

1. This document is created for accessibility and is intended to be a supplemental resource. If you would like to print a hard copy of this document, please follow the general instructions below to print multiple slides on a single page or in black and white.
2. This handout is for reference only. Non-essential images have been removed for your convenience. Any links included in the handout are current at the time of the live webinar but are subject to change and may not be current at a later date.
3. Copyright: Images used in this course are used in compliance with copyright laws and where required, permission has been secured to use the images in this course. All use of these images outside of this course may be in violation of copyright laws and is strictly prohibited.
4. Social Workers: For additional information regarding standards and indicators for cultural competence, please review the NASW resource: Standards and Indicators for **Cultural Competence in Social Work Practice**
5. Need Help? Select the “Help” option in the member dashboard to access FAQs or contact us.

How to print Handouts

On a Mac

- Open PDF in Preview
- Click File
- Click Print
- Click dropdown menu on the right “preview”
- Click layout
- Choose # of pages per sheet from dropdown menu
- Checkmark Black & White if wanted.

How to print Handouts

On a PC

- Open PDF
- Click Print
- Choose # of pages per sheet from dropdown menu
- Choose Black and White from “Color” dropdown

No part of the materials available through the continued.com site may be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form, in whole or in part, without prior written consent of continued.com, LLC. Any other reproduction in any form without such written permission is prohibited. All materials contained on this site are protected by United States copyright law and may not be reproduced, distributed, transmitted, displayed, published or broadcast without the prior written permission of continued.com, LLC. Users must not access or use for any commercial purposes any part of the site or any services or materials available through the site.

Bridging the Cultural Gaps: Addressing Socioeconomic Diversity in Patient Care, in partnership with the American Academy of Audiology

Judy Huch, AuD, Oro Valley Audiology
Laurel Gregory, MA, Entheos Audiology
Cooperative



This course may not be copied, reproduced, published, displayed, broadcast, reduced to any electronic medium or machine-readable form, or otherwise used or distributed in any form without the prior written consent of continued.com LLC. © 2025 Continued®

Judy Huch, AuD



Dr. Judy Huch has been a practice owner Oro Valley Audiology since 1998. Another reached creating Grace Hearing Center, which provides a model of excellent hearing healthcare to the underserved and underinsured for the State of Arizona. A third corporation was established in 2022 to include a holistic approach to tinnitus management and Auditory Processing Disorders. Dr. Huch also participates in Hearing Humanitarian clinics with Hearing the Call around the globe each year, providing audiology services to those who can't afford hearing healthcare or who do not have access. She is certified in Mind/Body Medicine and Safe and Sound Protocol approach to help others reach regulating their own nervous system surrounding her work with Military/Veteran, Tinnitus and Auditory Processing Disorder populations.

Advocating for better healthcare within Audiology, Dr. Huch has served on local, state, and national audiology organizations' boards and committees. A passion she lives is to be the mentor she wished she had when she entered audiology 30 years ago.

Additionally, Dr. Huch has served on the Board of Arizona Audiology Coalition and is a Past Chair of the American Academy of Audiology Task Force for Public Awareness. She currently serves on the Academy of Doctors of Audiology Advocacy Committee, as an Academy of Doctors of Audiology Member at Large, and an Entheos Cooperative Board Member.



Laurel Gregory, MA FAAA

Laurel Gregory holds a Master's degree in audiology and has been in the field of audiology for over 35 years. Her past work experience includes working in private practice, as a research audiologist, Manager of Clinical Research and Director of Product Management in the hearing industry, as well as Chief Engagement Officer of Skafold, LLC. Currently, Laurel is the Director of Education and Research for Entheos Audiology Cooperative, where she provides workshops, manages courses and conferences, and tracks and reports data for humanitarian initiatives.

