



# DIVERSITY, EQUITY, AND INCLUSION IN EYE CARE

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1

## Disclosures

Member: Transitions Diversity Advisory Board

2

## LEARNING OBJECTIVES



- 01 Understand key insights, demographics and ethnicities represented in our population.
- 02 Understand eye health issues prominent in different ethnic groups.
- 03 Understand potential management considerations to reduce incidence for higher risk patients.
- 04 Successfully communicate and connect with a diverse patient base.
- 05 Dispense with diversity, equity and inclusion in mind.

3

# Diversity

Characteristics and experiences that define us as individuals

Identities

4

# DIVERSITY CAN BE ALL ENCOMPASSING



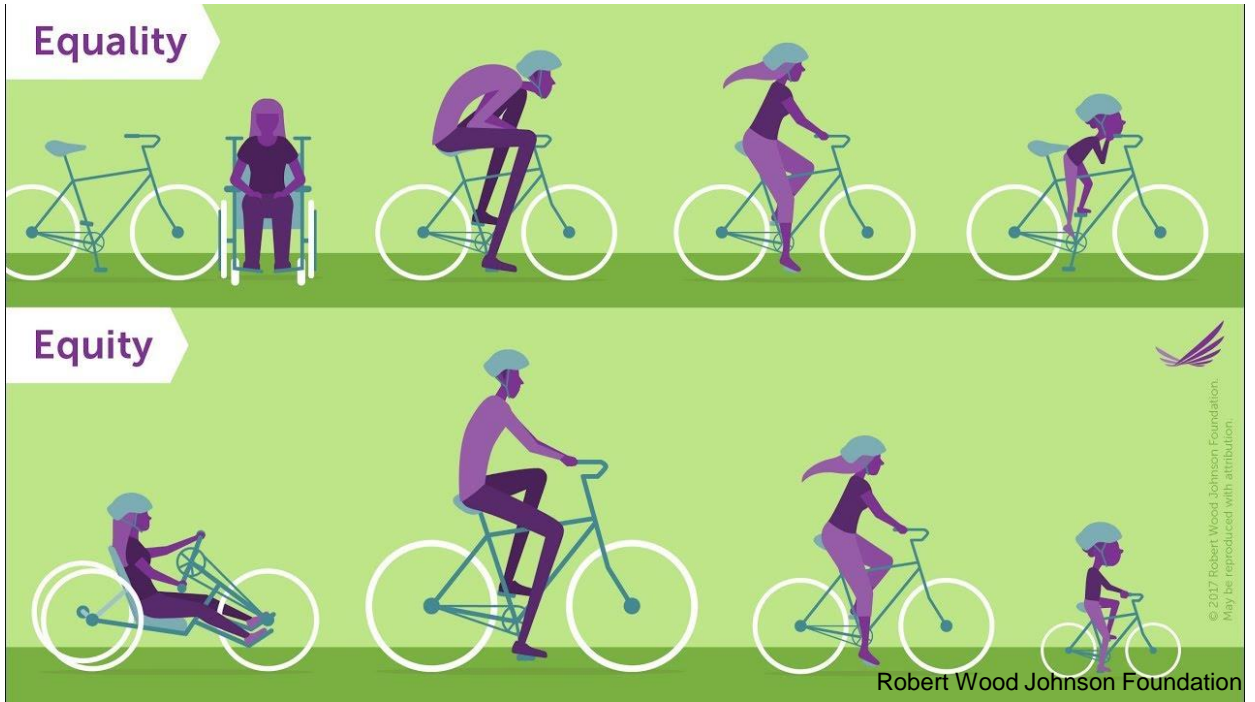
5

# Equity

Ideal of being impartial,  
just, and fair

Differs from equality.

6



7

# Inclusion

Everyone feels welcomed.



