Texas Tech University Health Sciences Center Hispanic Center of Excellence

Cultural Competence Seminar
Friday, June 8, 2012

FREE

Exploring new approaches to growing populations & embracing cultural diversity

Jointly sponsored by: Texas Tech University Health Sciences Center, Hispanic Center of Excellence, Office of the Founding Dean, Paul L. Foster SOM Diversity Committee, the Office of Continuing Medical Education, and Las Palmas Del Sol Healthcare.

LOCATION
TTUHSC Paul L. Foster School of Medicine Medical Education Building - L. Frederick and Ginger Francis Auditorium 1200 El Paso, Texas 79905
FACULTY

Maria L. Soto-Greene, MD, FACP
Vice Dean and Professor of Medicine
Director, Hispanic Center of Excellence
University of Medicine and Dentistry of New Jersey
New Jersey Medical School
Newark, New Jersey

Col. John P. Schriver, MD
Department of Surgery
William Beaumont Army Medical Center
El Paso, TX

Rodney Klein
Education and Training Manager
U.S. Equal Employment Opportunity Commission
San Antonio Field Office
San Antonio, TX

Geronimo M. Rodriguez, JD
Vice President, Diversity & Community Outreach
Seton Healthcare Family Administration Offices
Austin, TX

Shane Snowdon
Director, Director, UCSF Center for LGBT Health & Equity
LGBT Resource Center
University of California, San Francisco
San Francisco, CA

PLANNING COMMITTEE

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Founding Dean for Paul L. Foster School of Medicine
Rick and Ginger Francis Endowed Chair Texas Tech University Health Sciences Center
El Paso, Texas

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Office of Continuing Medical Education
TTUHSC Paul L. Foster School of Medicine
El Paso, Texas

Lucy Koneri, RN, MSN
Clinical Educator
Las Palmas Medical Center
El Paso, Texas

Sherry Quintanilla, MBA, BSN, RN
Director
Training & Development
Del Sol Medical Center
El Paso, Texas
List the legal, ethical, business, and clinical implications associated with providing culturally competent health care services.

**TARGET AUDIENCE**

The target audience for this conference is physicians, registered nurses, pharmacists, administrative staff, students, residents, and other healthcare professionals.

**CONCEPT**

Through this educational intervention, the goal is to foster an environment that will enhance all interpersonal interactions within a health care system. This will help our faculty, residents, students, and staff become more adept at providing culturally appropriate medical care and other services to the community we serve.

The purpose of this educational activity is to foster an environment that will enhance interpersonal interactions within a health care system to ensure the delivery of culturally competent medical care and services to the community.

**OBJECTIVES**

- Discuss the importance of promoting diversity and cultural competence to enhance the learning environment of a healthcare system.
- Identify strategies to overcome challenges that may arise when providing health care services to members of the lesbian, gay, bisexual, and transgender population.
- Employ screening, diagnostic, and management strategies to provide culturally competent care to veterans, military personnel, and their families.
- Analyze approaches for overcoming challenges of working together in a multigenerational healthcare workforce.
- List the legal, ethical, business, and clinical implications associated with providing culturally competent health care services.

**ACCREDITATION**

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Texas Tech University Health Sciences Center and Las Palmas Del Sol Healthcare. Texas Tech University Health Sciences Center is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. Texas Tech University Health Sciences Center takes responsibility for the content, quality and scientific integrity of this CME activity.

**CREDIT DESIGNATION**

Texas Tech University Health Sciences Center Office of Continuing Medical Education designates this educational activity for a maximum of 8 AMA PRA Category 1 Credits™. Physician should only claim credits commensurate with the extent of their participation in the activity.

**Ethics credit:** 1. This activity has been reviewed by the TTUHSC Office of CME and meets the requirement of the Texas Medical Board for CME hours in Ethics and Professional Responsibility.

