



# Implicit Bias and its Impact on Health

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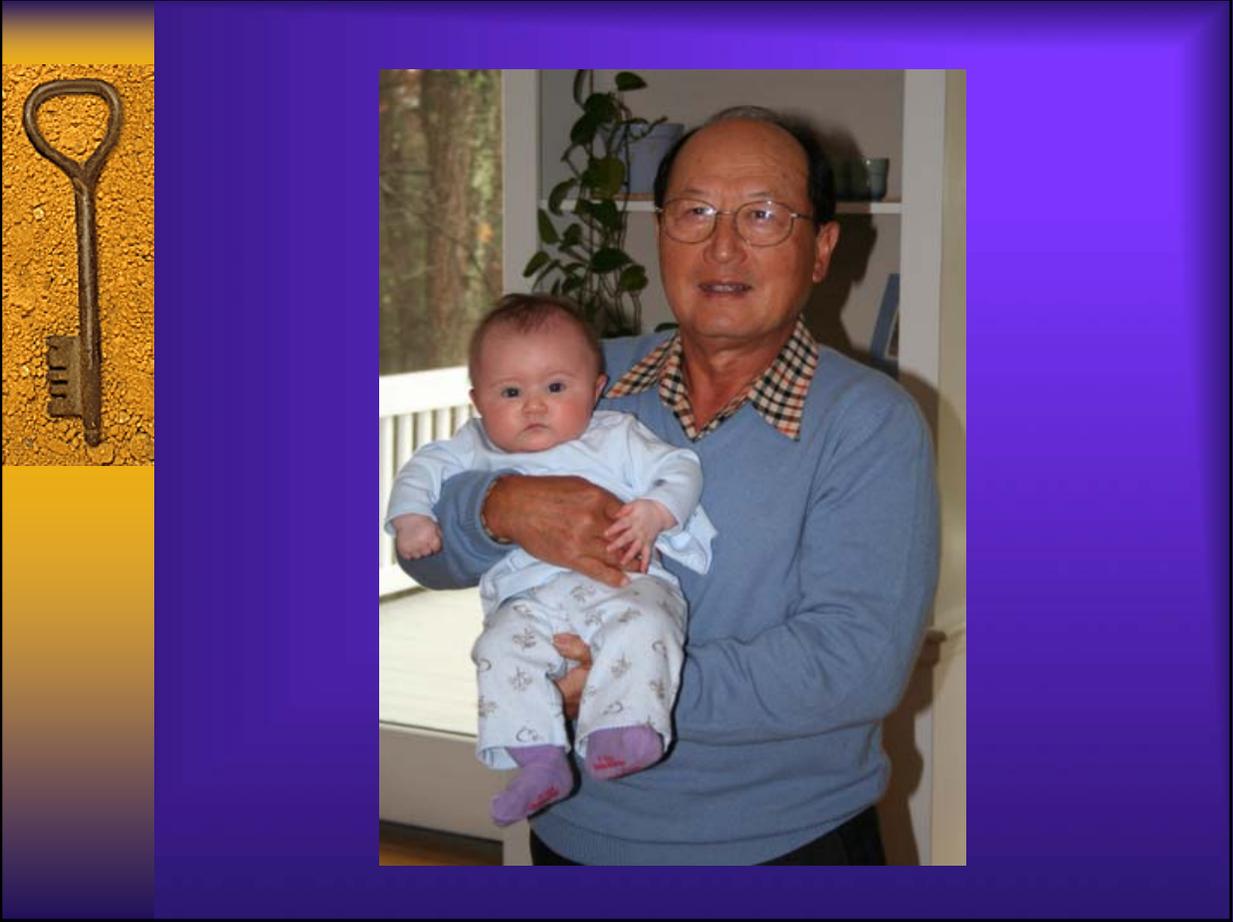
## Objectives

- ◆ To explore how implicit bias fits into the larger picture of prejudice and bias
- ◆ To review the data demonstrating the impact of implicit bias on health
- ◆ To examine strategies to mitigate and reduce implicit bias



# Disclosures

- ◆ None



- Prejudice
- Discrimination
- Bias



A screenshot of the American Public Health Association (APHA) website. The top navigation bar includes links for 'About APHA', 'Join', 'Renew', and 'Annual Meeting'. A search bar is located on the right side. Below the navigation, there is a horizontal menu with categories: 'What is Public Health?', 'Topics &amp; Issues', 'Policy &amp; Advocacy', 'Publications &amp; Periodicals', 'Professional Development', 'Events &amp; Meetings', and 'News &amp; Media'. The main content area features a breadcrumb trail: 'APHA &gt; Events &amp; Meetings &gt; Webinars &gt; Racism and Health'. The title of the featured webinar is 'The Impact of Racism on the Health and Well-Being of the Nation'. Below the title, there is a photograph showing a group of diverse people, including an elderly woman in a hat and a man in a suit, engaged in a discussion.



