

Oregon and SW Washington Health Literacy Conference Making it Clear



Legacy Health



Nearly half the U.S. adult population has low health literacy – defined as the inability to read, understand and effectively use basic medical instructions and information. Patients with low health literacy are less likely to comply with treatment and seek preventive care and more likely to be hospitalized. It is a leading contributor of health disparities. Those over age 65 and communities of color are most at risk. The National Patient Safety Council states that no other single issue has a greater impact on health status. Join national and local experts sharing research and evidence-based practices to help increase health literacy and improve quality, safety and outcomes for all.

Target audience

- Hospital, clinic, public health and safety net clinic providers
- Health plan and community-based organization representatives
- Adult literacy educators, librarians
- Academics
- Policy makers

Conference date and location

Friday, March 9, 2012
Multnomah Athletic Club (MAC)
1849 S.W. Salmon St.
Portland, OR 97205

Making it Clear

**Legacy Health is hosting the conference with support from:
Bronze Sponsors:**

- Multnomah County Health Department
- Northwest Health Foundation
- Regence BlueCross BlueShield of Oregon
- United Way of the Columbia-Willamette

Partners:

- Children's Community Clinic
- Clark County Health Department
- Oregon Health Authority Office of Equity and Inclusion
- The Wallace Medical Concern
- We Can Do Better

Conference schedule — Friday, March 9, 2012

Please visit legacyhealth.org/healthliteracyconference for descriptions of the presentations.

- 7:45 a.m. Registration and continental breakfast
- 8:30 a.m. Welcome, George Brown, M.D., President and Chief Executive Officer, Legacy Health
- 8:40 a.m. Opening remarks
- 9:00 a.m. Keynote
Making it Clear: The Health Literacy Imperative
Christina Cordero, Ph.D., MPH, The Joint Commission
- 9:55 a.m. Break

- 10:10 a.m. Plenary
TBA
- 11:05 a.m. Plenary
Best Practices in Health Literacy
Cliff Coleman, M.D., MPH, Oregon Health & Science University
- Noon Luncheon served in the ballroom
- 12:45 p.m. Plenary
Stumbling Blocks to Stepping Stones
Toni Cordell, Health Literacy Advocate
- 1:30 p.m. Transition
- 1:45 p.m. Breakout Sessions
A Prescription for Medication Safety
Zachary McCall, Legacy Health
- Techniques for Navigating Health Disparities: Interpreters and Providers Working Together**
Andrea Henry Sims, CMI, and Alison Arévalo-Amador, CMI, Children's Healthcare of Atlanta
- The Role of Person Centered Health Literacy in the PCMH/ACO Environment**
Ted Epperly, M.D., Family Medicine Residency of Idaho, Boise
- Getting Unstuck: Overcoming the Barriers of Change**
Lisa Goren, Legacy Health
- 2:45 p.m. Transition
- 2:55 p.m. Breakout Sessions
Making Words Work: Using Plain Language to Advance Health Literacy
Jessica Ridpath, Group Health Research Institute

Health Literacy in the New World of New Media

Dianne Danowski-Smith, APR, Publix Northwest Public Relations/Public Affairs

A Prescription for Medication Safety

Zachary McCall, Legacy Health

- 3:55 p.m. Transition
- 4:10 p.m. Panel: Insights and Next Steps
- 4:50 p.m. Closing Remarks
- 5:00 p.m. Adjourn

Course faculty

Cliff Coleman, M.D., MPH

Assistant Professor of Family Medicine
Oregon Health & Science University

Toni Cordell

Health Literacy Advocate

Christina L. Cordero, Ph.D., MPH

Associate Project Director
Department of Standards and Survey Methods
The Joint Commission

Alison Arévalo-Amador, CMI

Interpreter/Translator
Children's Healthcare of Atlanta

Dianne Danowski-Smith, APR

Vice President
Publix Northwest Public Relations/Public Affairs

Ted Epperly, M.D., FAFAP

Program Director and CEO
Family Medicine Residency of Idaho, Boise Clinical Professor
of Family and Community Medicine
University of Washington School of Medicine
Past President and Immediate Past Board Chair
American Academy of Family Physicians

Lisa Goren

Senior Organizational Development Consultant
Legacy Health

Andrea Henry Sims, CMI

Spanish-English Interpreter
Children's Healthcare of Atlanta

Zachary McCall, PharmD, MBA, BCPS

Ambulatory Clinics Support Pharmacist
Legacy Health

Jessica Ridpath

Research Communications Consultant
Group Health Research Institute
Program for Readability in Science and Math (PRISM)

Overall course objectives

The Oregon and SW Washington Health Literacy Conference: Making it Clear was created to raise awareness of the scope and health consequences of low health literacy, including health disparities.

Desired outcomes

Attendees will learn how to identify people with low health literacy by using screening tools and observing behaviors. They will also learn how to use "Teach Back" as a strategy to improve patient education as well as other strategies to improve the navigation of print and electronic materials. Together, we will identify common barriers to low literacy patients in actively obtaining health care, encourage collaboration between community organizations and health professionals in addressing low health literacy, and identify community resources to improve health literacy.

Accreditation

Legacy Health is accredited by the Oregon Medical Association to sponsor continuing medical education for physicians. Legacy Health designates this live activity for a maximum of 6.25 *AMA PRA Category 1 Credit(s)*.™ Physicians should only claim credit commensurate with the extent of their participation in the activity.

CE Nursing credit is provided. Provider approved by the California Board of Registered Nursing, for six contact hours. Provider number: **CEP8749**
CME credit certificates are provided for other health professions.

Disclosure

Faculty has been asked to disclose any real or apparent significant affiliation(s), including commercial interests that may have a direct bearing on the subject matter of this CME activity. Detailed disclosure will be made at the conference for each individual speaker.

Accessibility

In accordance with the Americans with Disabilities Act, Legacy Health seeks to make this conference accessible to all. If you have a disability that might require special accommodations or American Sign Language interpretation, please contact Anne Rowell at arowell@lhs.org or 503-415-5756.

Registration information

Early registration before Jan. 15: **\$60** (**\$75** after Jan. 15)

Legacy Health employee fee waived with manager signature.

A PDF registration form is available at

www.legacyhealth.org/healthliteracyconference

Registration form

Oregon and SW Washington Health Literacy Conference Making it Clear

Friday, March 9, 2012

Name _____

Credentials _____

Title _____

Organization/institution _____

Street address _____

City _____

State _____

Zip _____

Phone _____

Email _____

Registration fees

Registration: before Jan. 15: **\$60** (**\$75** after)

Legacy Health employee fee waived with manager signature:

Manager signature _____

Registration deadline: March 2

Registration fee non-refundable after March 2

Method of payment

Please pay by enclosing check, payable to Legacy Health,
or credit card.

Name on credit card _____

Card# _____

Exp. date _____

Amount paid _____

Please return this completed form to:

Legacy Health

Community Benefit

Attn: Kari Stanley

1919 N.W. Lovejoy St.

Portland, OR 97209

For registration questions, please contact: Diana Netter at **503-413-6177**
or **dnetter@lhs.org**

Legacy Health

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Portland, OR 97209



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