

2024 Cultural Awareness and Linguistics Resources

Blue Shield of California (“Blue Shield”) is committed to offering network providers training on cultural competency, bias, equity, diversity, inclusion, and more, including translation and interpretation services. Information supporting this effort is also available to our members with commercial HMO, PPO, POS and EPO plans (including those offered via the Covered California health coverage exchange), Life and Health insurance plans, Medicare Advantage HMO and PPO plans, and Medicare Supplement plans. Below you will find a list of helpful resources.

Cultural and Linguistic Information, Resources, and Training

Blue Shield is dedicated to reducing healthcare disparities that exist among cultural minority groups within our communities. To help increase knowledge and awareness of culturally and linguistically appropriate services (CLAS), we encourage you to attend the free accredited e-learning program, described below, that provides continuing education units (CEU) credits for physicians, physician assistants, nurse practitioners, and any other direct service providers interested in learning about CLAS.

Cultural Competency Training

- [A Physician’s Practical Guide to Culturally Competent Care](#), is an e-learning program available via the U.S. Department of Health and Services website. This training covers the fundamentals of CLAS, communication skills, and language assistance, including how to work effectively with an interpreter, and more. Please visit their [website](#) to access this free online training for providers.
- Additional training is available on our [Provider Learning Resources](#) web page.

Update Your Information

[Log in](#) to our Provider Connection website at blueshieldca.com/provider to easily and securely update your information for Blue Shield’s provider records and share your race, ethnicity, and language information with us. This information helps us support our members’ specific cultural needs and language preferences within our network and your supplied information is displayed in our [Find a Doctor](#) online provider directory for members.

Demographics and Language Services

Blue Shield may share individual patient language preference data directly with providers. We share member data on the service area populations obtained from the top threshold languages and the U.S. Census data for the state of California to bring awareness of the language needs of our members. This may help you support your patients with Blue Shield health coverage and help reduce healthcare disparities. Blue Shield provides patient materials in the threshold languages listed below that you can share with your patients, according to their preferences:

Blue Shield of California - Member Threshold Languages*:

| Commercial | Covered California Healthcare Exchange/Marketplace | Medicare |
|--------------------------------|--|-------------------------|
| English | English | English |
| Chinese/ Chinese (Traditional) | Spanish | Spanish |
| Mandarin | Mandarin | Chinese (Traditional)** |
| Korean | Korean | |
| | Cantonese | |

(*) Thresholds languages: spoken by 5% of our members or 1,000 individuals, whichever is less.

**This threshold applies to Alameda County only.

California population language data from the United States Census is available online at [U.S. Census Bureau QuickFacts: California](#)

Language Assistance Resources (Translation and Interpretation)

Providing services that support diverse languages is one way that Blue Shield helps to address potential barriers to accessible health care. We provide documents and telephonic support in a variety of languages to improve access to health care services for our health plan members. Additionally, we provide language assistance resources that are available to easily download from our website such as a multilingual sign for your office and member forms that are already translated into a member's preferred threshold language.

To request interpreter services, written language translation, or our provider notice of availability of language assistance services, please call our Provider Customer Service Department at (800) 541-6652, 6 a.m. to 6:30 p.m., PT, Monday through Friday or visit the [Language Assistance Resources web page](#) on our Provider Connection website.

Our Blue Shield member-facing website, blueshieldca.com is offered in multiple language formats. Members can click the global icon located on the top left corner on the home page to select their desired threshold language.

- Members can request confidential information using multilingual request forms available on our website at blueshieldca.com: [Confidential Communications Request](#).
- Members can download a [Medicare Grievance Form](#) or [Commercial--including Exchange plan Grievance Form](#) which is available in multiple languages, by selecting a PDF or selecting an alternative language for the web page.
- We are committed to complying with state and federal civil rights laws regarding nondiscrimination. We also offer language assistance services at no additional cost so that our members can get the information they need in the language or format that is most accessible for them. You can view our [nondiscrimination notice and accessibility requirements](#) on our website at blueshieldca.com.
- Links to member-facing documents outlining language assistance resources and the appropriate Non-Disclosure Notice for members, in accordance with the type of plan they have, i.e., commercial (including those available for purchase through Covered California) or Medicare, are included on page three (3) of this document. The documents are available at those links to download, post in your provider office and/or give to members, as needed.

Where to view and download non-discrimination notices and language assistance documents on the Blue Shield website at [blueshieldca.com](https://www.blueshieldca.com).

| Member plan type | Links to documents |
|---|---|
| <p>Commercial HMO and PPO plans*, including Individual Family Plan (IFP), group plans and Medicare Supplement plans</p> <p>*Including plans available for purchase through Covered California</p> | <p>Member non-discrimination notice and language assistance information: for plans regulated by the Department of Managed Healthcare (DMHC):</p> <p>https://www.blueshieldca.com/content/dam/bsca/en/member/docs/A49726-DMHC-nondiscrimination-BSC.pdf</p> <p>Member non-discrimination notice and language assistance information: for plans regulated by the Department of Insurance (DOI):</p> <p>https://www.blueshieldca.com/content/dam/bsca/en/member/docs/A49727-DOI.pdf</p> |
| <p>Medicare Advantage and Medicare Prescription Drug plans</p> | <p>Non-discrimination notice:</p> <p>Microsoft Word - A20275MAD_0724 REF2040959 Nondiscrimination Notice (blueshieldca.com)</p> <p>Multi-language printable sign:</p> <p>Microsoft Word - A52631MAD_0724 REF2040959 Multi-language Insert (blueshieldca.com)</p> |
| <p>Medicare D-SNP plans</p> | <p>Non-discrimination notice:</p> <p>Microsoft Word - A20275MAD_0724 REF2040959 Nondiscrimination Notice (blueshieldca.com)</p> <p>Page where you can find the multi-language printable sign:</p> <p>Dual Special Needs Plan (D-SNP) documents Blue Shield Medicare (blueshieldca.com)</p> |