

Provider Notice

To: PerformCare Provider Network
From: PerformCare
Date: 10/9/2023
Subject: AD 23 116 DEI Provider News: Improving Member Engagement Through the Use of Equitable Language

The words we use can either draw people closer to us or create a barrier to engaging with us. When Members contact providers regarding starting services, the first impression they receive is often from the voice on the other end of the phone—whether it’s a recorded message or a live person. What message is the Member receiving? When staff interact with Members attending appointments, are the messages Members receive those of acceptance? How do we keep Members engaged and returning for ongoing services?

Using language that is non-stigmatizing, reflective of a culture of acceptance and open to people from any walk of life is one of the factors that can increase Member engagement in services. PerformCare encourages providers to have ALL staff—both clinical and non-clinical—ensure the language they are using for verbal or written communication, including flyers, website or policies is strengths-based, inclusive and reflects the currently preferred terms for all populations.

Below you will find a list of resources for improving staff use of equitable language. Many of these resources require only a few minutes to review. PerformCare encourages providers to share these resources with staff, and keep up to date with current information, because equitable language terms are constantly evolving.

- SAMHSA’s *Guide to Equity Terminology*-- https://www.samhsa.gov/blog/guide-to-equity-terminology?utm_source=SAMHSA&utm_campaign=ea51b608c6-EMAIL_CAMPAIGN_2023_07_25_02_53&utm_medium=email&utm_term=0_ea51b608c6-%5BLIST_EMAIL_ID%5D
- The National Institute on Drug Abuse *Words Matter - Terms to Use and Avoid When Talking About Addiction* <https://nida.nih.gov/nidamed-medical-health-professionals/health-professions-education/words-matter-terms-to-use-avoid-when-talking-about-addiction>
- The Centers for Disease Control *Health Equity Guiding Principles for Inclusive Communication* https://www.cdc.gov/healthcommunication/Health_Equity.html

Please contact your Account Executive if you have questions about this notice.

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