



Diversity Demographic Data Collection
Internal Talking Points, Questions and Answers for Members
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OVERVIEW:

The [Colorado Division of Insurance](#) (DOI) requires demographic data to be voluntarily provided by members, network providers, and front office staff. To further support our equity, inclusion, and diversity efforts, we are asking a few additional questions beyond regulatory requirements.

Why we are collecting demographic data:

We're committed to providing superior health care to all our members and the diverse communities we serve. The collection of demographic data supports our equity, inclusion, and diversity efforts, and builds upon our long-standing dedication to better serve our communities by delivering culturally responsive, equitable care.

To help us get to know our members better and provide them with the personalized, quality care they expect from us, and to remain in compliance with Colorado regulatory requirements, we will begin to collect diversity demographic information from our members, providers, and staff. This effort is just one way we can better share our commitment to weaving equity, inclusion, and diversity into the fabric of our organization and communities to promote positive change and an outstanding member experience.

What demographic data we will collect from members:

- Race and ethnicity
- Sexual orientation and gender identity
- Ability status
- Military status
- Pronouns
- Preferred language

This information will be used to develop programs to improve racial and gender health equity and reduce health disparities for individuals who experience higher rates of health disparities and inequities, and to provide aggregate information regarding the demographic diversity of Kaiser Permanente's membership.

When we will begin collecting demographic data from members:

Collection of this information will be initiated in December 2022. Members who are registered on kp.org will receive a secure email asking them to voluntarily answer the demographic questionnaire.

QUESTIONS

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.

FREQUENTLY ASKED QUESTIONS AND ANSWERS FOR 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.

Additionally, the [Colorado Division of Insurance](#) (DOI) requires demographic data to be voluntarily provided by members, network providers, and front office staff. Collecting this information is required to comply with Colorado regulations.

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.

We will also use this demographic information to provide an aggregate report to the Colorado Division of Insurance (DOI). 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.

7. Q: How will this information be collected?

A: Members will be contacted by a Kaiser Permanente's Member Services Representative asking to voluntarily complete the demographic confidential questionnaire survey. If the member chooses not to participate the call will be logged and closed. If the member is not contacted, you may be asked 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.