

Changing Patient Base

A Knowledge to Practice Program



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Learning Objectives

By the end of this tutorial, you will:

- Understand how demographics are changing among patient populations
- Be aware of the resulting disparities in healthcare
- Have the skills to be culturally competent while promoting breastfeeding among various populations

Outline

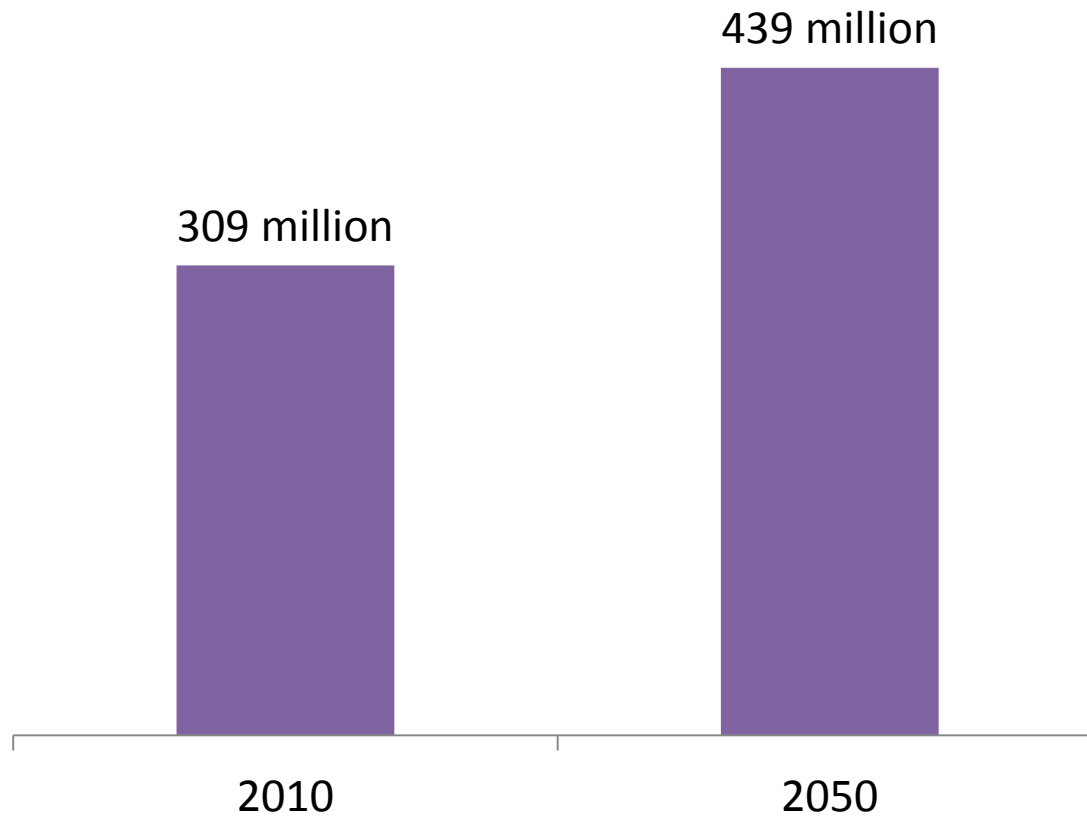
Throughout this tutorial, you will cover the following topics:

- Demographic changes
- Disparities in healthcare
- Breastfeeding among minorities

Why is it important to recognize the changes in patient demographics?

The United States has become increasingly diverse in the last century. Recognizing these changes in patient demographics is important because they imply a need for change in the way healthcare is provided.

To begin, the total U.S. population increased to **309 million in 2010** and is projected to reach **439 million by 2050**.



**In addition to population growth,
there are 3 major demographic
changes expected for the years to
come.**

They include...

#1

Aging
Population

#2

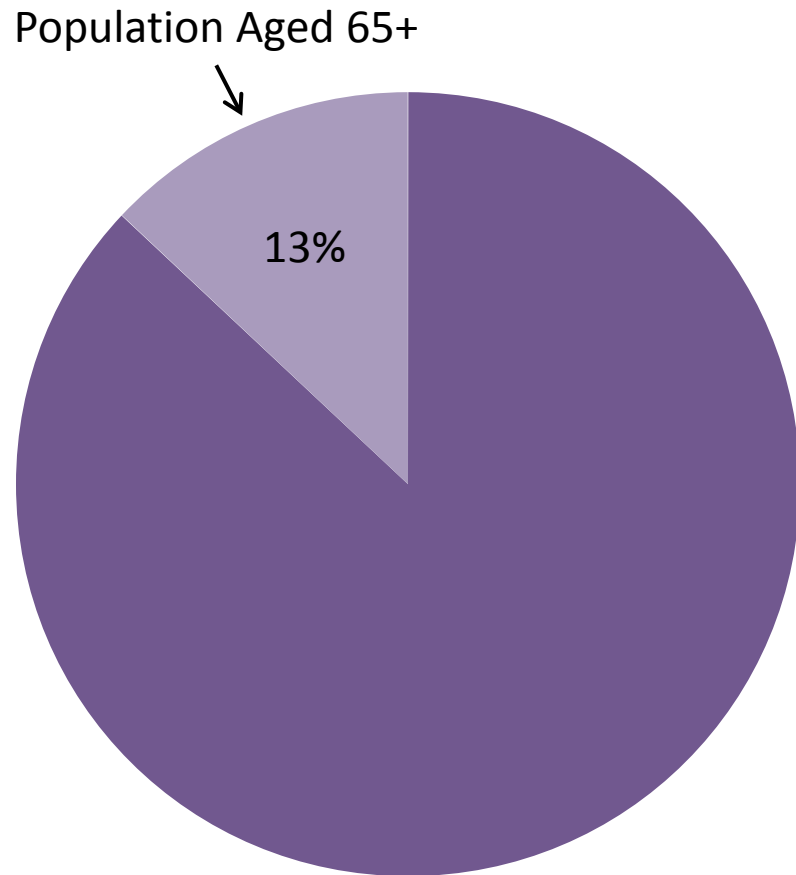
Changing
Geographic
Location of
the
Population

