

# Robyn Seamon

MA, BSN, RN, CTN-B

SPEAKER | TRAINER  
CONSULTANT | NURSE



## Meet Robyn

Robyn is a Speaker, Trainer, Consultant, Certified Transcultural Nurse and CEO of Appalachian Healthcare Training & Consulting. She is passionate about seeing the health of people radically transformed in the Appalachian Region. Facilitating improvement, significant improvement, in the high rates of health disparities in the Appalachian Region is her heartfelt desire, calling and mission field.

As a Registered Nurse for over 35 years, she has had many diverse experiences, including hospital nursing, home health and hospice, a startup clinic at a homeless shelter, and various volunteer experiences. Robyn holds a Master of Arts degree in Appalachian Studies.

**Appalachian Healthcare Training & Consulting**  
works with executives and leaders of health and human services agencies who want to empower their team to build trust with their rural clients in order to improve health and human service outcomes.

## SPEAKING TOPICS

Addressing Covid-19 In Rural Communities

Addressing Health Care Disparities

Cultural Sensitivity Training for Health Care Providers

What Health Care Providers Need to Know

Improving Communication

Mental & Behavioral Health

Improving the Outcomes of Opioid Addiction Services

Improving COVID-19 Vaccine Confidence

Trust Building

Addressing Health Care Disparities

Cultural Sensitivity

Implicit Bias Training

## HAPPY CLIENTS

AppHealthCare

McDowell Mission Hospital

Caldwell Hospice and Palliative Care

Northwest AHEC

MAHEC

Transcultural Nursing Society

Rural Nurse Organization

Appalachian Studies Association

## LET'S CONNECT



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## Audience Members Say

"I recommend Robyn's services to anyone who wants their staff to take a deeper and broader look at patient's culture and how it influences their attitudes and decision making."

-EMILY HARWOOD  
AppHealthCare

"Robyn went above and beyond to incorporate myths and perceptions of Appalachian culture as it pertains to health care and specifically the work of our project. We have had numerous team members share their appreciation of Robyn's presentation. We would be ecstatic to have her back to continue diving deeper into Appalachian culture."

-TIM JONES  
AppHealthCare

"Spread the word! This needs to be shared with all healthcare professionals!"

-ANONYMOUS  
Caldwell Hospice

## THE PROBLEM

Bottom line, residents of Appalachia are less likely to seek medical care which contributes to the following **shocking** statistics:

- The Appalachian Region has a **higher** mortality rate than the national average for seven of the ten leading causes of death in the United States:
  - Heart Disease
  - Cancer
  - Chronic Obstructive Pulmonary Disease (COPD)
  - Injury
  - Stroke,
  - Diabetes,
  - and Suicide.
- Every mortality indicator is **higher** in the Appalachian Region than national averages:
  - Heart Disease 17%
  - Cancer is 10%
  - COPD is 27%
  - Injury is 33%
  - Stroke is 14%
  - Diabetes is 11%.

**Not only is the cancer mortality rate 10% higher than the rest of the nation, in Central Appalachia, it is an alarming 32% higher.**

## THE SOLUTION

Appalachian Healthcare Training & Consulting provides health and human service professionals with the knowledge and tools needed to help overcome more than 150 years of marginalization that has led to a deeply rooted mistrust of health providers.

**Our interactive workshops** combine real-life experiences with evidenced-based best practices to achieve the following:

- Increase** understanding of the history and current medical trends in the Appalachian Region.
- Equip** health and human service providers with practical cultural competency skills.
- Build** effective communication and trust between the provider and patient.
- Improve** short-term and long-term health outcomes for patients in Appalachia.

## PROUD MEMBER



RURAL NURSE  
ORGANIZATION



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## Why I am on this Mission

**John scheduled a critical appointment with a local urologist and was diagnosed with prostate cancer. Despite the doctor's insistence, John refused to return for treatments. Over the next few years, his symptoms worsened forcing him to seek help at Duke University Hospital. Unfortunately, it was too late for John. His cancer had metastasized, and he experienced a slow, painful death. When asked if anything could have prompted her John to complete early treatment, his wife emphatically stated, "Oh yes, if only the urologist had not been so authoritative and bossy, I believe he would have returned for treatment."**

## PROGRAM LEARNING OBJECTIVES

### Improving COVID-19 Vaccine Confidence in Rural Communities

- Understand reasons for distrust in your specific rural community
- Analyze cultural values of specific rural communities in order to help build trust
- Discuss specific approaches to apply in your community to Improve Vaccine Confidence

### Building Trust and Mutual Respect in Rural Communities

- Identify Unique characteristics and issues in rural communities
- Discover historical reasons for distrust in your specific rural community
- Analyze culturally informed methods to build trust between provider and client

### Improving Healthcare Disparities in Rural Populations

- Identify health and healthcare disparities in specific rural populations
- Analyze patient-provider communication issues as a factor in poor health disparities
- Consider specific targeted approaches to improving patient-provider communication, thus improving health disparities

### Roots: Understanding and Connecting with Your Appalachian Neighbors

- Describe the history of the Appalachian region and reasons for distrust
- Explore cultural values and beliefs that are common to many rural Appalachian people
- Consider through a cultural lens strategy to improve interaction and communication with rural Appalachians

### Best Practices and Barriers in Treatment for Substance Use Disorders in Appalachia

- Identify Substance Use Disorders and treatment options in rural Appalachia
- Discuss importance of culturally sensitive patient-provider interactions
- Evaluate specific cultural approaches within treatment programs

### "I'm Not Crazy:" Strategies for Eliminating Stigma & Improving Behavioral Health Care in Appalachia

- Discuss barriers to improve Behavioral Health Care in Appalachia
- Discover effects of stigma on behavioral health in Appalachia
- Analyze culturally congruent best practices to improve Behavioral Healthcare in Appalachia

### Recognize & Overcome Implicit Bias

- Identify origin of Implicit Bias
- Consider effects of Implicit Bias
- Evaluate Strategies to decrease implicit bias

### Lost in Translation: How to Improve Healthcare Outcomes Through A Cultural Lens

- Describe difference in cultural competence, cultural humility, cultural awareness, and cultural sensitivity
- Examine results of utilizing cultural approaches to improve healthcare outcomes
- Analyze strategies to improve culturally congruent healthcare