Disclaimers

- **Presenter Disclosure:** Financial: Laurel Gregory is employed by Entheos Audiology Cooperative. She received an honorarium for presenting this course. Non-Financial: Laurel Gregory has no relevant non-financial relationships to disclose. Financial: Judy Huch owns and operates Oro Valley Audiology and Grace Hearing Center. She received an honorarium for presenting this webinar. Non-financial: Judy Huch has no non-financial relationships to disclose.
- **Content Disclosure:** This learning event does not focus exclusively on any specific product or service.
- **Sponsor Disclosure:** This Course is presented by American Academy of Audiology in partnership with AudiologyOnline.

Limitations/Risks

- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context; you should evaluate the course accordingly.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

Learning Outcomes

After this course, participants will be able to:

- List ways in which not practicing cultural sensitivity might interfere with patient relationships.
- Describe their own unconscious bias when working with patients.
- Identify key differences between the culture of poverty and the culture of middle and upper classes in the US, and list the effects this has on patients who live in a lower socioeconomic sector.

Our Intention



Image by Saeid Anvar, via Pexels.com

Let's Pause



Tore Sætre, CC BY-SA 4.0 <<https://creativecommons.org/licenses/by-sa/4.0/>>, via Wikimedia Commons

What Did You Visualize?



Image adapted from <https://pixabay.com/illustrations/ai-generated-people-faces-inclusion-8570267/>

Agenda

- Unconscious Bias
- Socioeconomic Diversity
- Addressing the Bridge with your staff
- Addressing the Bridge with your patients
- Next steps



Bill Branson (Photographer). Public domain, via Wikimedia Commons



Image courtesy of PickPik



Photo courtesy of Alan Light, via Flickr, CC BY 2.0



Oregon Department of Transportation, CC BY 2.0, via Wikimedia Commons



Governor Tom Wolf from Harrisburg, PA, CC BY 2.0 <<https://creativecommons.org/licenses/by/2.0/>> , via Wikimedia Commons