#3

Increasing
Racial and
Ethnic
Diversity

#1: Aging Population

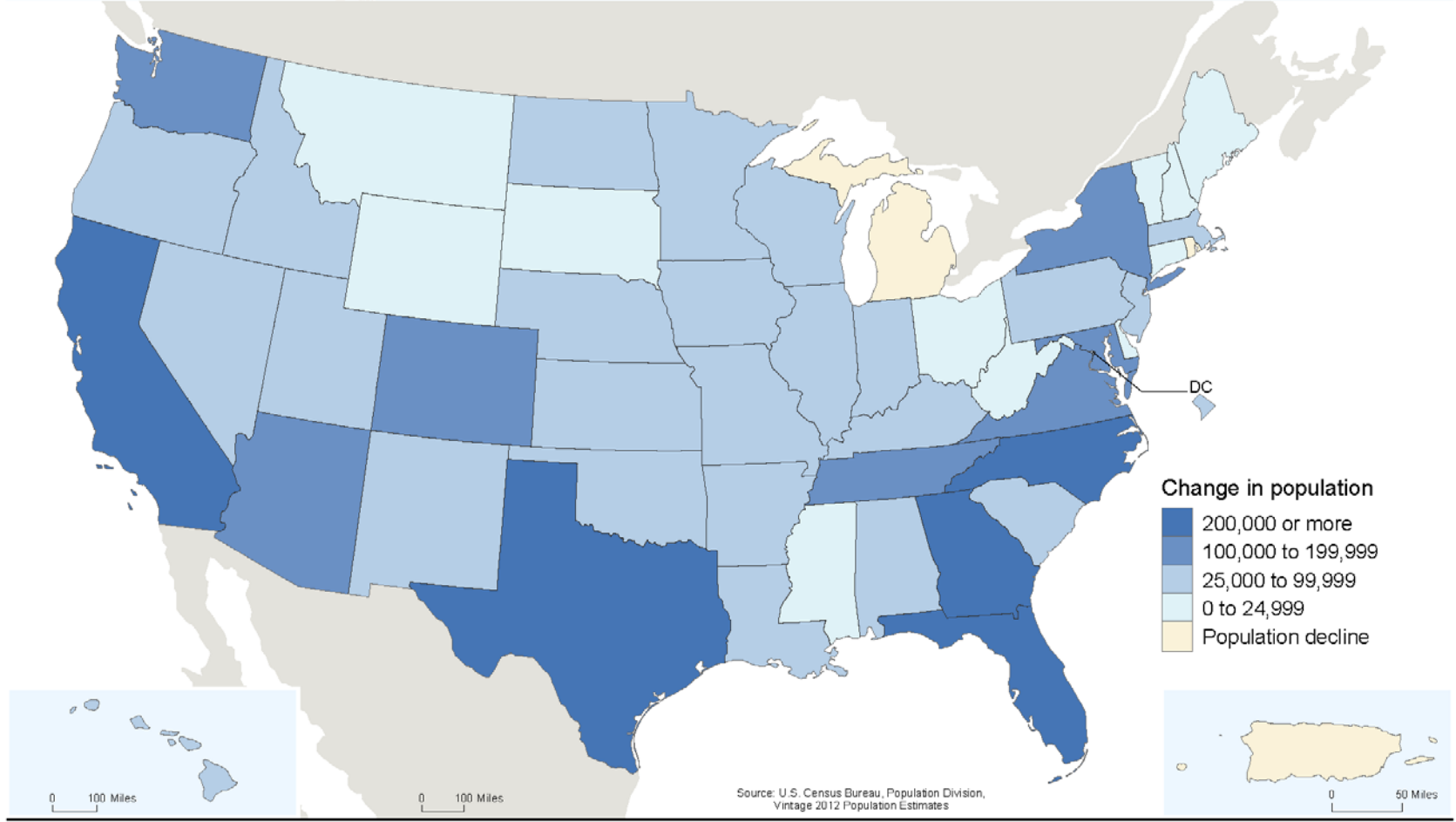
The number of individuals aged 65 and over was 40.3 million (**13%** of the U.S. population) in 2010, reflecting a growth of 15.1% since 2000.

