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**Diversity awareness in health care**

**Final Project**

In recent years, "diversity" is to be used here in its broadest sense. It has become a real social issue. In this context, organizations must change their ways of doing things, adopt new practices, and most importantly, communicate their openness to diversity. “Health care today is a very promising industry,” Spector is convinced. - On the one hand, we are witnessing the rapid emergence of new medical technologies that need to be mastered. On the other hand, there is a growing awareness among citizens themselves that their health must be addressed (Spector, 2002). In this connection, specialists who are able to restructure the existing health care system in accordance with new technological and economic requirements are extremely in demand. In this study also discusses the approaches to the organization of diversity in the field of health at the personal, group, organizational and population levels. The role of diversity awareness is in the solution of the issue of transformation of the existing behavioral models, as well as in the creation of new sustainable social norms that meet the priority of the formation of a culture of a healthy lifestyle, has been revealed (Dannenberg et al., 2008).

**Objective of the study**

The article is focused on diversity awareness in healthcare. In communication the healthcare is analyzed from the point of view of the Long-term List Social and Economic Development of the USA Concept.

**Purpose Statement:**

The issue of increased diversity in population and provision of health care services has been a subject of concern for quite some time. The lack of awareness can result in improper health care as the physician remains unaware of the real problems faced by their patients if they are unable to have an understanding of their culture, language, customs etc. My paper aims to address why such a concern is an issue and how can we work together to address it.

**Problems**

It is quite clear that some of the problems of health systems are not unique: they are diversity in population issues, and substantial population mobility, which questioned the relevance of the territorial aspect of receiving medical care, and the aging population with the intrinsic difficulties and medical needs, etc (Davies et al.,2002). The priority of disease prevention is recognized everywhere, both in terms of the benefits to the health of everyone, and in terms of financing issues: it is cheaper to prevent all disease and minimize risk factors than pay for expensive treatment. Thus, the focus of all reforms of modern health systems, regardless of their type and characteristics, are three components: cost, culture, language, access, and quality (Patrick and Erickson 1993). But it is impossible not to recognize the obvious economic inefficiency and flaws in the organization of the American health care system, first of all, in the form of inaccessibility of medical care for tens of millions of citizens, a steady increase in its cost, low comfort indicators of public health, a large number of personal bankruptcies, the main cause of which for decades medical debts remain. In 2007-2009 according to a sociological study of Harvard University, more than a third, the number of bankruptcies related to diseases and medical bills increased, and out of 2,314 Americans who went bankrupt, 62.1% of cases were caused by overwhelming medical bills, although 89% of them were insured. In the literature, the current health care model in the United States is described as extremely expensive and ineffective (Dickman et al., 2017).

**Solutions**

The solution of managerial tasks through planning and changing behavior patterns within the framework of improving the health of a country's population involves focusing on the ethical principles and social values ​​that underlie a particular health system. For the evaluation of currently existing health systems, several basic approaches can be distinguished according to the types of societies (Berwick, 1991). There are societies in which the highest values ​​are independence and equality - a fundamental basis and an integral part of the Universal Declaration of Human Rights18. Their health care systems differ significantly from the health care systems of societies in which profitability and economic efficiency are considered the highest values. The basis of the latter’s ethical approach is the principle of acquiring the very best, but for the largest amounts - that is, high-quality medical service depends on the ability to pay for it. The foundation of the next type of health care system is the notion that every individual in society depends on his own principles and values; thus, at the heart of this type of society are selfish ethical guidelines (Davies, 2000).

The first of these types of societies we tend to organize our health care system, based on the conviction that it is a social duty and is designed to ensure equal access to medical services; this approach also declares the right of everyone to a basic level of medical care, with the understanding that this right is limited to the similar rights of other members of society. The second of these types of societies denies the correctness of the statement about the basic individual right to medical care: the health systems of such societies set themselves the goal to maximize their health (Sultz, 2006).

In addition to understanding the principles and ways of achieving management goals, an analysis of potential barriers to change is also important. The diversity of forms and manifestations of communication naturally attracts the unrelenting attention of both its immediate participants and researchers interested in modern transformations of society (Patrick, 1993). It arises from the very temporal context, which is characterized by the rapid penetration of new technologies with daily life, and requires an understanding of these changes, the use of new trends in modern business life. Societies live inside.

The complexity of solving communication problems in the field of healthcare is due to numerous factors. Among them should be called:

• Elements of government intervention in the field of healthcare (strategic plans, laws, tax liabilities, judicial practice);

• Institutional directives (include issues of equal access to medical services and assessment of their quality);

• Structure of the health care system (geographic aspect of access to health care, vocational education, research priorities);

• the process of providing medical care (distribution of the set of services provided, places for receiving information, educational campaigns targeted at certain categories of patients, interpersonal and intergroup interaction);

• Ethno social realities (language, beliefs about health and health care, the socio-economic status of patients and their level of literacy).

The above components affect the consumption of health services and their satisfaction with them, as well as the health care system as a whole and the state of public health at the level of the entire country or individual region.

**Conclusion**

The effectiveness of the communication campaign in the field of health is laid at the planning stage. Thus, it is necessary to take into account that an effective campaign can be provided that the target is correctly set, the potential audience is highlighted, the messages targeted at the interested audience are created, which become such only after preliminary testing and the necessary correction of the results.

Thus, the implementation of long-term development objectives in the field of public health in the country, including, among other things, behavioral change and the formation of cultural norms with a focus on a healthy lifestyle, involves the use of communication methods in the field of health. Global trends in health and health care suggest that the use of proven approaches helps to get closer to solving strategic problems in the context of limited funding opportunities. It is worth noting that a deep analysis of the context that underlies communicative methods adapts the existing patterns of behavior transformation to the specific conditions in each country.

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