



Diversity Demographic Data Collection

At Kaiser Permanente, we are passionate about providing you with personalized, culturally responsive health care, and we believe that by understanding your cultural identity and language preferences, we can do that. Please review the questions and answers below for further information on this effort.

QUESTIONS AND ANSWERS FOR KAISER PERMANENTE MEMBERS

1. Q: Why are you collecting demographic information?

A: We are passionate about providing you with personalized health care. We understand that having a health care team who sees you for the person you truly are, is meaningful and important. We strive to create an inclusive environment and make sure you always feel safe, supported, and respected when you come to us for your care. This information helps us provide culturally responsive health care that focuses on your specific needs.

2. Q: How will you use demographic information?

A: We will use this information to better understand you as a patient, and to meet your unique health care needs. By collecting this information from all patients, it will also help to identify any gaps in care for the communities and populations that Kaiser Permanente serves, and will be used to improve racial health equity, reduce health disparities for members who experience higher rates of health disparities and inequities.

We will also use this demographic information to provide an aggregate report to the Colorado Division of Insurance (DOI) for certain members, network providers, and front office staff. This report will be for the total population who responds, and personal identifiable information will be kept confidential.

3. Q: Am I required to provide this information?

A: No, you are not required to provide this information to Kaiser Permanente. Providing this information is voluntary.

4. Q: Do I need to answer all the demographic questions?

A: No, you do not need to answer all the demographic questions. Providing this information is voluntary. If there is a question you do not want to answer, you may skip it, or select the response that allows you not to answer (for example: "choose not to disclose").

5. Q: Will my demographic information be protected?

A: Yes, like all other personal health information, the demographic information you provide is protected by law. We will not disclose any personal information without your written permission.

6. Q: Who will see my information?

A: The demographic information you provide will be stored in your electronic health record. Your health care providers will be able to see this information. If you are under 18, your parent(s) or guardian(s) might have access to this information.

A collective summary of the demographic data from those who provided it will be sent to the Division of Insurance (DOI) to support equity, inclusion, and diversity efforts. Your personal information will not be identifiable.

7. Q: How will this information be collected?

A: Members registered on kp.org will receive a voluntary demographic questionnaire via secure email. If you're not registered on kp.org, you may do so by going to kp.org/register and follow the prompts to create your secure account. You may also be asked for this information during your next appointment by your care team.

8. Q: What is the difference between race and ethnicity?

A: Race refers to a group of people with whom you identify, according to your physical characteristics and genetic traits.

Ethnicity refers to your cultural background and preferences, such as beliefs, values, diet, religion, language, customs you may adhere to, or traditions you may practice.

9. Q: What is the difference between sexual orientation and gender identity?

A: Sexual Orientation refers to your attraction emotionally, romantically, and/or sexually to other people. Attraction is unique to each person. People can be attracted to people with one gender identity, more than one gender identity, or may not be attracted to any gender.

Gender identity refers to your inner sense of being male, female, both, neither, or another gender. For some people, their gender identity doesn't match the sex they were assigned at birth. For some people, gender identity can shift or be flexible.

10. Q: What are pronouns and why do you ask for this information?

A: Pronouns refer to words that people use when referring to you. For example, some pronouns that people may go by are he/him/his, she/her/hers, they/them/theirs, as well as others.

We understand that having a health care team who sees you for the person you truly are, is meaningful and important. We strive to create an inclusive environment and make sure you always feel safe, supported, and respected when you come to us for care. One of the many ways we provide personalized care and create a welcoming space for all is by using your chosen name and pronouns.

11. Q: What if I do not identify with the sexual orientation or gender identities provided?

A: There are many different kinds of sexual orientation with which a person might identify, and there are a variety of terms that people may use to describe their gender identity.

If your sexual orientation or gender identity is not included in the categories provided, you can select "other" or "something else". A space has been provided for you to specify the terms that you feel describe you best.

12. Q: Why do you ask about military experience?

A: Similar to other demographic data that we collect, knowing information about military experience helps us provide a clear and clinically relevant representation of who you are. We recognize that individuals who have served or are currently serving in the military may have unique health care needs. Information about your military experience will help your health care team better understand you as a patient, and to help in appropriately assessing conditions that may be related to serving in the military.

13. Q: Why do you ask if I have a disability?

A: Similar to other demographic data that we collect, knowing if you have a disability assists in providing a clear and clinically relevant representation of who you are. This information helps us better understand you as a patient, and to meet your unique health care needs.

We are committed to providing health care services free from discrimination, which includes, but is not limited to making our facilities and services accessible to individuals with disabilities. By providing accommodations to those who request reasonable assistance under the Americans with Disabilities Act (ADA), we can make sure you always feel safe, supported, and respected when you come to us for care.

14. Q: Who can I call for more questions?

A: For questions or further information, call Member Services at **303-338-3800** or **1-800-632-9700** (TTY **711**), Monday through Friday, 8 a.m. to 6 p.m.