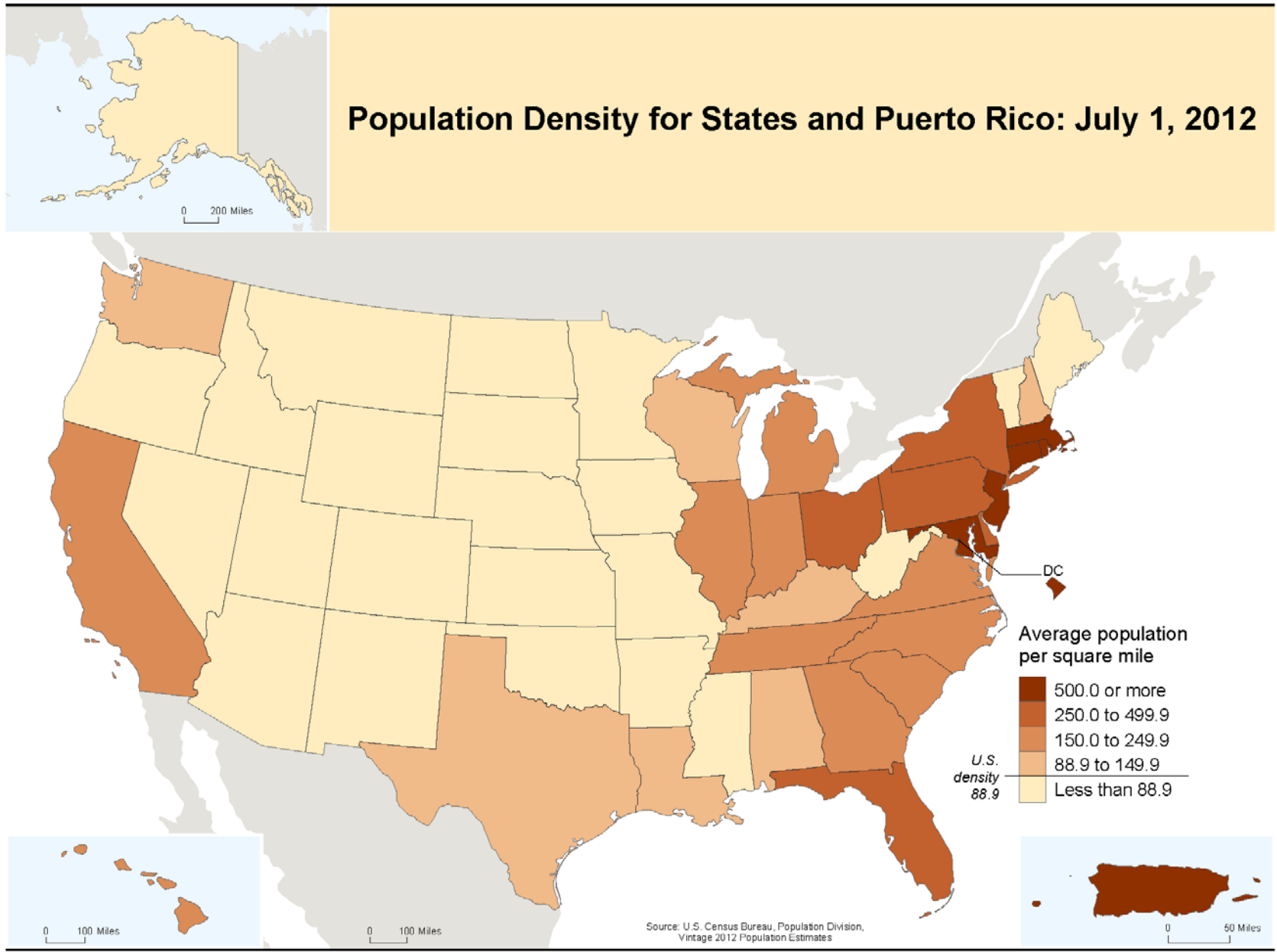


#2: Changing Geographic Location of the Population



Numeric Change in Population for States and Puerto Rico: April 1, 2010 to July 1, 2012





Source: United States Census Bureau. 2012 Maps. Retrieved from <http://www.census.gov/popest/data/maps/12maps.html>

Population change and density can affect the demand of various healthcare needs. It is important to make sure the supply of those needs changes as well in order to meet the new demands.

Keep in mind...

Although an increasing proportion of the U.S. population resides in urban areas, a substantial proportion of the population will continue to reside in rural areas.