Image by billycm, via Pixabay/



Image by BuonoDelTesoro, via Pixabay

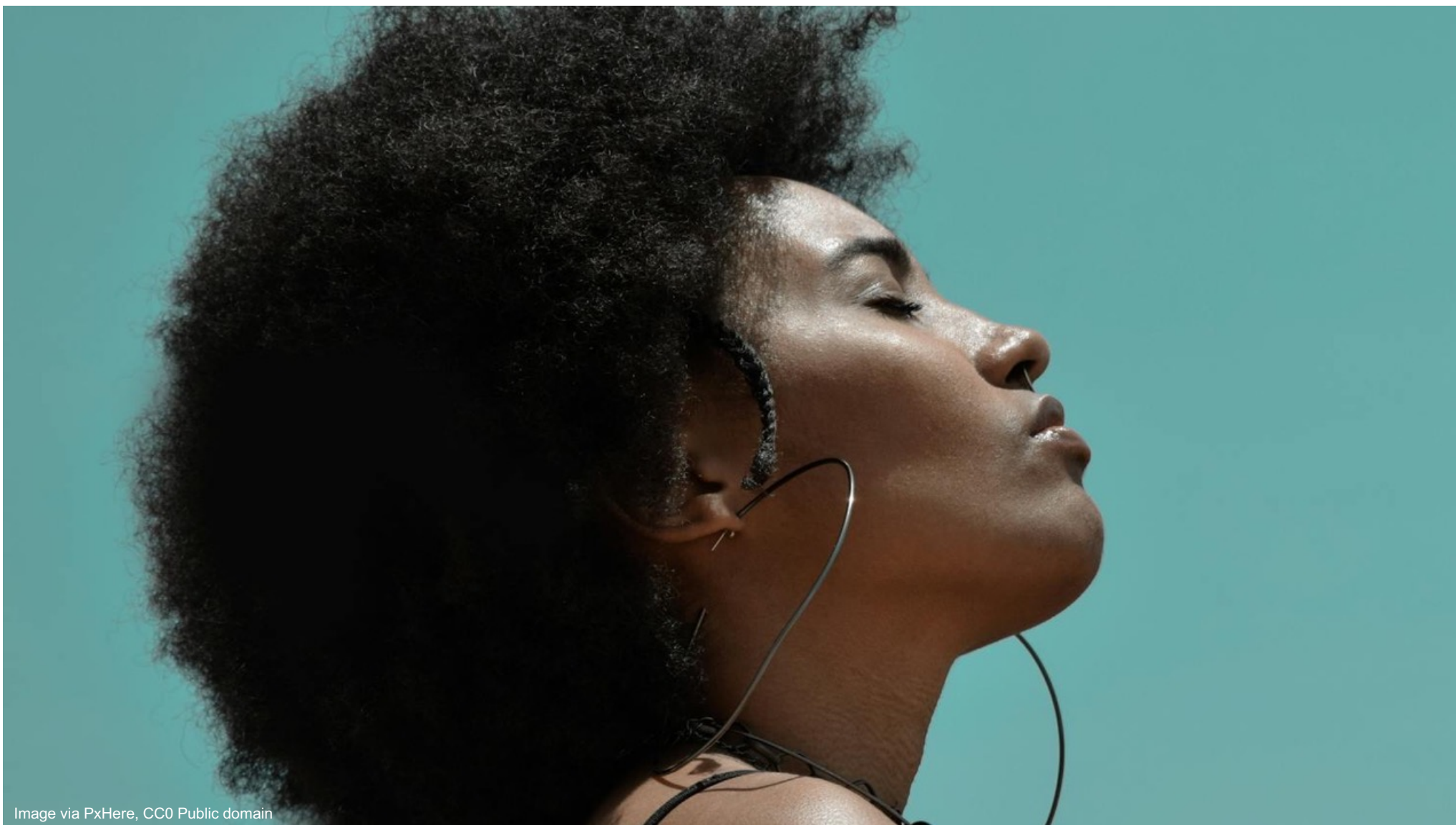


Image via PxHere, CC0 Public domain



Unconscious Bias introduction video



0:05 / 1:25

Scroll for details
v



Brain Short Cuts



Image by geralt, via Pixabay



Quiz Hint

Does Racism Play a Role in Health Inequities?

- Implicit Bias/Racism



Photo courtesy of Meruyert Gonullu, via Pexels

✓ Brain Short Cuts



AGE

GENDER

RACE



Break the Brain Connection and Build New Ones

1

Recognizing
other's
perspective as
their truth

2

Walk a mile-
wonder what
their life was
like?

3

Counter
stereotyping

4

Communicating
(feeling with
people)

Truth—we all have implicit biases

- We all have implicit biases (unconscious bias— beyond our conscious awareness)
- We put people into categories instead of seeing them as individuals
- We can walk in their shoes
- Contra strategies—imagine what it would look like (FLIP IT).

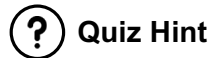
Patients who live in a culture of poverty



*What did it
take to
come in?*



Photo courtesy of Meruyert Gonullu, via Pexels



Which is one way NOT to change the structure of your office to provide equity treatment?

- A. Provide a ½ day for walk-in appointments
- B. Offer telehealth opportunities
- C. Reduce practice hours
- D. Create a partnership with a transportation company

So what can we do ourselves? With our team?

A patient walks in the door...

