

Hepatitis B Clinical Concierge Program: A culturally responsive model for improving care

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Background/Approach: Chronic hepatitis B (CHB) disproportionately affects culturally and linguistically diverse (CALD) communities in Australia, where language barriers, cultural differences, and low health literacy can limit access to care. South Western Sydney Local Health District (SWSLHD) has one of the largest CALD populations living with CHB, highlighting the need for targeted support. Launching in February 2025, the Hepatitis B Clinical Concierge Program (Hep B CCP) is a collaboration between the NSW Multicultural HIV and Hepatitis Service (MHAHS) and SWSLHD. Building on the long-standing HIV Client Support Program and successful Breast Cancer Concierge Program, the Hep B CCP provides personalised, culturally responsive support to enhance healthcare navigation, engagement, and outcomes. As a pilot, the program will support Khmer, Mandarin, and Vietnamese-speaking clients with chronic hepatitis B.

Analysis/Argument: The Program is built on four key pillars: 1. Enhancing health literacy – Providing culturally and linguistically appropriate information to empower clients in their healthcare journey; 2. Improving access and equity – Facilitating service navigation and referrals to clinical, psychological and community support services; 3. Providing culturally sensitive support – Offering bilingual assistance and ensuring care aligns with clients' cultural values and preferences; 4. Collaboration and advocacy – Working closely with healthcare teams to address clients' unique needs and enhance service responsiveness.

Outcome/Results: Although the program is in its early stages, it is expected to enhance patient engagement and confidence in accessing healthcare services, drawing on the success of the HIV and Breast Cancer Concierge Programs. By August 2025, preliminary evaluation data, including client experiences and clinician feedback, will provide early insights.

Conclusions/Applications: The Hep B CCP offers a scalable, culturally competent model of patient-centred care. By addressing linguistic and cultural barriers, it contributes to national hepatitis elimination goals and enhances healthcare access for CALD communities. Insights from the pilot will guide future improvements and expansion.

Disclosure of Interest Statement: The NSW Multicultural HIV and Hepatitis Service recognises the significant contribution of its program partner, South Western Sydney Local Health District, to the implementation and evaluation of the Hep B CCP. We also acknowledge the importance of transparency in disclosing potential conflicts of interest by recognising these relationships in publications and presentations.