- Many of these rural areas have poorer access to healthcare

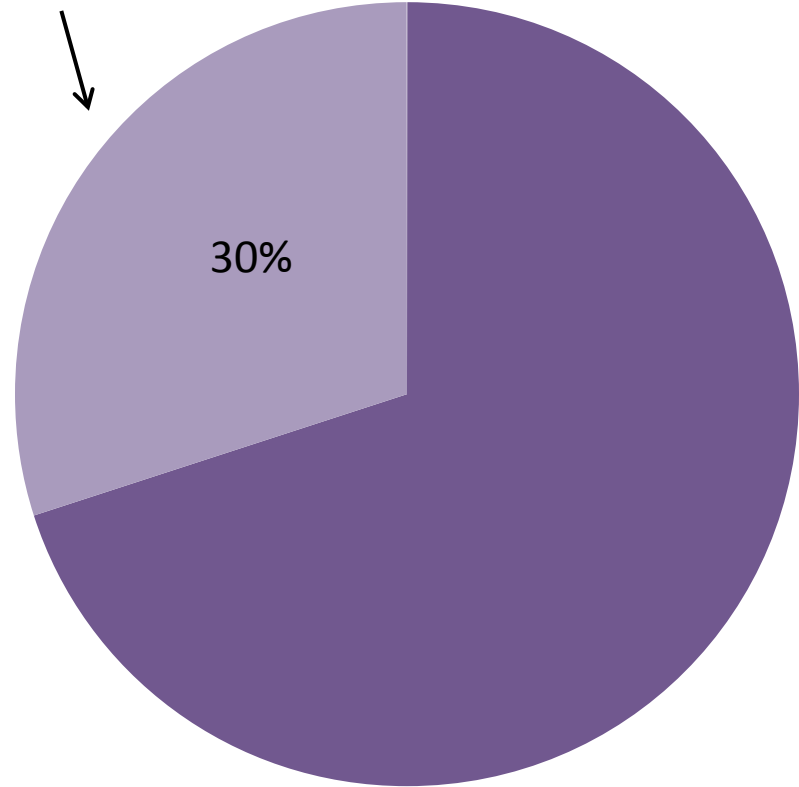
Pockets of urban areas typically have a high concentration of minorities.

- Health professionals in these areas should be culturally competent

#3: Increasing Racial and Ethnic Diversity

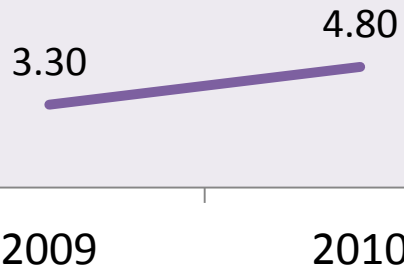
Based on 2010 U.S. Census data, approximately **30%** of the population belongs to a racial or ethnic minority group.

Racial or Ethnic
Minority Population

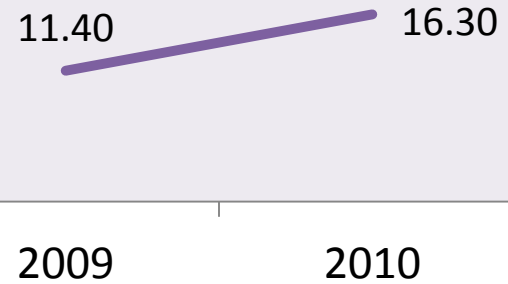


**However, there has been
considerable population growth
for many racial and ethnic groups,
such as...**

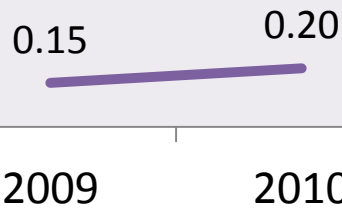
Asian



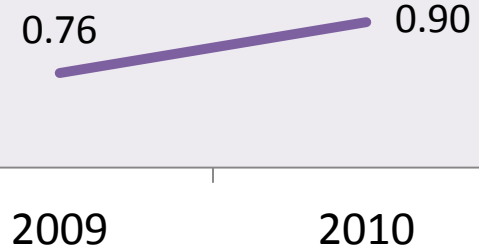
Hispanic



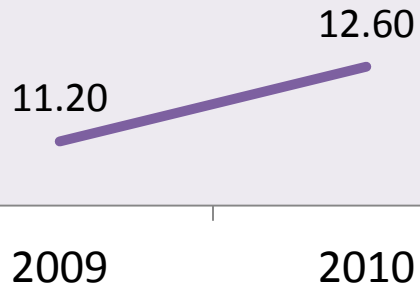
Native Hawaiian and Other Pacific Islander



