

Culture Advantage

Creating a New Culture of Online Learning for the Healthcare Community

Your Online Community Monthly Newsletter

Issue 1 - January, 2009

4-Week Online Course Design Program

Want to share your knowledge, experience? No writing experience needed! You can become a published CE author in just 4-weeks! Earn extra money by putting your experience & knowledge to work for you!

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Medical Interpreter

New instructor-led, interactive online course leading to certificate in Medical Interpretation

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Cultural Competency Training

Do you work in a culturally diverse setting? Do you lead a multicultural team? Reduce stress & conflict by learning intercultural communication skills.

www.cultura.wildapricot.org/Default.aspx?pageId=209195

Create-A-Course

Experienced writers - Write a course you'll own; Publish with Culture Advantage! www.cultura.wildapricot.org/Default.aspx?pageId=239240



Become a Member!

Learn about how to become a member in this new online community just for healthcare providers. Advantages include: forums, chats, calendar of events, certified CEs, and much more!

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Unlimited Free CEs?

Yes, you can earn the privilege of unlimited FREE CEs. Learn how! www.cultura.wildapricot.org/Default.aspx?pageId=205984



New Culture of Online Learning?

In the first few issues of our newsletter, we'd like to share our vision for this "new culture of online learning for the healthcare community" that we've named, Cultural Advantage. Why did we choose this name? What sort of virtual community are we building? We hope to not only answer these and other questions but also inspire, no, *compel* you to get actively involved!

As we all know, the word "culture" has many meanings, but in terms of etymology, the word primarily referred to cultivation, such as the cultivation, or "tender growing" of a garden. In a real sense, Culture Advantage desires to "tenderly grow" a whole new community of e-learners: healthcare workers, all passionate about pursuing excellence in patient care, coming together from many health care disciplines to actively and enthusiastically engage one other in a exciting news ways of learning...online, podcasts, and more!

Now let's turn our attention back to that word "culture." In today's society, this word has a multitude of meanings. Often, as health care professionals, we tend to think of it in terms of caring for a patient whose culture, whether economic, geographic, or other, differs from our own. But the word "culture" also has a much

broader meaning. Dictionaries, famous men and women, and "regular folk" like most of us have defined "culture" in many ways... and many relate well to this new online culture we hope to create.

Online education is increasingly popular. Culture Advantage hopes to inspire a whole new community of e-learners!

Grab a cup of coffee. As you sip, ponder these definitions as we have; give these thoughts time to "brew" and we'll continue this discussion next month.

From Merriam-Webster:

~Culture is the set of values, conventions, or practices associated with a field

~Culture is the act of developing the intellectual & moral faculties, especially through education

~Culture is the enlightenment and excellence of taste acquired by intellectual and aesthetic training

~Culture is like the sum of special knowledge that accumulates in any large united family and is the common property of all... Aldous Huxley

~Every man's ability may be strengthened or increased by culture. John Abbott

~A learning culture is a self-sustaining organizational culture that produces more energy than it consumes. It constantly gets better at getting better because leaders and employees are learning and changing... Marcia Conner

~Culture is an instrument wielded by teachers to manufacture teachers, who, in their turn, will manufacture will more teachers. Simone Weil

~Culture is "the sum of solutions to yesterday's problems." Marcia Conner

Culture is the widening of the mind and of the spirit... Jawaharial Nehru

At Culture Advantage, cultivating a culture of learning is "just the way we do things around here." Join us!

Conner, M.L. "Introduction to e-Learning Culture." Ageless Learner, 1997-2006

<http://agelesslearner.com/intros/elc.html>

Dear Colleagues,

According to the Joint Commission, most sentinel events are caused by failures in communication. Even with native English speakers, communication failure is associated with medical errors and adverse outcomes. The addition of cultural and language barriers can further compound the risks of errors.

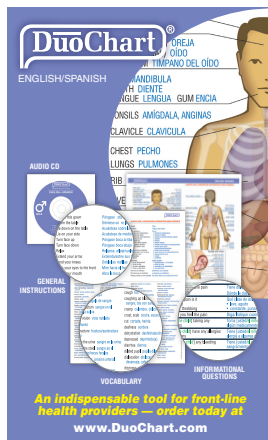
If you have not taken care of culturally and linguistically diverse patients, you soon will be. The demographics are changing rapidly. Even small, rural communities are seeing changes in their population. Be prepared to practice professionally and ethically by taking the lead in learning and practicing culturally competent care.