## Health Disparities

- ◆ 1990s: Hundreds of research studies are published documenting health disparities among various populations in the U.S.
- ◆ 1999: Congress asks the Institute of Medicine to assess the extent of racial and ethnic disparities in healthcare
- ◆ 2002: The IOM publishes its report: *Unequal Treatment – Confronting Racial and Ethnic Disparities in Healthcare*



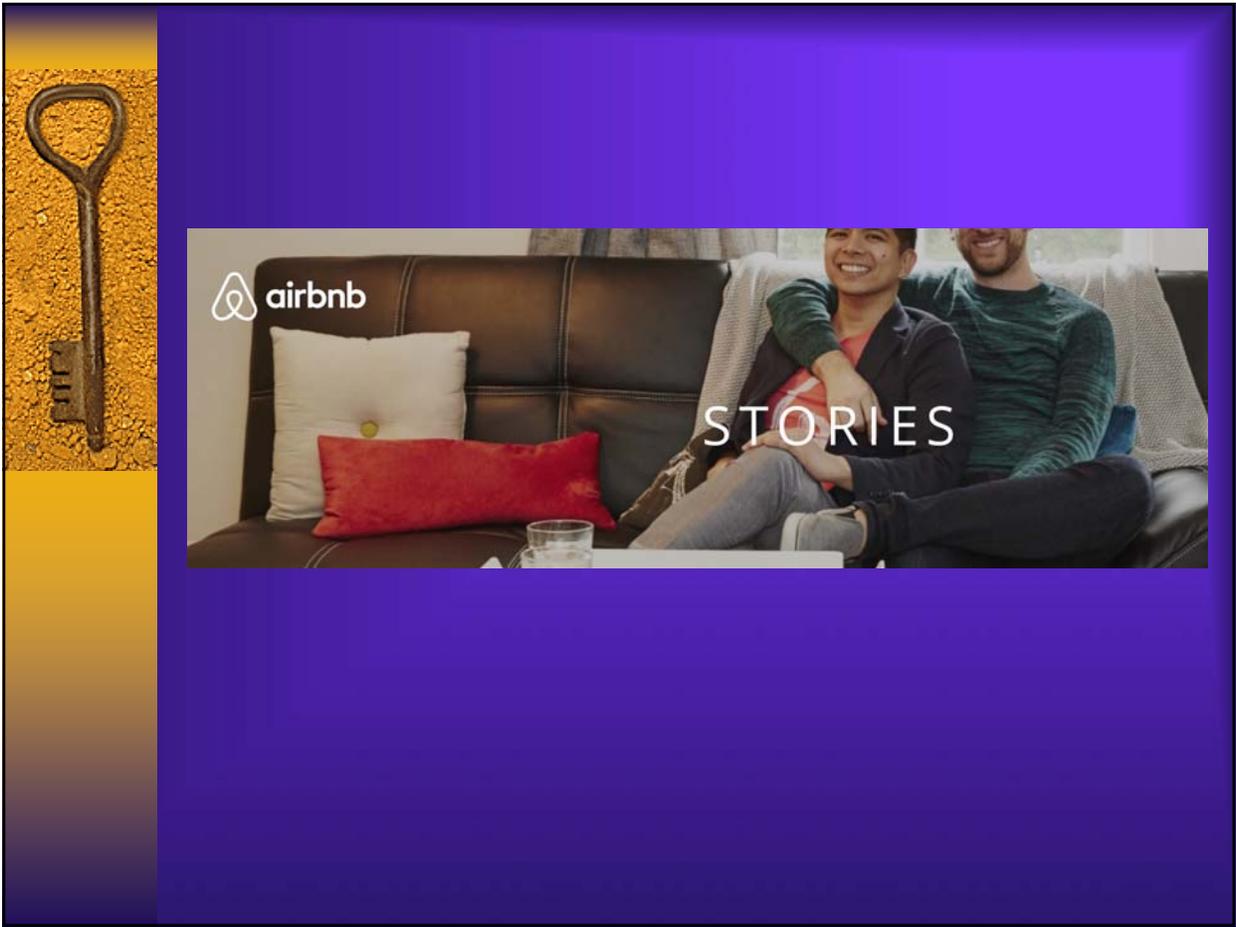
## Causes of Health Disparities

- ◆ Societal Factors
- ◆ Health Care System Factors
- ◆ Healthcare Organization Factors
- ◆ Clinician and Healthcare Team Factors
- ◆ Patient Factors



