

UMMS Cultural Competency Organizational Assessment (COA360) Frequently Asked Questions (FAQs)

What is the COA360?

The Cultural Competency Organizational Assessment (COA360) is a validated and reliable organizational survey that supports health care organizations in delivering culturally competent care to diverse populations by assessing organizational cultural competency. It was developed at Johns Hopkins University and earned an Innovation Award from the National Institutes of Health, National Center on Minority Health and Health Disparities.

What is the purpose of the COA360 for University of Maryland Medical System?

Data from the COA360 will help UMMS understand how culturally competent we are as an organization based on the Joint Commission's Standards for Culturally and Linguistically Appropriate Services (CLAS). The COA360 also helps us identify our cultural competency strengths and areas of opportunity. We will use this information to develop and deploy other resources to advance our goals of equity, diversity and inclusion across our System.

On what standards is the COA360 based?

The COA360 is based on the:

- US Department of Health and Human Services, Office of Minority Health, Culturally and Linguistically Appropriate Services (CLAS) Standards
- Joint Commission Standards on "Effective Communication, Cultural Competence, and Patient and Family-Centered Care"
- HCAHPS patient experience
- Human Rights Campaign Foundation Healthcare Equality Index Core Four

What are the CLAS Standards?

The CLAS standards are national standards from the U.S. Department of Health and Human Services' Office of Minority Health to ensure that all people receive equitable and effective treatment in a culturally and linguistically appropriate manner. They are intended to correct inequities that currently exist in health care and make health services more responsive to the individual needs of all patients. The standards are inclusive of all cultures and are not limited to any particular group. They are designed to address the needs of racial, ethnic, and linguistic populations that experience unequal access to health care. The standards are intended to advance health equity, improve quality, and help eliminate health care disparities by establishing a blueprint for health care organizations to follow.

Who will be administering the COA360?

UMMS has engaged The Exeter Group (Exeter) to administer the COA360 and provide an analysis of the results. Exeter is a Chicago-based health care consulting firm that specializes in talent management with a focus on diversity and inclusion. Exeter integrates research, practice, and actionable data with the goal of improving the quality of health care services and products for patients, communities, and employees. From

business culture assessments to leadership development and talent acquisition, Exeter helps organizations acquire, develop, engage, and retain health care professionals through data analysis and best practice solutions that incorporate diversity and inclusion strategies. The Exeter Group is the sole distributor of the COA360.

Will I find out the results?

The COA360 is an organizational assessment, not an individual assessment. You will not receive personalized results based on your answers. Organizational results will be integrated into the System's strategic framework and goals.

Who is supposed to take the COA360?

Everyone! All UMMS team members, patients and community partners are encouraged to complete the COA360 to share their perspective of cultural competence at UMMS.

It seems like some of these questions don't apply to me. Should I complete the COA360?

Yes! Everyone is encouraged to take the COA360. Even if it seems like the questions do not apply, your answers are still valuable. The data from your responses provides information even if you select "Don't Know" on several questions. And it's okay to select "Don't Know."

I feel like I am selecting "Don't Know" for a lot of questions. Should I complete the COA360?

Yes! If you don't know, then you don't know. We want your honest answers. Either way, the data is helpful for UMMS because it helps us to establish a baseline. There are no right or wrong answers.

Are my answers anonymous and confidential?

Yes! Your personal information, such as your name and email address, will not be recorded. Your identity will not be linked to your responses. Additionally, all data is collected by a third party, The Exeter Group, who analyzes the responses and provides a summary of the information to UMMS. This provides an additional level of security for participants. Finally, the survey generates summarized organizational results, not individual results.

How long does it take to complete the COA360?

On average, the survey takes between 9 and 18 minutes to complete.

If I have to stop part way through the COA360, can I go back to it?

Yes, if you stop or close the COA360, your responses will be saved. You can access it again through the same link to complete it later.

How will I receive my COA360 to complete?

The COA360 will come to you via your UMMS email. The subject of the first email is *Request Your Feedback: UMMS Cultural Competency Assessment* and is sent from UMMSsurvey@qualtrics-survey.com.

I never got my email to complete the COA360.

First, check your junk mail for the email. If it isn't there, please contact Exeter at UMMSsurvey@exetergroup.net to let them know that you have not received the COA360.

Is this connected to the One UMMS One ASK survey I completed earlier in 2021?

Not directly. The COA360 questionnaire is specific to our equity, diversity and inclusion goals and will provide supplemental information to the One ASK survey as we set priorities and outline actions to for the System's strategic framework.