American Indian and Alaska Native



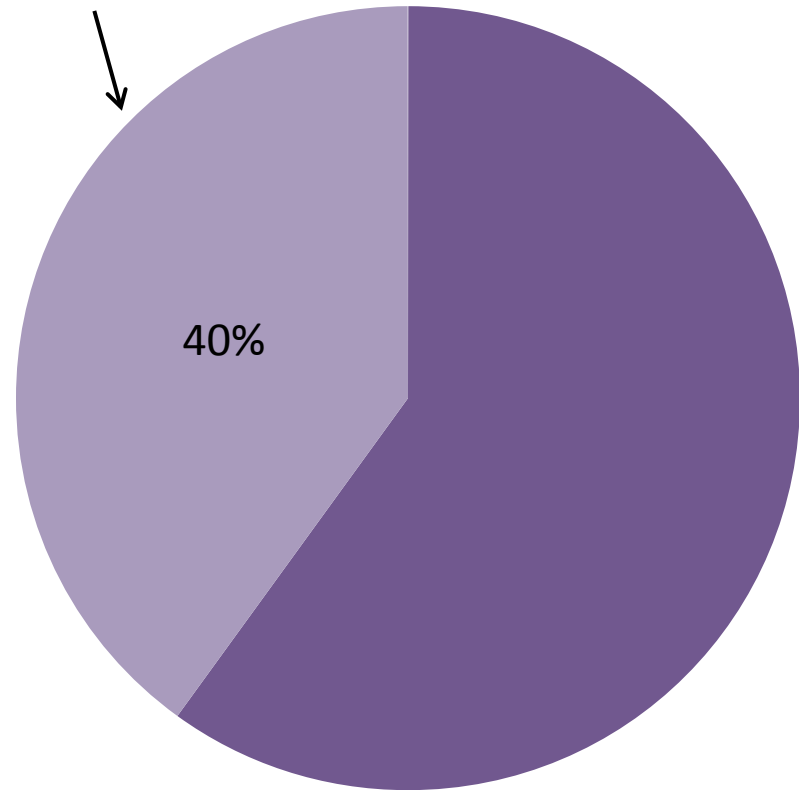
African American



* Values indicate percentage of the U.S. population

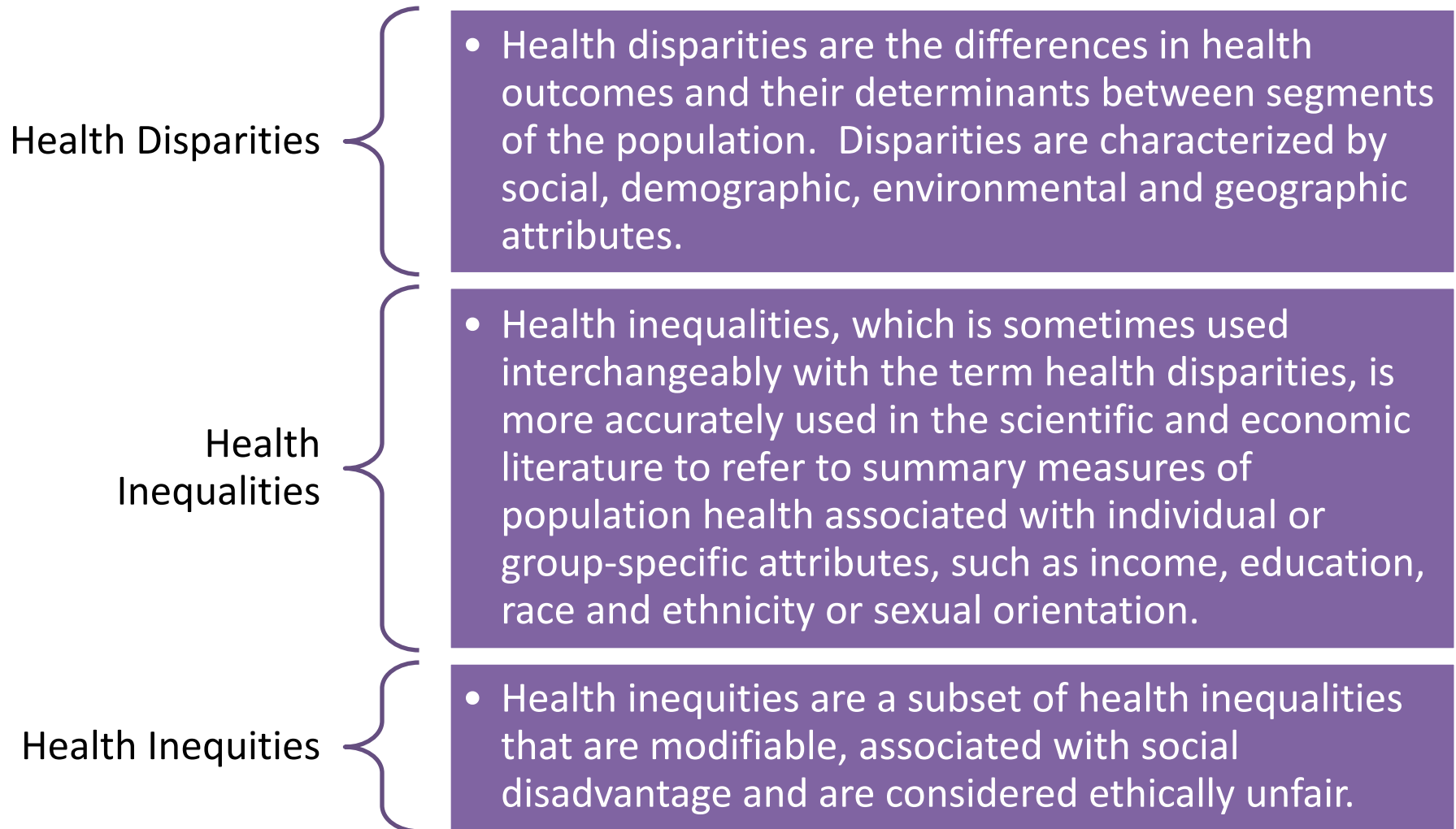
Projections indicate that by year 2100, non-Hispanic whites will make up only **40%** of the U.S. population.

Non-Hispanic White
Population



Now that we've discussed some general demographic changes, let's explore how they might lead to health disparities.

First, we need to review some vocabulary:



Health disparities, inequalities and inequities are important indicators of the health of the public. They provide a basis for decision-making and intervention implementation to reduce preventable morbidity and mortality.

Disparities are observed in almost all aspects of healthcare, including:

Clinical conditions

Access to care

Health care quality

Levels and types of care

Care settings

**Let's test your knowledge of some
health disparities!**

1. Fill in the blanks to the following sentence:

Compared to white women, breast cancer is diagnosed 10% less frequently in _____ women. However, _____ women are 36% more likely to die from this disease.

The correct answer is:

Compared to white women, breast cancer is diagnosed 10% less frequently in **African American** women. However, **African American** women are 36% more likely to die from this disease.