8



WHY DIVERSITY  
EQUITY AND  
INCLUSION IN EYE  
CARE IS  
IMPORTANT

9

## THE RESULTS ARE POWERFUL

### OUTPERFORM

Inclusive teams perform up to 30% better in high-diversity environments

### OUTCOMES & SATISFACTION

Greater diversity in the healthcare workforce improves the patient experience and increasing patient satisfactions

How HCM Technologies Can Scale Inclusion in the Workplace, Gartner Research, January 2020  
S. Saha, S.A. Shipman, Race-neutral versus race-conscious workforce policy to improve access to care, Health Aff (Millwood), 27 (1) (2008), p. 234  
I. Hinton, J. Howell, E. Merwin, et al., The educational pipeline for healthcare professionals: understanding the source of racial differences, J Hum Resour, 45 (1) (2010), pp. 116-156

10

# Eye Health Disparities

<p><b>Diabetic Retinopathy</b></p> <p>Higher prevalence in Hispanic Americans and Black Americans</p>	<p><b>Glaucoma</b></p> <p>Higher prevalence in Black Americans</p>	<p>Black Americans and Mexican Americans are</p> <p><b>More Likely</b></p> <p>to be visually impaired than whites</p>
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National Eye Health Institute.  
Baltimore Eye Study  
National Centers for Health Statistics

11

# GLAUCOMA

<p><b>MOST COMMON</b></p> <p>cause of blindness among Hispanics is open-angle glaucoma</p>	<p>Black Americans are</p> <p><b>5X LIKELY</b></p> <p>than Whites to develop glaucoma – and 4 times more likely to suffer blindness</p> <p>&amp;</p> <p>On average, glaucoma occurs about</p> <p><b>10 YEARS EARLIER</b></p> <p>in Black Americans vs. other ethnic groups.</p>	<p>Asian Americans are</p> <p><b>MORE LIKELY</b></p> <p>to develop angle-closure glaucoma, and the Japanese, specifically, are more prone to low-tension glaucoma.</p>
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Sources: Wilmer Eye Institute, Johns Hopkins University  
Glaucoma Research Foundation

12

# MYOPIA

Asians are at higher risk for developing myopia – yet are less likely to seek eyecare and eyewear to correct it.

Racial Variations in the Prevalence of Refractive Errors in the United States

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3759975/>

Refractive error and ethnicity in children <https://pubmed.ncbi.nlm.nih.gov/12912692/>

13

Even though Whites have a higher prevalence...

## Hispanic Americans

Have higher rates of uncorrected refractive error

In the Baltimore Eye study, Blacks/AA were  
**5x more likely**  
To have an inoperable cataract than whites

...even when insurance is accounted for

Black patients with ARMD are 23% less likely to receive (anti-VEGF treatment & 18% less likely to have regular eye exams

Vitale et. Al  
Baltimore Eye Study

14

A close-up, black and white photograph of a human eye. The iris is dark and textured, and the pupil is visible. The text is overlaid in a bright yellow color.

“Our health is driven far more significantly by our zip code than by genetics.”

E. Higginbotham, MD  
glaucoma specialist

15

## Diverse Eye Health

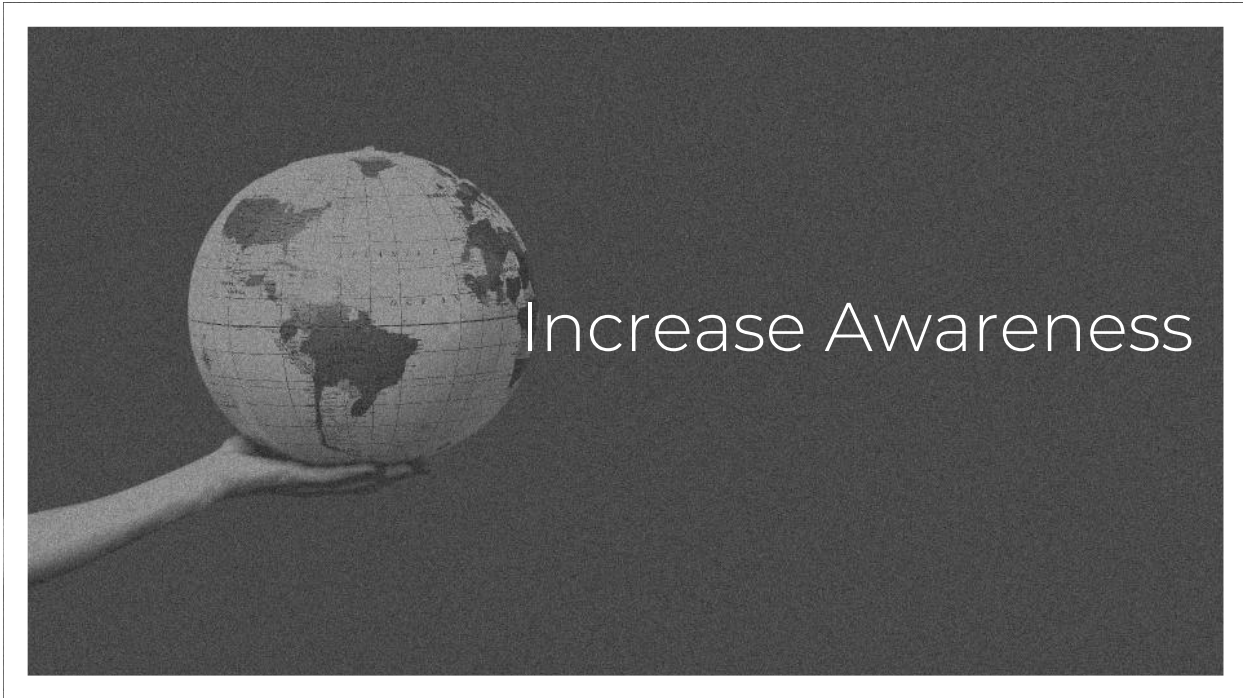
“See and serve [our patient population] as individuals.”