## Explicit Bias vs. Implicit Bias

- ◆ Explicit Bias: the conscious attitudes and beliefs we have about a person or group
- ◆ Implicit Bias: attitudes or stereotypes that affect our understanding, decisions and actions in an unconscious manner
  - Activated involuntarily, without awareness
  - Positive or negative
  - Do not always align with our explicit beliefs
  - Have real-world effects on behavior
  - Develop over a lifetime, and are changeable





# Studies Looking at Bias in Health



## Issue of Respect in Healthcare

- ◆ Report of being treated with disrespect by healthcare provider due to race/ethnicity
  - White 9%
  - Black 14%
  - Hispanic 19%
  - Asian 20%
- ◆ Increased report of disrespect associated with:
  - Less follow through on medical advice
  - Less future care from any healthcare provider
  - Worse health outcomes

# The Effect of Race and Sex on Physicians' Recommendations for Cardiac Catheterization

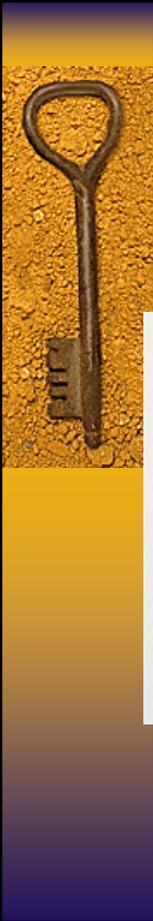
Shulman et al. N Engl J Med Feb 25, 1999 (8)340:618-626





## Implicit Bias among Physicians and its Prediction of Thrombolysis Decisions for Black and White Patients

- ◆ Green et al, Journal of General Internal Medicine, June 2007



# Implicit Association Tests



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# ANNALS OF FAMILY MEDICINE

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## **Clinicians' Implicit Ethnic/Racial Bias and Perceptions of Care Among Black and Latino Patients**

Irene V. Blair, PhD<sup>1</sup>↓, John F. Steiner, MD, MPH<sup>2</sup>,  
Diane L. Fairclough, DrPH<sup>3</sup>, Rebecca Hanratty, MD<sup>4</sup>, David W. Price,  
MD<sup>2</sup>, Holen K. Hirsh, PhD<sup>1</sup>, Leslie A. Wright, MA<sup>2</sup>, Michael Bronsert,  
PhD<sup>3</sup>, Elhum Karimkhani, MPH<sup>5</sup>, David J. Magid, MD<sup>2</sup> and  
Edward P. Havranek, MD<sup>5</sup>



| THE SCIENCE OF RESEARCH ON RACIAL/ETHNIC DISCRIMINATION AND HEALTH |

## **The Associations of Clinicians' Implicit Attitudes About Race With Medical Visit Communication and Patient Ratings of Interpersonal Care**

| Lisa A. Cooper, MD, MPH, Debra L. Roter, DrPH, Kathryn A. Carson, ScM, Mary Catherine Beach, MD, MPH, Janice A. Sabin, PhD, MSW, Anthony G. Greenwald, PhD, and Thomas S. Inui, MD



SYSTEMATIC REVIEW

# **Implicit Racial/Ethnic Bias Among Health Care Professionals and Its Influence on Health Care Outcomes: A Systematic Review**

William J. Hall, PhD, Mimi V. Chapman, PhD, Kent M. Lee, MS, Yesenia M. Merino, MPH, Tainayah W. Thomas, MPH, B. Keith Payne, PhD, Eugenia Eng, DrPH, Steven H. Day, MCP, and Tamera Coyne-Beasley, MD



**Obesity** A Research Journal



OBESITY SOCIETY

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## Weight Bias among Health Professionals Specializing in Obesity

