



Serving the Underserved: Understanding the Lower Socioeconomic Population

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Objectives

- Learn communication strategies to enhance the active engagement of your lower socioeconomic population in making healthy financial decisions
- Implement these communication skills to assess patients situations and to connect them with the most appropriate resources

Three Components Interact to Influence the Health Choices We Make



Clinician



Environment



Patient

Putting Ourselves in Their Shoes



Who is the Patient?

- **Single mothers**
 - > 100 million live on or over the brink of poverty or churn in and out of it—and nearly 70% of them are women and the children who depend on them
 - 1/3 of American women are living at or near “the brink of poverty” defined as less than 200 percent of the federal poverty line, or about \$47,000 per year for a family of four
 - *42 million women, and the 28 million children who depend on them, are living one single incident—a medical bill, a late paycheck, or a broken-down car—away from economic ruin*
 - Women make up nearly two-thirds of minimum-wage workers, the vast majority of whom receive no paid sick days
- **Families**
 - Nearly 1/3 of all working families do not make enough money to meet their basic needs¹
- **The elderly**
 - Among people 65 and older, more than twice as many women (over 3 million) as men (over 1.5 million) lived in poverty in 2014²
- **Undocumented immigrants**
 - To survive, many of these seniors are left with little choice but to keep working low-wage, often physically demanding jobs—street vending, cleaning houses or working as home caregivers for the rest of their lives⁴

¹ The Shriver Report: A Womans' Nation Pushes Back from the Brink

² The Working Poor Families Report 2012-2013

³ National Snapshot: Poverty Among Women & Families, 2015 A Eichner and K G Robbins

⁴ - Old, Poor and Undocumented: Immigrants Face Grim Golden Years

Where Do They Live?

- Between 2000 and 2008-2012 the number of people living in distressed neighborhoods grew by 5 million¹
- 23.5 million people live in food deserts²
 - Half of them are low income

¹ <http://www.brookings.edu/research/interactives/2014/concentrated-poverty#/M10420>

² <http://apps.ams.usda.gov/fooddeserts/fooddeserts.aspx>

Understanding the Choices Our Patients Have to Make



*"Low-cost" and "sliding scale" sounds like
"money you have to spend" to me.*

"Killer Martinis"

By Killer Gibson posted 10/22/13

Where Do They Live?

- Keep it simple
- Keep it in the here and now
 - If my BG is high I will feel more tired
 - If I get sick I won't be able to go to work – might lose job
 - If my child does not get their medication she might end up in the ER – that is more expensive than the medication
- Find out what is important to them
- Use the AADE 7[©] to guide you

The AADE 7[©]

- Healthy Eating
- Physical Activity
- Medication Taking
- Monitoring
- Problem-solving
- Risk Reduction
- Healthy Coping

Healthy Eating Issues

- Food deserts
- More fast food restaurants
- Busy working mom - no time or too tired to cook
- Priorities - food or medications?



Online Discussion

What are some strategies for healthy eating on a budget?

Healthy Eating Strategies

- Use simple teaching tools such as the plate method, but make it relevant/culturally appropriate
- Make a food plan that is affordable
- Foods in season are less expensive



Physical Activity Issues

- Unsafe places to be active
- Time
- Other priorities



<http://www.theatlantic.com/business/archive/2015/08/more-americans-are-living-in-slums/400832/>

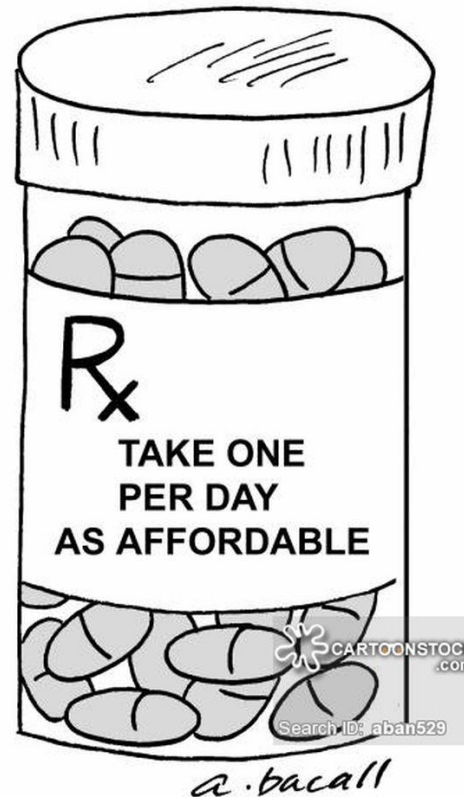
Physical Activity Strategies

- Identify safe places to be active
- Find affordable options
- Make it a family affair
- Find ways to fit it in, even just ten minute increments of activity



Medication Taking Issues

- Financial
- Priorities – often need to make a choice between food and medications
- Cultural issues



Online Discussion

What are some strategies for medication taking?