-Glenn Llopis, Forbes

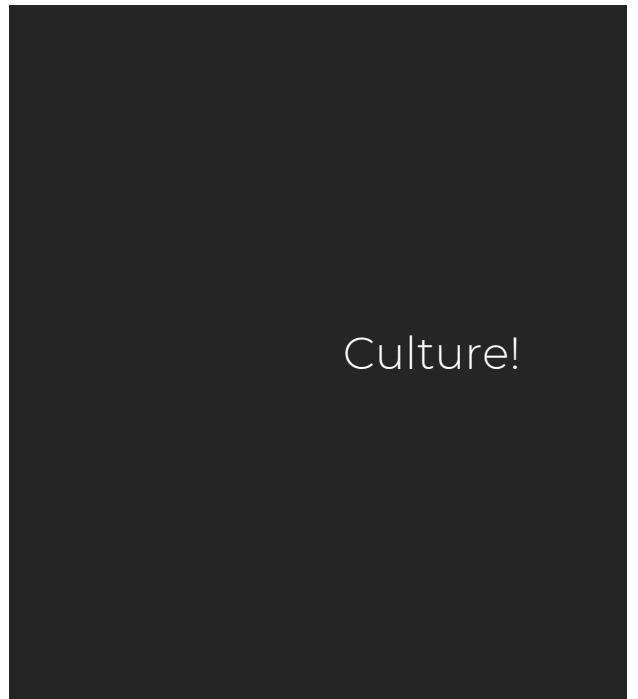


16





17



18



19

How patients perceive symptoms & health conditions

When and how patients seek care

Patient expectations and willingness to adhere to doctor recommendations

Who patients believe should participate in making health care decisions



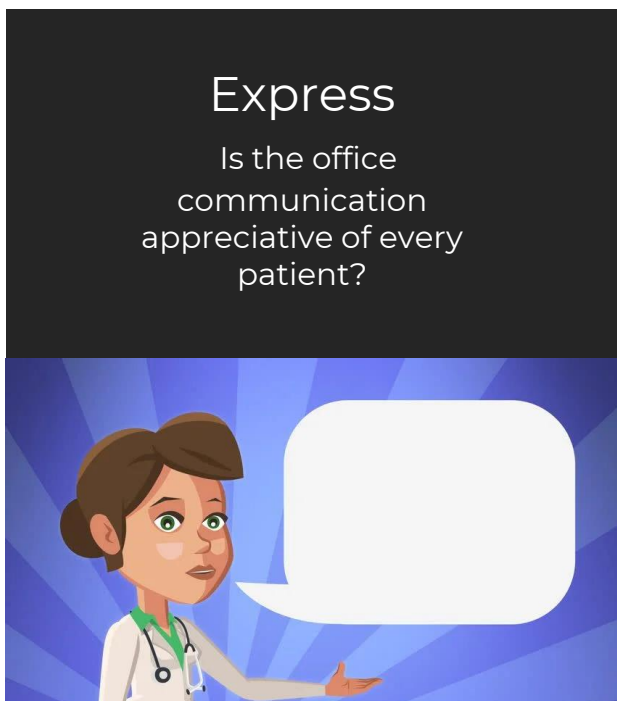
20



## Inclusive Action Steps

<h3>Express</h3> <p>Is the office communication appreciative of every patient?</p>	<h3>Exhibit</h3> <p>Does your office look or feel welcoming to everyone?</p>	<h3>Execute</h3> <p>Which inclusive actions does your office implement?</p>
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21



