

# CHAPTER 4:

## Cultural Competency

Reviewed/Revised: 9/24, 1/24, 5/25, 9/25

Blue Cross Blue Shield of Arizona Health Choice is committed to providing access to high-quality services delivered in a culturally responsive manner. Cultural competency in health refers to the ability to respect and appreciate the values, beliefs, and practices of all individuals. We ensure care and services are delivered in a culturally competent manner for diverse cultural, racial, ethnic, geographic, social, spiritual, and economic backgrounds, including those with Limited English Proficiency (LEP) and medical, developmental, educational, emotional, cultural, environmental, and financial needs, and regardless of sex, gender, sexual orientation, gender identity, national origin, or age.

Provision of high-quality care involves taking steps to apply that knowledge to ensure better communication with patients and their families as well as to improve health outcomes and patient satisfaction.

The delivery of culturally responsive health care and services requires healthcare providers and/or employees to possess a set of attitudes, skills, behaviors, and policies which enable the organization and staff to work effectively in cross-cultural situations. It reflects an understanding of the need for acquiring and using knowledge of the unique health-related beliefs, attitudes, practices, and communication patterns to improve services, strengthen programs, increase community participation, and eliminate disparities in health status among diverse population groups.

For information about Health Choice's Cultural Competency Program including provider training resources, please refer visit us online at: [Cultural Competency | AZBlue](#)