Medication Taking Strategies

- Understand how the medication impacts how they feel and function day-to-day
- Find medication assistance programs
- Identify an affordable medication regimen
- Identify strategies to ensure adherence
- Identify strategies to ensure follow-up
- Discuss how to administer, when to administer, how often and safe storage



Monitoring Issues

Self Monitoring of Blood Glucose (SMBG)

- Affordability of strips
- Accuracy of meter
- Record-keeping
- Pattern management

Online Discussion

What are some strategies for monitoring?



Monitoring Issues

SMBG

- Consider paired testing or a plan that is feasible
 - when cost is an issue
 - when time is an issue

Monitoring: Paired-Testing Grid

Day	Pre Breakfast	Post Breakfast	Pre Lunch	Post Lunch	Pre Dinner	Post Dinner	Bedtime
Mon	X	X					
Tue			X	X			
Wed					X	X	
Thu	X	X					X
Fri	X						
Sat			X	X			
Sun					X	X	



Risk Reduction Issues

- Preventing and treating hypoglycemia
- Foot care
- Dental care
- Eye care
- Discuss smoking cessation resources
- Weight management as appropriate
- Regular clinic appointments
 - Affordability of co-pays for office visits
 - Transportation issues to get to appointments
 - Childcare issues for appointment times



Risk Reduction Strategies

- Tobacco quit lines
- Locate free or sliding scale clinics for eye and/or dental – i.e., mobile units, dental schools
- For weight management look to strategies for healthy eating and physical activity
- Assist with transportation needs and/or childcare for appointments



Healthy Coping Issues

- Distress/depression
- Financial issues
- Housing
- Transportation
- Lack of childcare
 - Many are single moms
- Multiple minimum wage jobs

Online Discussion

What are some strategies for healthy coping?



Healthy Coping Strategies

- Assess social determinants of health
- Identify affordable options
- Refer to financial counselor or social worker as needed
- Identify need for and interest in referral to mental health professional
- Accept their choices