2. Select the correct percentage for the following sentence:

_____ of deaths in the Asian and Pacific Islander community are caused by cardiovascular disease.

- a. 6%
- b. 18%
- c. 24%
- d. 35%

The correct answer is:

24% of deaths in the Asian and Pacific Islander community are caused by cardiovascular disease.

a. 6%

b. 18%

c. 24% ←

d. 35%

3. Fill in the blanks to the following sentence:

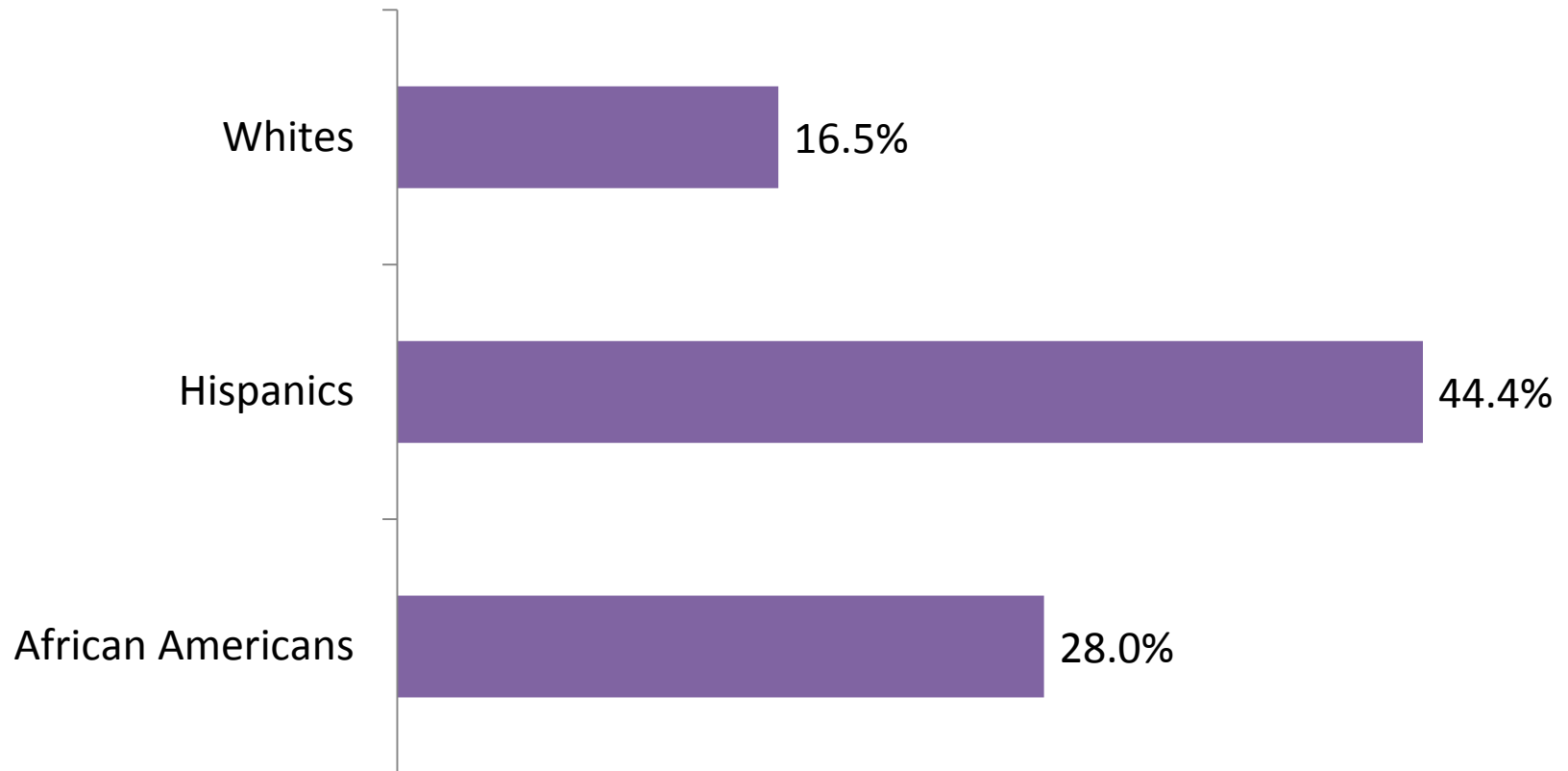
_____ women were five times more likely to be diagnosed with AIDS than non-Hispanic white women. Also, _____ women were 3.6 times more likely to die from AIDS.