**When Thinking of Building Relationships,
We Typically:**

See/Hear → Beliefs → Emotions → Reactions

Empathy Connection

1

Recognizing
other's
perspective as
their truth

2

Staying out of
judgment

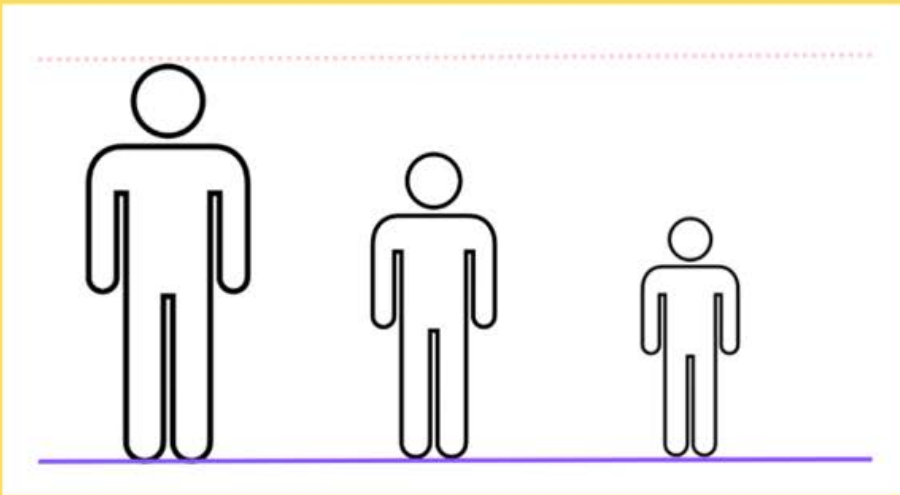
3

Recognizing
others'
emotions

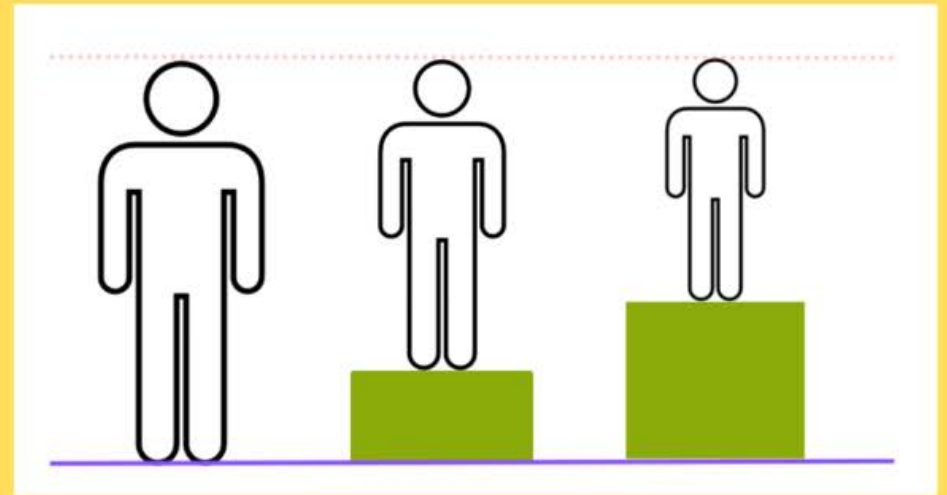
4

Communicating
(feeling with
people)

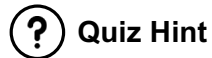
✓ **Checking Our Beliefs**



Equality



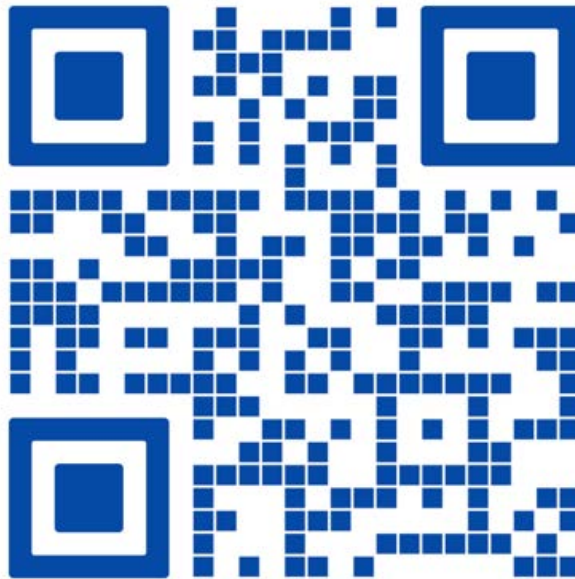
Equity



Which of the following is NOT true with respect to working with patients?

- A. We should treat all of our patients equally
- B. Some patient needs may require us to make exceptions to our policies
- C. We should take what our patients say to us at face value
- D. We should be aware of our own unconscious biases.

Harvard Implicit Association Test



Thank You!

Judy Huch, AuD, Oro Valley Audiology
Laurel Gregory, MA, Entheos Audiology
Cooperative



Congratulations!

- You've completed the course and can move on to the exam!
- From your account:
 - Go to pending Courses
 - Choose take exam