**NURSE ACCREDITATION AND CREDIT**

Las Palmas Del Sol Healthcare is an approved provider of continuing nursing education by the Texas Nurse Association, and accredited provider by the American Nurse Credentialing Center’s Commission on Accreditation. Earn up to 8 contact hours for completion of this educational activity. For successful completion, the participant must sign-in, attend the entire sessions claimed, and submit an evaluation.
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<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
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<tr>
<td>8:00 am - 8:20 am</td>
<td>Breakfast and Registration</td>
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<td>8:20 am - 8:30 am</td>
<td>Welcome and Opening Remarks</td>
<td>Jose Manuel de la Rosa, MD, Msc</td>
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<td>8:30 am - 9:30 am</td>
<td>Keynote Overview of Diversity in the Medical Center</td>
<td>Maria Soto-Greene, MD</td>
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<td>9:30 am - 10:30 am</td>
<td>Screening and Treatment Strategies for Military Members and their Families</td>
<td>Col. John Schriver, MD</td>
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<td>10:45 am - 11:45 am</td>
<td>What the U.S. Equal Employment Opportunity Commission Does</td>
<td>Rodney Klein</td>
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<td>12:00 pm - 1:00 pm</td>
<td>Lunch with an Expert</td>
<td>Rodney Klein, Geronimo Rodriguez, JD, Maria Soto - Greene, MD</td>
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<td>1:00 pm - 3:00 pm</td>
<td>Managing Generational Differences in the Workplace</td>
<td>Geronimo Rodriguez, JD</td>
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<td>3:15 pm - 4:15 pm</td>
<td>Lesbian, Gay, Bisexual &amp; Transgender Health Concerns: A Whirlwind Overview</td>
<td>Shane Snowdon</td>
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<td>4:15 pm - 5:15 pm</td>
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<td>5:15 pm</td>
<td>Closing Remarks</td>
<td>Angel Morales, MD</td>
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If you have any questions regarding this conference, please contact Cynthia Ogan at cynthia.ogan@ttuhsc.edu or (915) 783-6209. Additional copies of this brochure may be printed from the CME web site at www.ttuhsc.edu/cme.

Texas Tech University Health Sciences Center reserves the right to cancel this conference or make speaker substitutions in the event of unforeseen extenuating circumstances. Conference dress is casual and each attendee is encouraged to bring a sweater or jacket for comfort during the meeting.

Persons with disabilities who may need auxiliary aids or services must submit a written request to the TTUHSC Office of CME, so that appropriate arrangements, if any, can be made. If a written request is not received at least one week prior to the program date, individuals are responsible to hire and pay for their own auxiliary aids or services.

### PROGRAM LOCATION

TTUHSC-PAUL L. FOSTER SCHOOL OF MEDICINE  
MEDICAL EDUCATION BUILDING - L. FREDERICK AND GINGER FRANCIS AUDITORIUM 1200  
5001 EL PASO DRIVE  
EL PASO, TX 79905

Parking is available at conference site.

### REGISTRATION

Please complete and submit this registration form to: cynthia.ogan@ttuhsc.edu.

Please Print or Type

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This activity is sponsored by the Hispanic Center of Excellence, through a Health Resources and Services Administration (HRSA) grant. The data below is strictly for grant reporting purposes.

Please check the category that best corresponds:

**Ethnicity:**
- ☐ Hispanic or Latino  ☐ Not Hispanic or Latino

**Race:**
- ☐ American Indian or Alaska Native  ☐ Asian  ☐ Black or African American  ☐ Native Hawaiian or other Pacific Islander  ☐ White

**Sex:**
- ☐ Male  ☐ Female

☐ PHYSICIAN  ☐ PhD  ☐ REGISTERED NURSE  
☐ ALLIED HEALTH PROFESSIONAL  ☐ RESIDENT  
☐ STUDENT  ☐ STAFF  ☐ OTHER

In an effort to conserve resources, no printed material will be provided. You will receive an e-mail with a link containing conference material.