THINK CULTURAL HEALTH

CASE STUDY

GOVERNMENT AGENCY

MEETING THE STANDARDS THAT HEALTHCARE DEMANDS.

When states set the standard for care, providers need a clear way to meet it.
In New York, Think Cultural Health (TCH) is that solution.

AGENCY

New York State Department of Health

PROGRAMS

Mainstream Medicaid Managed Care, HIV, Special Needs Plans, Health & Recovery Plans

USE OF TCH

Approved annual training for participating providers

A STATEWIDE MANDATE, MET BY A SINGLE TRUSTED CURRICULUM.

The New York State Department of Health has designated TCH as the approved cultural competency training for Medicaid Managed Care participating providers. This mandate reaches across Mainstream Medicaid Managed Care, HIV Special Needs Plans, and Health and Recovery Plans, requiring provider networks statewide to complete the training annually.

To streamline the process, major insurers like UnitedHealthcare have integrated TCH directly into their provider portals. Clinicians can complete the training and earn continuing education credits in one place.

CLEAR EXPECTATIONS. ACTIONABLE TRAINING.

New York's approach makes expectations clear and actionable. When providers are equipped to communicate effectively, build trust, and deliver better care, the standard of care becomes something patients can actually experience across every visit.

3 **Major Medicaid programs aligned to a single, state-approved TCH curriculum.**

Mainstream Medicaid Managed Care, HIV, Special Needs Plans, Health & Recovery Plans.

OUTCOME

Statewide provider networks meet their annual training requirement and earn CE credit, through one free, trusted platform.