Marlene B. Schwartz [✉](#), Heather O'Neal Chambliss, Kelly D. Brownell, Steven N. Blair, Charles Billington

First published: September 2003 [Full publication history](#)



We even have implicit bias  
about ourselves that affect  
outcomes

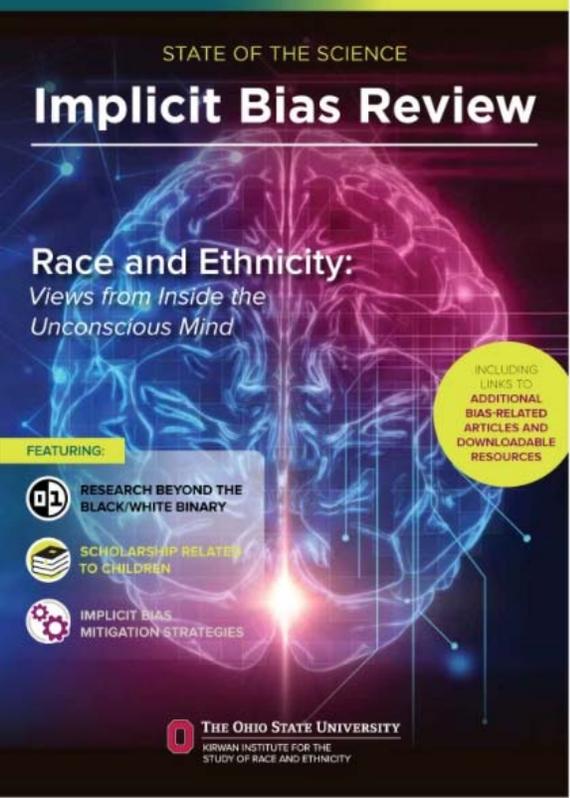
PSYCHOLOGICAL SCIENCE

**Research Article**

**STEREOTYPE SUSCEPTIBILITY IN CHILDREN:  
Effects of Identity Activation on Quantitative Performance**

Nalini Ambady,<sup>1</sup> Margaret Shih,<sup>2</sup> Amy Kim,<sup>1</sup> and Todd L. Pittinsky<sup>1</sup>

*<sup>1</sup>Harvard University and <sup>2</sup>University of Michigan*



STATE OF THE SCIENCE

# Implicit Bias Review

**Race and Ethnicity:**  
*Views from Inside the Unconscious Mind*

INCLUDING LINKS TO ADDITIONAL BIAS-RELATED ARTICLES AND DOWNLOADABLE RESOURCES

**FEATURING:**

-  RESEARCH BEYOND THE BLACK/WHITE BINARY
-  SCHOLARSHIP RELATED TO CHILDREN
-  IMPLICIT BIAS MITIGATION STRATEGIES

 **THE OHIO STATE UNIVERSITY**  
KIRWAN INSTITUTE FOR THE STUDY OF RACE AND ETHNICITY



How can we reduce implicit bias?



- ◆ Awareness: Understanding of and concern about the data demonstrating the reality of Implicit Bias and its negative impact (making the unconscious conscious)
- ◆ Action: The desire and drive to work on a personal, organizational, and societal level to affect change



# How to reduce implicit bias



[Journal of General Internal Medicine](#)  
June 2007, Volume 22, [Issue 6](#), pp 882-887 | [Cite as](#)

## Reducing Racial Bias Among Health Care Providers: Lessons from Social-Cognitive Psychology

Authors [Authors and affiliations](#)

Diana Burgess , Michelle van Ryn, John Dovidio, Somnath Saha



# How to reduce implicit bias



ELSEVIER

Journal of Experimental Social Psychology

Volume 48, Issue 6, November 2012, Pages 1267-1278



## Long-term reduction in implicit race bias: A prejudice habit-breaking intervention ☆

Patricia G. Devine  , Patrick S. Forscher, Anthony J. Austin <sup>1</sup>, William T.L. Cox



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**Workshop E-4** Sharing perspectives on unconscious bias in health care

**The use of Analytics to identify potential unconscious bias in physician-patient encounter**

*Thursday, March 14, 2013: 10:30 AM - 12:30 PM, OAK, OCC 201*

**New Science of Unconscious Bias**— In the past, human bias was regarded as conscious and intentional. Today, however, new developments in the fields of psychology and neuroscience have established that human bias is largely unconscious and unintentional.