This is Marlene, the founder of Culture Advantage. Culture Advantage was founded to address this need for nurses to be involved in advocating for the needs of all patients. Culturally competent care is simply another term for patient-centered care. It means recognizing another's beliefs and values, and incorporating them in planning and implementing the plan of care, while striving to give the best care possible.

I invite you to join your colleagues in our discussions, contribute your insights, and avail yourselves of the resources and courses that we have on the site. Although we will continue to focus on culture and communication, as part of our new culture of learning, we also will be developing more diverse topics with the help of the new instructors in our Online Course Design Program.

Your input is very important to us. Please feel free to contact me or Shara with any suggestions or comments.

My best to all,
Marlene



An indispensable tool for front-line health care providers - order today at:

www.DuoChart.com

Online Medical Interpreter Training

Excellent new approach integrating case-studies, online research, anatomy, and medical terminology

Our Medical Interpreter program is instructor-led, self-paced, and interactive, heavily grounded in anatomy and medical terminology to equip participants with knowledge, skills, and the comfort level to practice in health care settings.

Participants move through five modules at their own pace, each module requiring approximately ten contact hours focused on one particular body system. Customized modules are available to meet your particular needs, such as pediatric, obstetric, emergencies, etc. as well as an Accelerated Curriculum. Three related courses also available for the



beginning interpreter include: Ethical Standards, Standards of Practice, and Roles of the Interpreter. Advanced Interpreters may take Cultural Sensitivity and Cross-cultural Communication Skills, Cross-cultural Healthcare and Culture-Bound Syndromes, and Cross-cultural Conflict Management. Certification is available. For additional information:

Become a Charter Member!

We're looking for innovative course writers who want to own their work & have a heart to share their skills!

Finally a site that allows us to own our courses and receive regular, unlimited, income! What's more, we'll teach you how to write online courses and you can write - and we'll host - as many courses as you'd like to write!

What's the catch? None that we can think of! This is an amazing opportunity to join us in building a unique site where health care professionals can share their experiences with one another. We have a vision! Come share that vision with us!

Authors/instructors who complete the Online Instructor Program are eligible to receive many benefits, including free hosting fees for your courses.



You can become a member of the Online Instructor Program by registering and paying a \$57 membership fee, which also entitles you to take the four-module course writing program. As you work through the modules, you'll have the option of earning additional contact hours by participating in online discussion forums.

4-Week Online Course Design for Nurses

Designed for beginners, you'll write your first continuing education course in just four weeks!

You have a lot of knowledge and experience. You'd like to find a forum in which to share all that great knowledge with others.

Perhaps you've thought about writing for one of the nursing journals but feel intimidated, not knowing what to expect. Maybe you'd like to learn how to write a course, but don't have a clue where to start.

You've found just the place! This exceptional course is specifically designed for beginning writers like you. You'll start by learning the basics and grow from there. And while you learn, you'll be earning continuing education credits too!

What does it cost? The first of the four modules is FREE. Additional modules are included for the \$57 membership fee and you will earn continuing education credits, 7-8 credits per module.

How much time does it take to write a course? The time each individual takes to work through a day's assignment can vary with your level of experience with the process. In general you should probably allow 5-10 hours per week to finish your course in one month. The first module may not require as much time. Since it is free, go ahead and register for it so you can get a sneak peak at the format and see if it is a good "fit" for you. We think you'll like what you see. Marlene has taken a complex task and broken it down into the "byte" sized pieces that busy nurses can handle.

How do I sell my course? Your first course will belong to you and become part of the Course Pool. Participating members, like you, benefit as we can take unlimited courses from the course pool FREE! Beginning with your second course, you may submit courses to the website for course hosting in the Course Bank. These are courses that non-members pay to take. Hosting fees are waived for courses written by alumni of the Online Instructor Program. As course author, you own the course, set your course fee, and receive 70% of the revenues. Just one course might yield \$100/month of extra income for you!