22

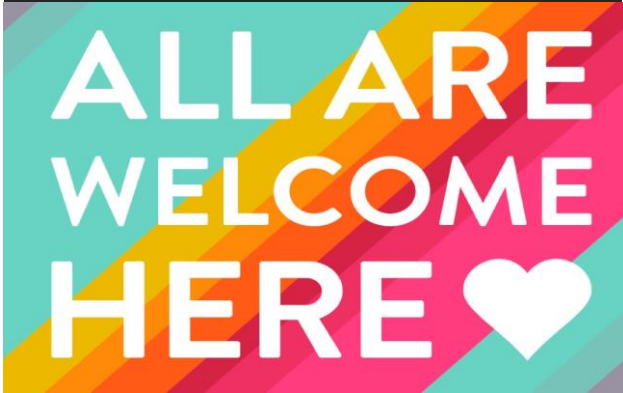
Provide proper translation services

Handouts in language of demographic

Pronouns

### Exhibit

Does your office look or feel welcoming to everyone?



23

Diversity statement

Who are in your marketing materials?

“ All are welcome here”



24



25



26

# Execute

Which inclusive actions does your office implement?



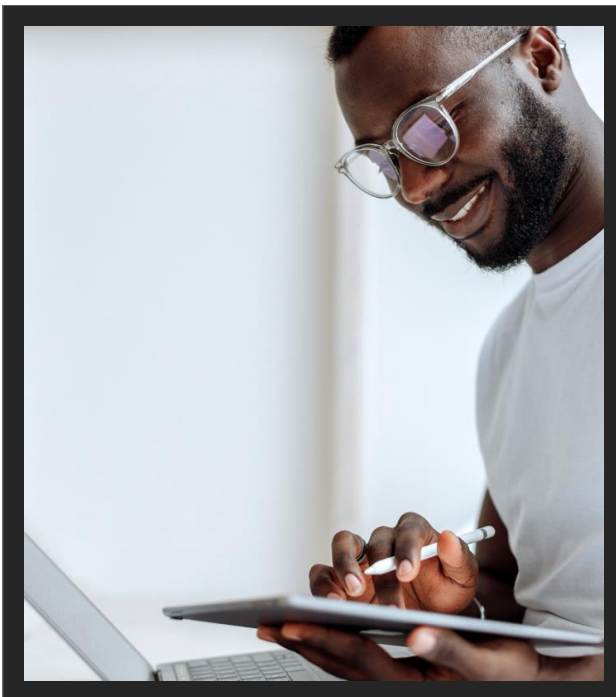
27

Cultural Competency Training

Hire staff reflective of patient demographic

Celebrate heritage months

Diverse eyewear



28

Hispanic and Black consumers are more likely than other consumers to use their glasses to express their style

## HISPANIC EYEGLASS WEARERS

66%

"I love shopping for eyeglasses - it gives me a chance to pick out a new look for myself"



63%

"Matching my eyeglasses to the current fashion trends is important to me"



80%

"I am willing to pay more for brand-name / designer eyeglass frames"

2019 US Consumer Brand Tracking (MSW Research). Data on Hispanic and Black consumers has been contrasted with "Non-Hispanic Caucasian" consumers. \*Percent differences, not percentage point differences

29

## BLACK EYEGLASS WEARERS

80%

"I love shopping for eyeglasses - it gives me a chance to pick out a new look for myself"



68%

"Matching my eyeglasses to the current fashion trends is important to me"



84%

"I am willing to pay more for brand-name / designer eyeglass frames"

2019 US Consumer Brand Tracking (MSW Research). Data on Hispanic and Black consumers has been contrasted with "Non-Hispanic Caucasian" consumers. \*Percent differences, not percentage point differences

