Oregon and SW Washington Health Literacy Conference

Learn Today, Act Tomorrow

Legacy Health
According to the National Patient Safety Council, no other single issue has a greater impact on health status than health literacy. Nearly nine out of 10 adults have trouble applying everyday health information. People with low health literacy have a difficult time reading, understanding and acting on basic medical instructions and information. Low health literacy is a leading cause of health disparities. People over age 65 and communities of color are most at risk.

Health literacy includes a person’s needs based on social, cultural and educational factors intersecting with the demands of the health care system. Improved communication with all patients is critical within the CCO and Affordable Care Act environments.

National and local experts will share research and evidence-based practices that will help increase health literacy and improve quality, safety and outcomes for all.

Overall course objectives
The Oregon and SW Washington Health Literacy Conference 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 use health-literate communication tools as strategies to improve patient education and instruction — both oral and written. 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 resources to improve health literacy.

Learn Today, Act Tomorrow

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

Conference date and location
Thursday–Friday, March 9–10, 2017
Oregon Convention Center
777 N.E. Martin Luther King Jr. Blvd.
Portland, OR 97232

Scholarship program
New! Scholarships to the 2017 Health Literacy Conference will be awarded to applicants needing assistance to cover the cost of registration for those representing an organization serving marginalized/low access to health care communities. Application and additional information is available at legacyhealth.org/healthliteracyconference.

Call for posters
Share your story and program with others also working to improve health literacy communication and patient outcomes at our Poster Exhibit. Posters will be exhibited during the conference. Applications are available Monday, Nov. 14, 2016, at legacyhealth.org/healthliteracyconference.
Legacy Health is hosting the conference with support from:

**Diamond sponsor**
PacificSource Health Plans

**Platinum sponsor**
Northwest Acute Care Specialists (NACS)

**Silver sponsor**
MAXIMUS Center for Health Literacy

**Bronze sponsors**
CareOregon
Multnomah County Health Department
Oregon Patient Safety Commission
Samaritan Health Services

**Half-day workshop — Thursday, March 9, 2017**
Presented by MAXIMUS Center for Health Literacy

**Plain Language and Design for Readability**
New! This half-day workshop will identify barriers to readability and offer best practices for writing in plain language and designing for clear communication. The session will include before and after examples and practice.

Workshop will also include:
- Barriers to comprehension — even for good readers
- Considering cultural differences
- Limits of software and formulas
- Five steps to lowering barriers and raising health literacy
- How to write in plain language
- Adding organizational aids

Additional workshop information, including target audience, is available at [legacyhealth.org/healthliteracyconference](http://legacyhealth.org/healthliteracyconference).
**Full-day conference — Friday, March 10, 2017**

Please visit [legacyhealth.org/healthliteracyconference](http://legacyhealth.org/healthliteracyconference) for descriptions of the presentations.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>7 a.m.</td>
<td>Registration/poster exhibit and continental breakfast</td>
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<tr>
<td>8 a.m.</td>
<td><strong>Opening remarks</strong></td>
<td>Sara Sluder, Program Director, Health Literacy and Patient Experience, Legacy Health</td>
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<tr>
<td>8:10 a.m.</td>
<td><strong>Welcome</strong></td>
<td>George Brown, M.D., President and Chief Executive Officer, Legacy Health</td>
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<tr>
<td>8:30 a.m.</td>
<td><strong>Keynote</strong></td>
<td>George Brown, M.D., President and Chief Executive Officer, Legacy Health</td>
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<tr>
<td>9:30 a.m.</td>
<td><strong>Plenary</strong></td>
<td>George Brown, M.D., President and Chief Executive Officer, Legacy Health</td>
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<tr>
<td>10:30 a.m.</td>
<td><strong>Breakout exhibit</strong></td>
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<tr>
<td>10:50 a.m.</td>
<td><strong>Breakout One</strong></td>
<td>Alison Arévalo-Amador and Andrea Henry, CMI, Children’s Healthcare of Atlanta</td>
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<td>12:35 p.m.</td>
<td><strong>Networking lunch</strong></td>
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<tr>
<td>1:30 p.m.</td>
<td><strong>Breakout Two</strong></td>
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<tr>
<td>2 p.m.</td>
<td><strong>Health Literacy: Evidence-based Patient-centered Communication Update</strong></td>
<td>Cliff Coleman, M.D., MPH, Oregon Health &amp; Science University</td>
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<tr>
<td>3:15 p.m.</td>
<td><strong>Crossroads of Cultural Competence and Health Literacy</strong></td>
<td>James Mason, Ph.D., Providence Health &amp; Services</td>
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<td>4:10 p.m.</td>
<td><strong>The Nexus between Health Literacy and Continuum of Care: Building a Statewide Literacy Initiative</strong></td>
<td>Joy P. Deupree, Ph.D., MSN, R.N., WHNP-BC, University of Alabama School of Nursing</td>
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<tr>
<td>4:50 p.m.</td>
<td><strong>Transforming Behavioral Health Care Systems Through Health Literacy</strong></td>
<td>Catina O’Leary, Ph.D., LMSW and Michelle Roberts, M.Ed., MSJ, PLPC, NCC, Health Literacy Missouri</td>
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<tr>
<td>5 p.m.</td>
<td><strong>Adjourn</strong></td>
<td>Sara Sluder, Program Director, Health Literacy and Patient Experience, Legacy Health</td>
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Course faculty

