION MAKING
- Mostly done by parents [Generation X – Millennial].
- Older Post Millennials involved in their care.

Understanding Cultural Differences for Improved Team Performance

Barriers to Effective Team Performance
- Inconsistency in team membership
- Lack of time
- Lack of information sharing
- Hierarchy
- Defensiveness
- Conventional thinking
- Complacency
- Varying communication styles
- Conflict
- Lack of coordination and follow-up
- Fatigue
- Workload
- Lack of clarity in organizational goals

The Impediments of Teamwork

Agenda
Understanding the difference between practice agenda and personal agenda. Everyone brings their own personal agenda to the table. Understanding someone’s personal agenda can help in preventing workplace issues. How do we focus the team on practice agenda?

Bullying
- Rudeness
- Hostility
- Violence
- Verbal attacks
- Aggression
- Belittling
- Harassing
- Sabotage

Notes
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
- Mobbing
- Public humiliation
- Belligerence
- Antagonism
- Cruelty

Why do people bully in the workplace?
Why don't people stop bullies in the workplace?

Sabotage, Mobbing & Harassing are some of the most often seen bullying methods in the dental practice.

Understanding Generational Differences for Improved Team Performance

Multigenerational Teamwork
Today’s work environment has 5 generations working together.

Silent Generation – 2%
Baby Boomers – 29%
Generation X – 34%
Millennials – 34%
Post-Millennials – 1%

Generation Shapes:
- Attitudes
- Beliefs
- Work habits
- Approach to communication
- Expectations and views of leadership
- Professional and educational goals

Common Generational Issues:
- Work-life balance
- Scheduling
- Work standards
Greatest Generation / Silent Generation
2% in Workforce

DEFINING EVENTS
- Born during the Great Depression.
- War-based economy.
- Threat of nuclear war.
- One income homes.

CHARACTERISTICS
- Believe that sacrifice and hard work should be rewarded.
- Value loyalty and respect authority.
- Rule follower.
- Hierarchy and seniority-driven.

COMMUNICATION PREFERENCES
- Formal.
- Face to face.
- Written.

COACHING PREFERENCES
- One-to-one coaching.
- Formal instruction.

RECOGNITION
- Handwritten notes.
- Plaques.

Baby Boomers
29% in Workforce

DEFINING EVENTS
- Vietnam war.
- Civil rights movement.
- Space race and the walk on the moon.
- Assassinations of JFK & MLK.
- Smaller families.
- Typically 2-parent homes.
- Father worked, mom often stayed at home.

CHARACTERISTICS
- Equate work with personal fulfillment and self-worth.
- Deep-seated idealism.
- Workaholic tendencies.
- Lack of conformity to old rules.
- Enjoy recognition.
- Good team players.
COMMUNICATION PREFERENCES
- Less formal.
- Face to face.
- Group processing.

COACHING PREFERENCES
- One-to-one coaching.
- Value formal instruction.

RECOGNITION
- Motivated by public recognition.

GENERATION X
34% in Workforce

DEFINING EVENTS
- AIDS epidemic.
- Woman’s movement.
- Roe vs Wade
- Watergate.
- Fall of the Berlin Wall.
- Challenger explosion.
- Typically 2 career households.
- 40% grew up in divorced households.
- Latchkey Kids.

CHARACTERISTICS
- Expect success from short-term employment.
- Struggles with growing in leadership because of all of the Boomers in leadership positions.
- Making money and job satisfaction is most important.
- Self-reliant and independent – sometimes leads to struggles with teamwork.
- Comfortable with technology.
- Loyal to profession and career but will not compromise professional or family well-being.

COMMUNICATION PREFERENCES
- Use of technology.
- Direct and succinct.

COACHING PREFERENCES
- One-to-one coaching.
- Formal instruction.

RECOGNITION
- Paid time off.
- Participation in cutting-edge projects.
**Millennials**
34% in Workforce

**DEFINING EVENTS**
- Violence and terrorism (911 & Columbine).
- Princess Diana’s death.
- Grown up in a multicultural, multiethnic, global workforce.
- Born to older mothers.
- 60% born into homes where both parents work.

**CHARACTERISTICS**
- More racially and ethnically diverse than other generations.
- More educated.
- More technology sophisticated.
- Achievement oriented.
- Multitaskers.
- Group oriented.
- Civic minded.
- Seek work-life balance.
- Accept divergent values.

**COMMUNICATION PREFERENCES**
- Favor collective, cohesive and collaborative approach to teamwork.
- Quick feedback.
- Team discussions.
- Read less.

**COACHING PREFERENCES**
- Expect more coaching.
- Seek structure and guidance.
- Value internships.

**RECOGNITION**
- Personal feedback.
- Flexible scheduling.

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**Post-Millennials**
1% in Workforce

**DEFINING EVENTS**
- Do not know a world without international terrorism.
- Exposed to the suffering of national disasters in real time.
- Information always has been at their fingertips.
- Read less.
- Sleep less.
- Close to family.
CHARACTERISTICS
- Confident but cautious.
- Seek autonomy in the workplace.
- Many are still in school.

COMMUNICATION PREFERENCES
- Technology driven.
- Text and email.

COACHING PREFERENCES
- Facilitate self-reflection and self-evaluation.
- Will locate information as needed.

RECOGNITION
- Seek instant feedback.

Team Building Activities
- Provides enhanced trust.
- Resolves conflict.
- Develops sense of personal accountability to the team.

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