The correct answer is:

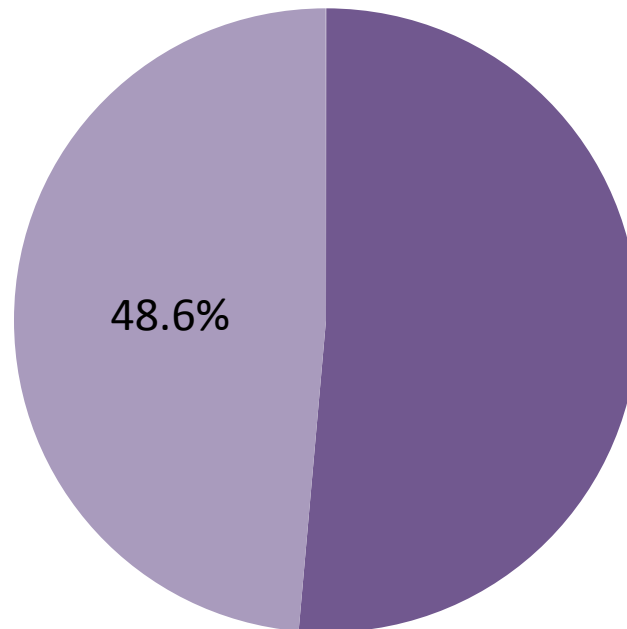
Hispanic women were five times more likely to be diagnosed with AIDS than non-Hispanic white women. Also, **Hispanic** women were 3.6 times more likely to die from AIDS.

Research has shown that these types of disparities are largely associated with differences in access to care and quality of care for people in minority groups.

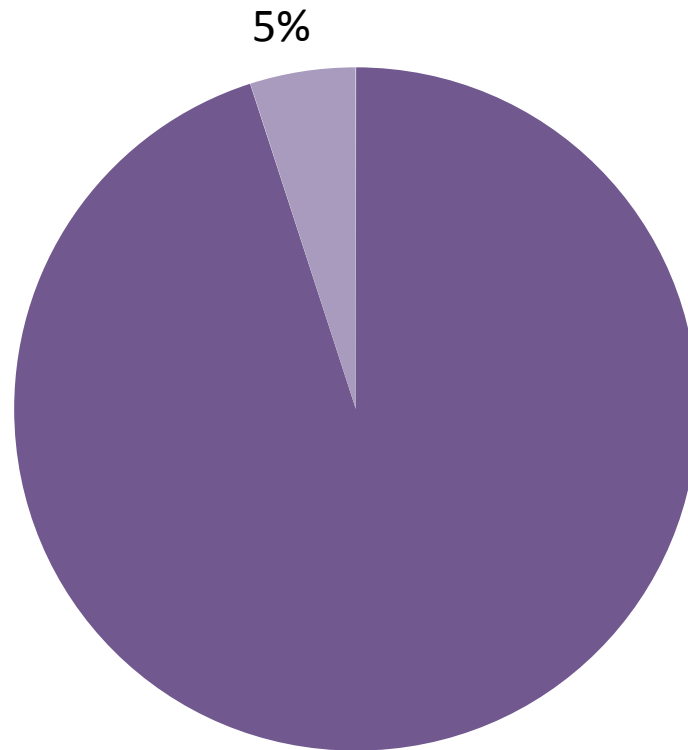
For example, check out these differences in uninsured rates for different racial/ethnic groups:



What is even more striking is that nearly half (**48.6%**) of all U.S. physicians in 2008 reported that difficulty communicating with patients because of language or cultural barriers was at least a minor problem affecting their ability to provide quality of care...



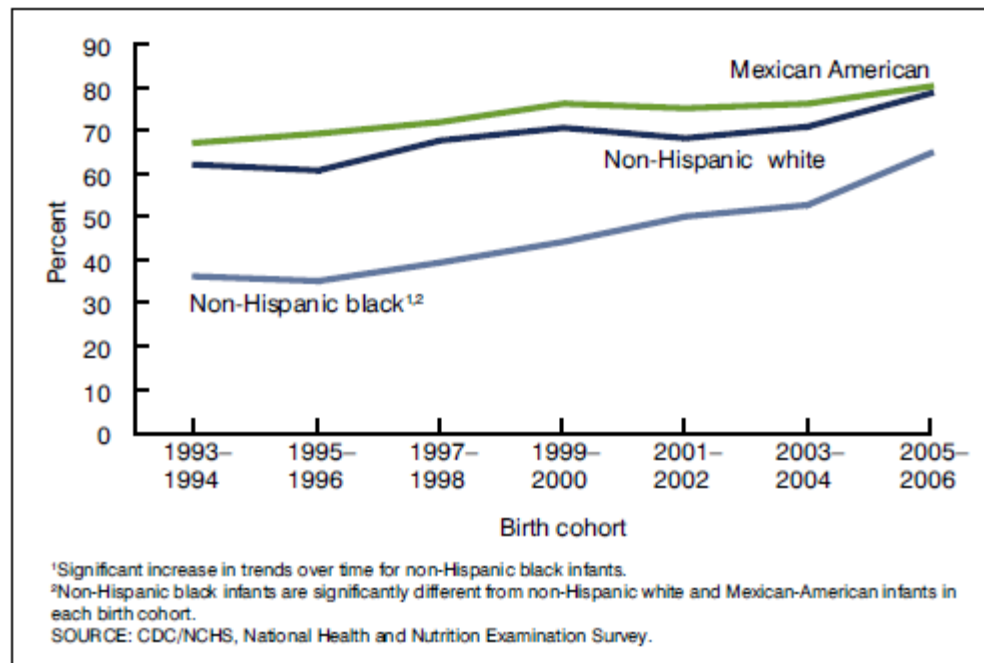
But less than **5%** viewed this as a major issue!



Now that you know about the demographic changes and the resulting disparities, let's focus on how breastfeeding rates vary by race and ethnicity.