## Implicit Bias Interventions

- ◆ Awareness of implicit bias and when it is most likely to be activated
  - Times of increased uncertainty
- ◆ Motivation to reduce implicit bias to align attitudes and behaviors with explicit personal and professional beliefs
- ◆ Conscious replacement of stereotyped thinking and categorization
  - MTV/Kirwan Institute Bias Cleanse

# Counter-stereotyping: President





# Scientist





## Stay at home parent



# Governor





## Implicit Bias Interventions

- ◆ Awareness of stereotypes, motivation to change, conscious replacement of stereotyped thinking
- ◆ Individuation
  - Focus on the unique qualities of individuals, rather than categorizing

# Individuation





## Implicit Bias Interventions

- ◆ Awareness of stereotypes, motivation to change, conscious replacement of stereotyped thinking
- ◆ Individuation
  - Focus on the unique qualities of individuals
- ◆ Perspective Taking



# Perspective Taking



ELSEVIER

PAIN

Volume 152, Issue 5, May 2011, Pages 1001-1006



Reducing racial disparities in pain treatment: The role of empathy and perspective-taking

Brian B. Drwecki <sup>a</sup>  , Colleen F. Moore <sup>a</sup>, Sandra E. Ward <sup>b</sup>, Kenneth M. Prkachin <sup>c</sup>





## Patient Centered Care with Cultural Humility

- ◆ Patient care is seen as a dynamic ongoing process whereby physicians might empathize with the lived experience of the patient's illness, and try to understand the illness as the patient understands, feels, perceives, and responds to it.

– Arthur Kleinman



## Teaching Perspective Taking

- ◆ Teaching cross-cultural communication skills to medical students
- ◆ Specific focus on eliciting the patient's perspective (PACT questions)
  - Problem: What do you think is causing this problem?
  - Affect: How is this affecting your life?
  - Concern: What concerns you the most?
  - Treatment: Do you think this treatment will help you?



## Implicit Bias Interventions

- ◆ Awareness of stereotypes, motivation to change, conscious replacement of stereotyped thinking
- ◆ Individuation
  - Focus on the unique qualities of individuals
- ◆ Perspective Taking
- ◆ Big Data
- ◆ Working for Social Justice



## Discussion

◆ [amy.lee@tufts.edu](mailto:amy.lee@tufts.edu)



## Bibliography page 1

- ◆ Blanchard and Lurie. *RESPECT: Patient reports of disrespect in the health care setting and its impact on care*. J Fam Practice, Sept 2004
- ◆ Shulman et al. *The Effect of Race and Sex on Physicians' Recommendations for Cardiac Catheterization*. NEJM, Feb 1999
- ◆ Green et al. *Implicit Bias among Physicians and its Prediction of Thrombolysis Decisions for Black and White Patients*. J Gen Int Med, June 2007
- ◆ Blair et al. *Clinicians' Implicit Ethnic/Racial Bias and Perceptions of Care Among Black and Latino Patients*. Annals of Family Medicine, Jan/Feb 2013
- ◆ Cooper et al. *The associations of clinicians' implicit attitudes about race with medical visit communication and patient ratings of interpersonal care*. Am J Public Health, May 2012



## Bibliography page 2

- ◆ Hall et al. *Implicit racial/ethnic bias among healthcare professionals and its influence on health care outcomes: A systematic review*. Am J Public Health, Dec 2015
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- ◆ Devine et al. *Long-term reduction in implicit race bias: A prejudice habit-breaking intervention*. J Exp Soc Psychol, Nov 2012
- ◆ Lee, Mader and Morley. *Teaching Cross-Cultural Communication Skills Online: A Multi-Method Evaluation*. Family Medicine, April 2015



## Resource Guide

- ◆ Project Implicit website and their book “Blind Spot”  
[www.projectimplicit.com](http://www.projectimplicit.com)
- ◆ The Kirwan Institute for the Study of Race and Ethnicity  
[kirwaninstitute.osu.edu](http://kirwaninstitute.osu.edu)
- ◆ APHA webinar series on racism and health  
<https://www.apha.org/events-and-meetings/webinars/racism-and-health>
- ◆ MTV’s Look Different campaign  
[www.lookdifferent.org](http://www.lookdifferent.org)  
[www.lookdifferent.org/what-can-i-do/bias-cleanse](http://www.lookdifferent.org/what-can-i-do/bias-cleanse)