

Team X Presentation  
Cross Cultural Health Care Program  
[www.xculture.org](http://www.xculture.org)

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# Client: The Cross Cultural Health Care Program



THE CROSS CULTURAL HEALTH CARE PROGRAM

About	Bridging the Gap	Cultural Competency Programs	Store	Resource Center	Get Involved
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Healthcare in Every Community,  
every Community in Healthcare



Current Events and Initiatives...

## CULTURAL COMPETENCY TRAINING OF TRAINERS INSTITUTE



October 4-8, 2010  
Seattle, WA

REGISTRATION NOW OPEN!

### Institute Information and Registration

Designed to build the internal training capacity of health and human service organizations, this Training of Trainers Institute provides an intensive 5-day course for organizations to meet mandates and recommendations for culturally

Upcoming events...

**CCHCP Informational Webinar**  
Tuesday, August 31, 2010  
10:00 am - 11:00 am  
Online  
Free

**2010 IMIA International Conference on Medical Interpreting**  
Friday, September 3, 2010 - Sunday, September 5, 2010  
Boston, MA

**National Conference on Quality Health Care for Culturally Diverse Populations**  
Monday, October 18, 2010 - Thursday, October 21, 2010  
Baltimore, Maryland



# CrazyEgg heat map of original homepage.

## Current events and initiatives

**Bridging the Gap Interpreter Training (40 hours) - July 26 to 30, 2010 in Seattle, WA**



Space is limited. **Register NOW!** Email: [bridgingthegap@xculture.org](mailto:bridgingthegap@xculture.org) or call Ishani at 206.860.0329 for a registration form or for more information.

Our interactive training methodology allows individuals to learn through role playing exercises and other types of activities that help you learn with the aid of our experts and your peers.

Since 1995, The Cross Cultural Health Care Program and its licensed agencies have trained over 10,000 interpreters worldwide. Through the years, the Bridging the Gap training program has been updated and refined to provide the most relevant information and effective training methods to new and experienced medical and social services interpreters.

Bridging the Gap is an internationally-recognized medical interpreter training program that is regarded as the leading

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# Research Methodologies Used

- competitive analysis
- user/task matrix
- interviews with stakeholders
- website task analysis
- user personas
- card sort
- CrazyEgg page tracking
- server log analysis

# Key Findings: User Research

- Difficult to find needed information on site
- Jargon and confusing language on site
- Wide range in level of technical familiarity
- Confusion over location
- Most users not repeat visitors
- Purpose of site not easily understood



**THE CROSS CULTURAL HEALTH CARE PROGRAM**

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Building Cultural Competency  
In Health & Human Services

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Before

**THE CROSS CULTURAL HEALTH CARE PROGRAM**

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**Upcoming Events**  
 2010 SMTA International Conference on Medical Interpreting  
 Location: Boston, Massachusetts  
 Start Date: Sep 03, 2010  
[More Info...](#)

Bridging The Gap Interpreter Training  
 Location: CCHCP headquarters in Seattle, Washington  
 Start Date: Oct 02, 2010  
[More Info...](#)

**In The News**  
 - CCHCP presents at the WSDSVS Annual Conference  
 - CCHCP provides the opening keynote at the Withnail Cultural Competency Retreat

The Cross Cultural Health Care Program (CCHCP) provides training and certification for medical interpreters, and educates health care professionals about cultural competency.  
 The CCHCP is a nonprofit located in Seattle, Washington, and serves as a bridge between ethnic communities and health care providers to ensure full access to quality health care for everyone. [Learn more.](#)


**Bridging The Gap medical interpreter training**



Get or renew medical interpreter certification with our premier program, Bridging The Gap (BTG), the most recognized medical interpreter training program in the United States.

[Learn more](#)
[Register](#)

**Cross-Cultural Competency training**



Find out how cultural competency (CC) can improve health care service across diverse communities: we have workshops that fit your schedule and help you provide culturally competent care.

[Learn more](#)

**How do I...**

- ...sign up for the next BTG training session?
- ...find out whether we're in compliance?
- ...find CCHCP Interpreter certification training near me? (outside of Seattle)
- ...order training materials (books, DVDs, etc.)?
- ...learn how much Bridging The Gap training costs?

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After

Before

After



Homepage



Secondary level page



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