As you can see, breastfeeding rates are rising for all groups, but non-Hispanic black women still breastfeed less than non-Hispanic white women and Mexican American women.

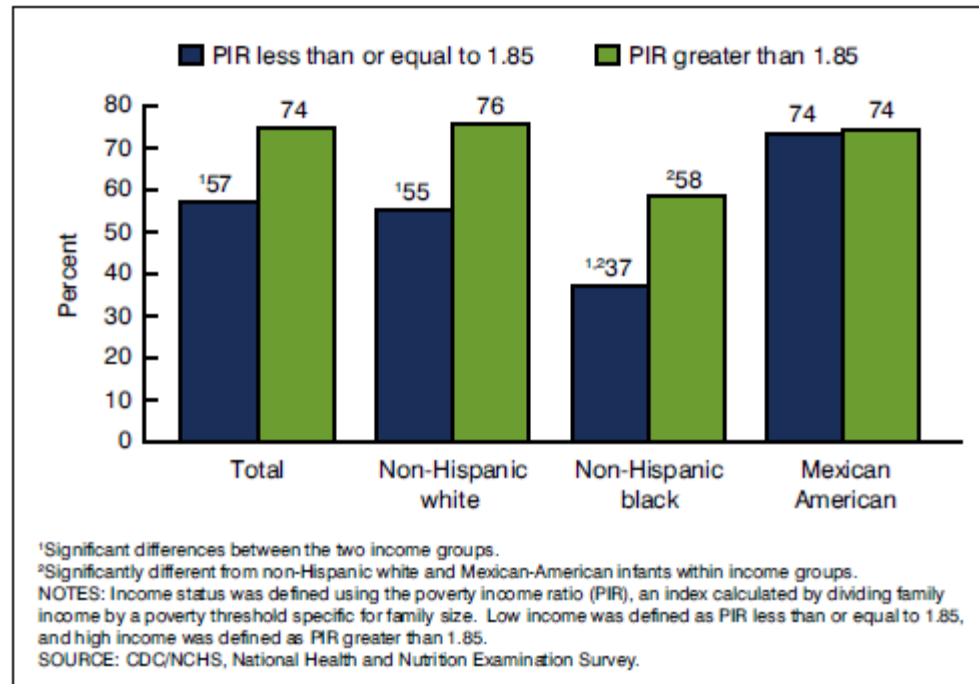
Figure 2. Percentage of infants who were ever breastfed by birth cohort and race-ethnicity: United States, 1993–2006



Not only does race affect breastfeeding rates, but other socio-demographic characteristics affect rates as well.

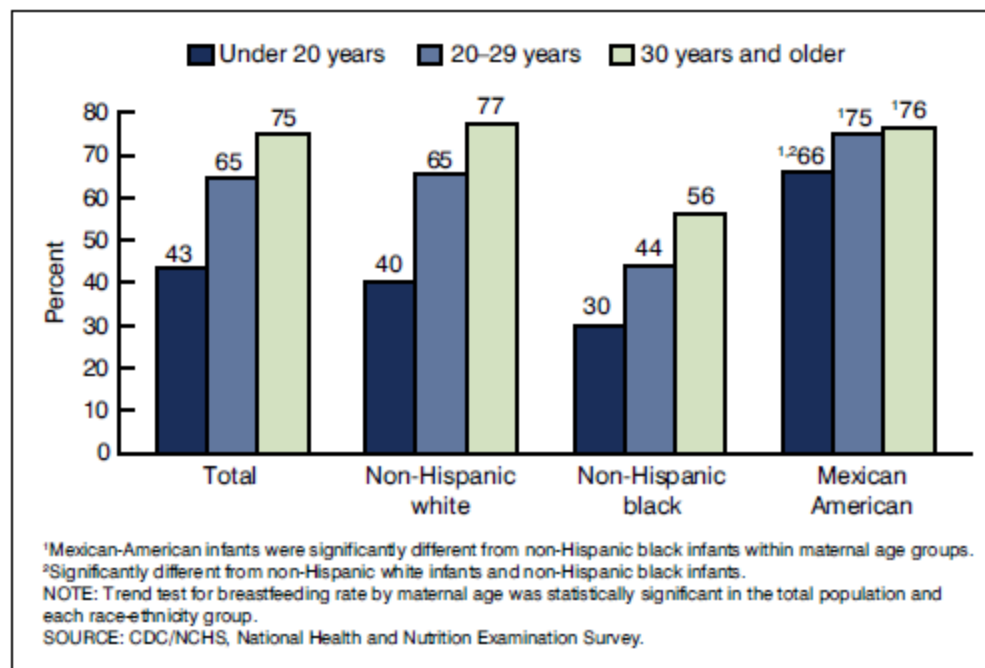
Such as income...

Figure 3. Percentage of infants who were ever breastfed by poverty income ratio (PIR) and race-ethnicity: United States, 1999–2006



And maternal age.

Figure 4. Percentage of infants who were ever breastfed by maternal age and race-ethnicity: United States, 1999-2006



In Conclusion

- The population in the United States is growing older, living in urban areas, and becoming more racially/ethnically diverse.
- Some of these changes are resulting in health disparities among minority groups.
- Breastfeeding, for example, is practiced less among non-Hispanic black women than non-Hispanic white women.
- Public health groups and medical professionals need to address these disparities in their programs and patient interactions.

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