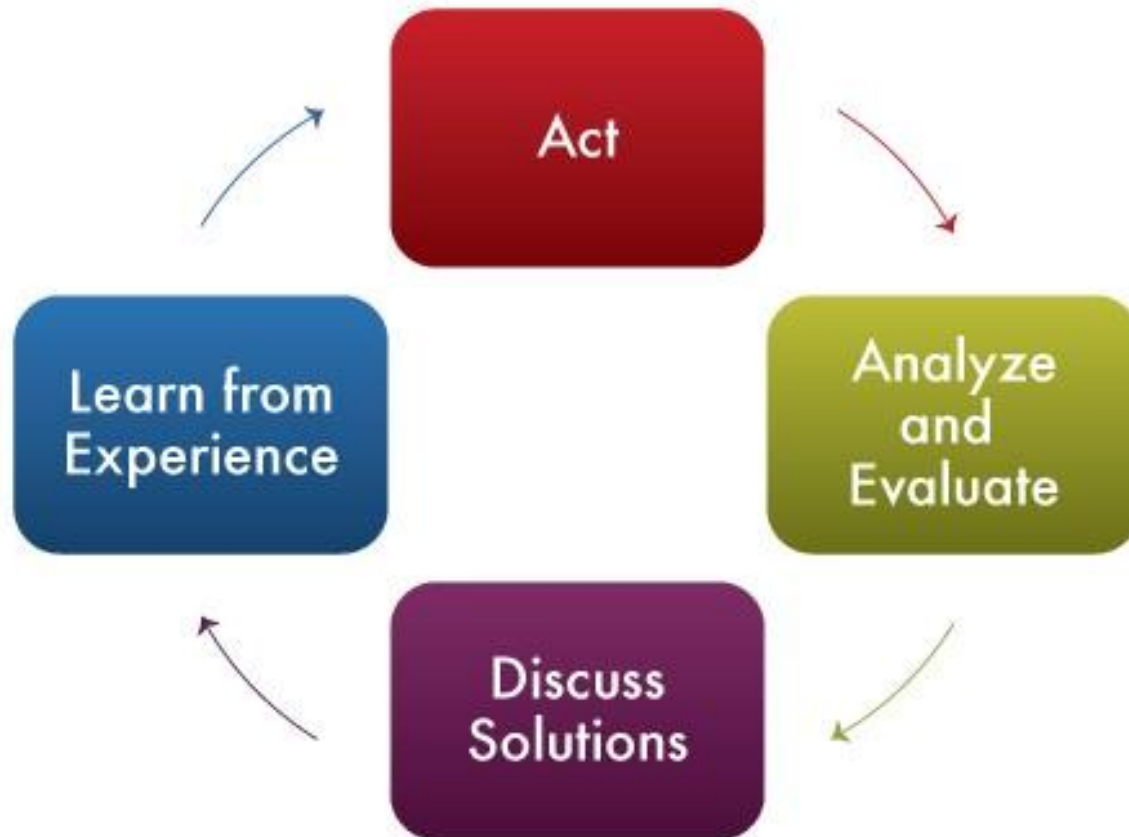


Problem-solving Issues

- How to manage diabetes with an irregular schedule
- Discuss back-up plans
- Sick-day plans

Problem Solving Strategies

THE DIABETES PROBLEM-SOLVING CYCLE:



A photograph of two young boys smiling and embracing each other outdoors. The boy in the foreground is shirtless and wearing light-colored shorts, with his arms around the other boy. The boy in the background is also smiling and has his arms around the first boy. They are standing in a natural setting with green trees and a blue sky. A white rectangular box is overlaid on the left side of the image, containing text.

REMEMBER TO USE MOTIVATIONAL INTERVIEWING
AND SHARED-DECISION MAKING PRINCIPLES

**Translate the information and then
... help me help myself**



Be empathic, then ...



Wow, that's a tough situation, now what are you going to do about it?



Setting goals

- Wanting to lose weight is a wish - not a behavior
- Wanting to exercise more is a wish - not a behavior
- So what are you going to do about?



Setting SMART Goals

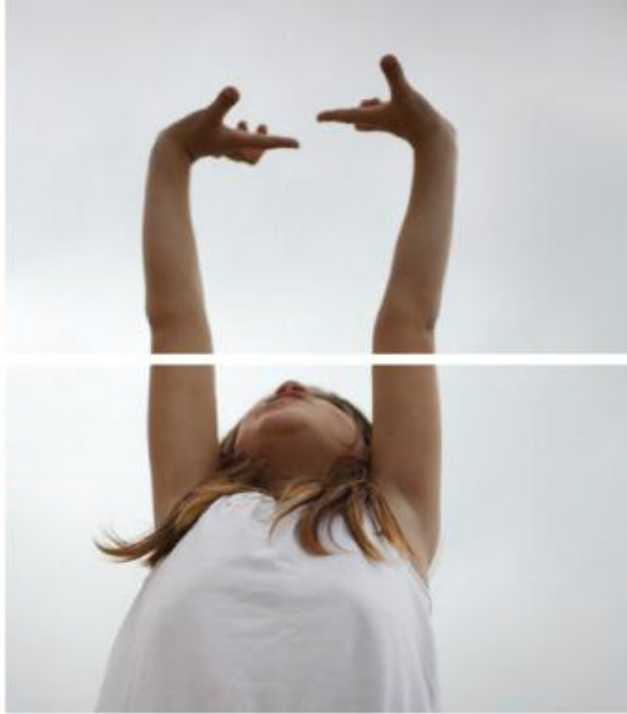
- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**imely



Summary: The foundation of change

1. Elicit a conversation
2. Find out what is important to the patient
3. Be empathic
4. Focus on the issue and help them prioritize
5. Create a collaborative plan
6. Implement the plan
7. Follow-up and evaluate progress
8. Adapt the plan as appropriate

Engagement – the patient needs to be engaged all along



THANK YOU



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