Assessment 5 – Case Study: The CEO’s Day

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MPH 615

1. You are tasked to negotiate with Terry Blaze for this space for a Wellness Center to establish an immunization and preventive health program. The hospital has identified other internal uses for the space and intends to deny your request. Describe the skills that would be necessary for this negotiation. How do you mediate and negotiate this dispute, so that you can use the space for this important community program? How would hospital management negotiate if this were a governmental agency?

If I was negotiating for space for a Wellness Center, I would explain my goal and objectives clearly. I would explain the mission of the center, the current and future vision, the values it would hold to help the community with immunization and prevention programs and describe my organizational strategies. I would include that the center would help with growth of the hospital due to seeing clients for preventative care, then being able to establish them as patients at the hospital. I would address the products we have to offer to which specific clients, the needs that will be fulfilled with the center, and the care that will be provided. A goal for the Wellness Center would work towards influencing positive human behavior on a large scale. This would include providing service that would influence the target audience voluntarily want to improve their personal welfare and health as a community.

There would need to be financial assistant to establish the immunization and prevention health program. Since this is a government run community-based prevention center, looking for assistance from government grants would help this program succeed. With the program being in the metropolitan area, there is a high chance of clients from all cultural backgrounds and socioeconomic status to receive care at the center. “In 2018, most immigrants lived in just 20 major metropolitan areas. These top 20 metro areas were home to 28.7 million immigrants, or 64% of the nation’s total foreign-born population” (Budiman, 2020). The Wellness Center would bring in diversification and work towards eliminating barriers of access to care to community members of different cultures.

“Culturally diverse patients access healthcare services less than the host populations and are confronted with different barriers. These barriers include discrimination and limited competencies or unawareness of providers, low health literacy, employment status, fear of stigma, language barriers or differences in health beliefs and behaviors” (Handtke et al., 2019, p.2).

Barriers to healthcare for diverse members of the community need to be addressed when it comes to their healthcare. Finding ways to embrace different cultures way of health in the form of cultural competence is essential for clients to know they are at a place of trust, respect, and quality. “Cultural competence is a set of congruent behaviors, attitudes, and policies that come together in a system, agency or among professionals and enable that system, agency or those professions to work effectively in cross-cultural situations” (Handtke et al., 2019, p.3). The Wellness Center would work toward having providers of numerous ethnic backgrounds and gender identifications to make clients feel comfortable about accepting and learning about prevention healthcare. Providing training to physicians so that they are fully equip and skilled to deliver diverse healthcare to clients will be provided at the Wellness Center.

The Wellness Center would bring a huge benefit to a diverse metropolitan community. Having access to preventative care is critical to help educate and avoid illness from spreading to chronic disease. Advocating for immigrants or those who have barriers to healthcare would be a top priority at this center and could overall improve the health of society.

Word count: 516

References

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