

**Case Comprehensive Cancer Center Cultural Competency Series**  
**March 16, 2015**

**Unconscious Bias: An Introduction**

*Prepared by Jan Hanson, MPH Case Comprehensive Cancer Center  
and Valerie Vinson, M.Ed, LSW University Hospitals Seidman Cancer Center Community  
Outreach Program*

**What**

**Why is unconscious bias important?**

It is clear that unconscious bias affects health outcomes of minorities in negative ways (Blair et al., 2014; Green et al., 2007; Ramirez et al., 2013; Nolan et al., 2014; Chu & Freedland, 2010). Blair and team showed that poor hypertension outcomes were associated with racial biases of clini

- Get support: Openly discuss your biases with a group you can trust. By talking about your biases you bring them conscious and can limit harmful stereotyping
- Be honest: Everyone has biases. It is part of how people function in societies. What is important is how we act on these biases

Banaji, M.R. & Greenwald, A.G. (2013). *Blindspot: Hidden biases of good people*. New York, NY: Delacorte Press.

Blair, I. V., Steiner, J. F., Hanratty, R., Price, D. W., Fairclough, D. L., Daugherty, S. L., et al. (2014). An investigation of associations between clinicians' ethnic or racial bias and hypertension treatment, medication adherence and blood pressure control. *JGIM*, 29(7): 987-995.

Blair, I.V., Steiner, J.F., Havranek ,E., et al. (2011) Unconscious (implicit) bias and health disparities; where do we go from here? *GIM* 22(9)1231-1238. Chu, D. I., & Freedland, S. J. (2010). Socioeconomic status and disparities in treatment patters. *Nature*, 7: 480-481.

Collyar, D. (2009). Enhancing Clinical Trial Awareness and Outreach. *Journal of Oncology Practice*, 5(4): 205-207.

Green, Alexander R.; Carney, D, et al. (2007). Implicit bias among physicians and its prediction of thrombolysis for black and white patients. *GIM* 22(9)1231-1238.

Haider, A.H; Sexton, J; Sriram, N; Cooper, L.A.; Efron, D.T.; Swoboda, S.; Villegas, C.V.; Haut, E.R; Bonds, M; Pronovost, P.J.; Lipsett, P.A.; Freischlag, J.A.; Cornwell, E.E. (2011). Association of unconscious race and social class bias with vignette-based clinical assessments by medical students. *JAMA* 306(9): 942-51.

Hannah, S. D., & Carpenter-Song, E. (2013). Patrolling your blind spot: Introspection and public catharsis in a medical school faculty development course to reduce unconscious bias in medicine. *Cultural Med Psychiatry*, 37:314-339.

The Kirwan Institute (2013). *Understanding Implicit Bias*. The Kirwan Institute for the Study of Race and Ethnicity at the Ohio State University.  
<http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/>

Miller, K.D, Rahman Z.U et al (2001). Selection bias in clinical trials. *Breast Disease* 14:31-40.

Moule, J (2009) Understanding unconscious bias and unintentional racism. *Phi Delta Kappan* January 2009: 321-325.

Nolan, J., Renderos, T. B., Hynson, J., Dai, X., Chow, W., Christie, A., et al. (2014). Barriers to cervical cancer screening and follow-up care among black women in Massachusetts. *JOGNN*, 43: 580-588.

Oliver M  
clinical decision making? *JAMB* 27 177-188.

Project Implicit (2011). Take a test. Project Implicit at Harvard University.  
<https://implicit.harvard.edu/implicit/selectatest.html>

Ramirez, A. G., Chalela, P.C., Suarez, L., Munoz, E., Pollock, B. H., Weitman, S. D., Gallion, K. J. (2013). Early phase clinical trials: referrals barriers and promoters among physicians. *Journal of Community Medical health Education*, 2(8).

Ross, H.J. (2013). *Reinventing diversity: Transforming organizational community to strengthen people, purpose, and performance*. Lanham, MD: Rowman & Littlefield Publishers, Inc.

Teal, C. R., Green, A. R., & Crandall, S. (2012). Helping medical learners recognize and manage unconscious bias toward certain patient groups. *Medical Education*, 46:80-88.

van Ryn, M., & Saha, S. (2011). Exploring Uncon