30

## CUSTOMIZE EYEWEAR



- Focus on fashion/technology not gender/sex or age
- Include diverse frames (shapes and sizes)
- Support diverse brands
- Promote style/colors
- Rethink frame categorization

31

## BARRIERS TO DEI IN EYECARE



MISTRUST



MISUNDERSTANDING



MISMATCHED

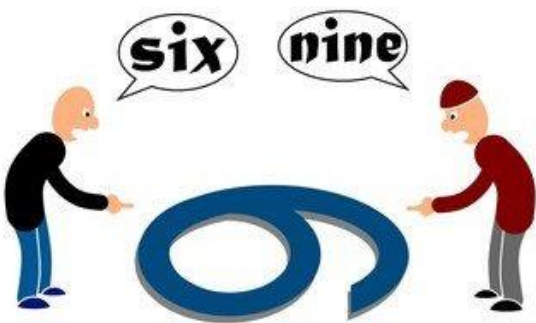
32





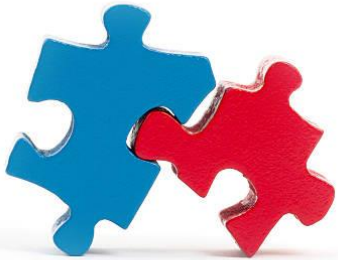
Medical Mistrust

33



Misunderstanding

34

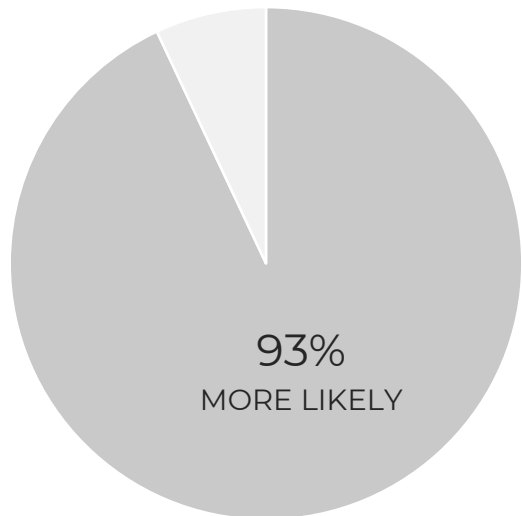


# Mismatched Expectations

35

## AFRICAN AMERICAN CONSUMERS

"When I visit an optical store, I know exactly what kind of lens I want to purchase."



2019 US Consumer Brand Tracking (MSW Research). Data on Hispanic and Black consumers has been contrasted with \*Non-Hispanic Caucasian\* consumers. \*Percent differences, not percentage point differences

36



37

## Micro-Inequities

Small interactions with your patient that are quick & hard to prove events which are covert, often unintentional, and frequently unrecognized

They occur when people are perceived to be different from the norm.

-Dr. Mary Rowe

38

## Examples of Micro-inequities

Sounding surprised when giving a compliment

Sighing loudly

Getting down to business without first connecting with the patient personally

Interrupting the patient or family member mid- sentence.

39

## Micro-Affirmations

Small acts, that are public and private, often unconscious but very effective, which occur wherever people wish to help others succeed

40

## Examples of Micro-affirmations

Being Welcoming

Listening intently as the other person is explaining something

Making small talk to connect, asking about something personal like their family, what you noted in the last visit

Asking them how they feel about the treatment you are suggesting

41

“Micro-affirmations should be done all of the time...”

But research shows that health providers are less likely to engage in these behaviors with people they perceive as different from themselves.

42

## Blind Spots in Patient Care

- 30 physicians, mock end of life scenarios
- Verbal communication was consistent among white and black patients
- Non Verbal communication differed by race

Elliot AM, et al. Difference in physician's verbal and nonverbal communication with black and white patients at end of life. *J of Pain Symptom Managemet*.51(1)1-8.

43



COMMUNITY  
OUTREACH


44



BE AN ADVOCATE

45


## BE AN ADVOCATE



SHARE RESOURCES



ORGANIZATIONS  
TO  
SUPPORT



INCREASE THE  
PIPELINE

46

# KEY TAKEAWAYS

## SEEK OUT RESOURCES



Black Eyecare  
Perspective



Latinos En  
Optometry



TransitionsPRO

## ACTIVITIES FOR YOUR STAFF

## SHARE WHAT YOU LEARNED