Implicit Bias or unintentional bias has been shown to negatively impact health outcomes. Bias is normal but its consequences are not acceptable. We all have the capacity to change our behaviors and make unconscious patterns conscious and our actions intentional. Beyond individual self-growth, we must integrate strategies to eliminate biases in our organizations and institutions.

Solution 1 - Understanding your brain:
- Our brains are wired to quickly interpret threats to our survival, that is make rapid decisions by categorizing others and applying labels to them in a “like me” or “not like me” categorization.

- Through socialization and experiences our brain may further label, stereotype, and categorize other people. These categorizations can lead to both unconscious bias, and explicit prejudice and discrimination.

- Despite many individuals’ common belief that they are unbiased, these unconscious biases do pervade our personal and professional decision-making and have been linked to poor health outcomes.

Solution 2 - Change your habits to alter your brain
- Make decisions in quiet and calm circumstances to avoid rapid processing to help put your unconscious brain at a disadvantage.

- Structure your workspace utilizing artifacts, pictures, and artwork that enhance your brain’s encoding of diverse people you meet. Purposefully engage in groups with diverse people at work and leisure time activities.

- Embrace that you have biases but are not a bad person. Biases are not hardwired but ingrained. Focus on changing your habits to alter your biases.

- Take time to challenge your assumptions and look critically at your decisions for the many forms of bias that exist.

Solution 3 - Help change your larger cultural environment
- Advocate for periodic review of clinical records to productively look for hidden biases.

- Look for policies and procedures that may discriminate implicitly or explicitly against services your patients may receive.

- In team-driven rehabilitation decision making, insure open collaborative discussion. Avoid single team members from monopolizing decisions and avoid a culture of team members simply agreeing (group think), to expedite decision making processes.

- For teaching and clinical decision making the utilization of peer networks to inform clinical decisions offers an exciting opportunity to utilize collective decision-making toward reducing implicit bias in the forms of race and gender bias that exist in health outcomes.

References