Alison Arévalo-Amador
Interpreter/Translator
Children’s Healthcare of Atlanta

Rebecca Chandler
Director, Visual Communications
MAXIMUS Center for Health Literacy

Cliff Coleman, M.D., MPH
Assistant Professor of Family Medicine
Oregon Health & Science University

Terry C. Davis, Ph.D.
Professor, Departments of Medicine and Pediatrics
Louisiana State University Health Sciences Center

Joy P. Deupree, Ph.D., MSN, R.N., WHNP-BC
Director of Professional Development and Assistant Professor
University of Alabama School of Nursing
Chair, Health Literacy Partnership of Alabama

Dylan Dow, MSW
Health Resilience Specialist
CareOregon

Catina O’Leary, Ph.D., LMSW
President/CEO
Health Literacy Missouri

Andrea Henry, CMI
Spanish-English Interpreter
Children’s Healthcare of Atlanta

James Mason, Ph.D.
Chief Diversity Officer Oregon Region
Providence Health & Services

Diane E. Meier, M.D.
Director
Center to Advance Palliative Care

Michelle Roberts, M.Ed., MSJ, PLPC, NCC
Director of Communications, Strategy and Market Research
Clinical Mental Health Counselor
Health Literacy Missouri

Stacy Robison, MPH, MCHES
President and Co-Founder
CommunicateHealth, Inc.

Rima E. Rudd, Sc.D.
Senior Lecturer on Health Literacy, Education and Policy
Department of Social and Behavioral Sciences
Harvard T.H. Chan School of Public Health

Mary Sepulveda
Health Resilience Specialist
CareOregon

Jonathan Weedman, CCTP, LPC
Program Manager, Health Resilience Program
CareOregon

Joan M. Winchester, M.Ed.
Director, Technical Writing
MAXIMUS Center for Health Literacy
Accreditation
Legacy Health is accredited by the Oregon Medical Association to provide continuing medical education for physicians.

Thursday, March 9, 2017, half-day workshop
Legacy Health designates this live activity for a maximum of 3.75 AMA PRA Category 1 Credit(s).™

Friday, March 10, 2017, full-day conference
Legacy Health designates this live activity for a maximum of 7.0 AMA PRA Category 1 Credit(s).™

Physicians should only claim credit commensurate with the extent of their participation in the activity.

Credit certificates for other professions will be provided.

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.

Directions and parking
Portland’s MAX light rail stops at the Martin Luther King Jr. Boulevard lobby entrance to the Oregon Convention Center.

Parking is available for a fee in the building’s underground garage. Enter the garage through either the N.E. First Avenue or Lloyd Boulevard entrance.

Registration information

Fees
Half-day workshop — $50
Full-day conference — Early registration through Jan. 6, 2017— $100
After Jan. 6 — $125

How to register
Register online at www.legacyhealth.org/healthliteracyconference.

When you register at the above site, you will select the breakout sessions you prefer to attend. Please note that registration in a particular session is not guaranteed. Sessions will be filled in order of registration.

A confirmation email will be sent to you after your registration is received.

Legacy Health employees — Please submit registration after obtaining manager’s approval to attend.

For registration questions, contact Diana Netter at 503-415-5186 or dnetter@lhs.org.