

“To be adept at cultural understanding is not to adopt the cultural style of others, or abandon one’s own cultural characteristics.

The aim is to reduce the distance from the “other”, and to gain insight.”²

Ambassador Kishan Rana, former Indian Ambassador, Joint Secretary to Prime Minister Indira Gandhi

The power to communicate with cultural understanding

Therefore, cultural competence is not a question of, ‘doing the right thing’. It is an important vehicle for patient satisfaction and safety, and improved health outcomes.³

- Microsoft spent millions to recall 200,000 copies of operating systems software after a misrepresentation of a disputed Kashmir territory.⁴
- McDonald’s lost significant profit and caused a national uproar with an inappropriate television commercial in China.⁴
- Among non-English speakers who needed an interpreter during a health care visit, less than half—48%—report that they always or usually had one.¹



THE POWER OF LANGUAGES

to make you college, career, and civic ready

WORLD LANGUAGE WEEK
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1. “Cultural Competence in Health Care: Is It Important For People With Chronic Conditions?” February 5, 2004 at Georgetown Health Policy Institute
2. “How Cultural Differences Impact International Business in 2017” updated 2015 at Hult International Business School Blogs
3. “Cultural Competence in Clinician Communication” updated August 3, 2009 at National Center for Biotechnology Information at ncbi.nlm.nih.gov.
4. “How Lack of Cultural Awareness Can Cost a Business Big” updated November 14, 2016 at Commisceo Global.