Oregon and SW Washington
Health Literacy Conference

Toward a Culture of Clarity

Legacy Health

LEGACY
HEALTH

Health Literacy Conference: Friday, March 1, 2013

Low health literacy is an under-recognized public health menace that could undermine the most innovative attempts to transform health care. It is obvious that improved self-management is one key, if not **the** key, to lowering costs and improving health. Unfortunately, a majority of the people we need to engage face a significant barrier. Health literacy is the ability to read, understand and — most importantly — make effective use of health information. Individuals with low health literacy generally have poorer health, increased mortality risks and a higher risk of medication errors. It is a leading contributor to health disparities. Those over age 65 and communities of color are most at risk. 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

Toward a Culture of Clarity

Conference date and location
Friday, March 1, 2013
The Governor Hotel
614 S.W. 11th Ave.
Portland, OR 97205

Legacy Health is hosting the conference with support from:

Silver Sponsor:

- Northwest Acute Care Specialists (NACS)

Bronze Sponsors:

- Health Literacy Innovations
- Northwest Health Foundation
- United Way of the Columbia-Willamette

Partner Sponsors:

- Multnomah County Health Department
- Oregon Medical Association

Partners:

- Children's Community Clinic
- Free Clinic of SW Washington
- Oregon Center for Nursing
- Oregon Health Authority Office of Equity and Inclusion
- Regence BlueCross BlueShield of Oregon
- The Wallace Medical Concern
- We Can Do Better

Conference schedule — Friday, March 1, 2013

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

7:00 a.m. Registration and continental breakfast

8:00 a.m. Welcome, George Brown, M.D., President and Chief Executive Officer, Legacy Health

8:30 a.m. Keynote

The Intersection of Health Literacy and Health Care Reform

Howard Koh, M.D., MPH, U.S. Department of Health and Human Services

9:30 a.m. Plenary

Health Literacy, Health Communication, Diabetes Disparities

Dean Schillinger, M.D., University of California, San Francisco

10:45 a.m. Breakout One

Ten Attributes of a Health Literate Organization

Dean Schillinger, M.D., University of California, San Francisco
Lisa Goren, M.S., Legacy Health

Plain Language: A Powerful Tool in your Toolbox

Audrey Riffenburgh, M.A., University of New Mexico Hospital

Social Media, Migrant Health and Outreach

Leda Isabel Garside, R.N., BSN, MBA, Tuality Healthcare

Teach-Back: The Importance of Two-Way Communication

Kevin Breger, M.D., Ph.D., Legacy Health

Making Numbers Make Sense: Exploring Strategies to Convey Quantity, Time and Risk

Helen Osborne, M.Ed., OTR/L, Health Literacy Consulting

CCOs: Coordinating Communication at Every Level

David Labby, M.D., Ph.D., Health Share of Oregon
Sandra Clark, MPH, Health Share of Oregon

12:15 p.m. Luncheon served in the ballroom

1:00 p.m. **Stranger in a Strange Land: A Patient Point of View About What Health Literacy Means to Recovery**
Maria Ross, Brain Aneurysm Survivor, Patient Advocate and Author

2:00 p.m. Plenary
Health Literacy: Best Practices Update
Cliff Coleman, M.D., MPH, Oregon Health & Science University

3:30 p.m. Breakout Two

Community Health Workers and Health Literacy: Are They a Match?
Lorena Sprager, The Clear Language Group

Eating the Pie in the Sky: Putting Ideas Into Action
Lisa Goren, M.S., Legacy Health

Lost in Translation: A Health Literacy Perspective for Medication Safety and Adherence
Michael Wolf, Ph.D., MPH, Northwestern University

Plain Language Skills Training: How to Write So People Understand You
Nicora Gardner, MSW; Clay Hathorn; Dana Lord; Chris Wain, MBA, Legacy Health

Reach Out and Read: The Role of Primary Care in the Prevention of Literacy Problems
Madeleine Sanford, M.S., FNP, Oregon Health & Science University

Diversity and Health Communication: How to Minimize Misunderstandings, Misperceptions, Misinterpretations
Janet Ohene-Frempong, M.S., The Clear Language Group

Teach-Back: The Importance of Two-Way Communication
Kevin Breger, M.D., Ph.D., Legacy Health

5:00 p.m. Adjourn

Course faculty

Plenaries

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

Howard Koh, M.D., MPH
Assistant Secretary for Health
U.S. Department of Health and Human Services

Maria Ross
Brain Aneurysm Survivor, Patient Advocate and Author

Dean Schillinger, M.D.
Professor of Medicine in Residence
Chief, Division of General Internal Medicine
University of California, San Francisco

Breakout Sessions

Kevin Breger, M.D., Ph.D.
Hospitalist
Core Faculty Internal Medicine Residency Program
Legacy Health

Sandra Clark, MPH
Project Director, Community Health Strategies
Health Share of Oregon

Nicora Gardner, MSW
Marketing and Health Education Specialist
Legacy Health

Leda Isabel Garside, R.N., BSN, MBA
Manager, ¡Salud! Services/Diversity Liaison
Tuality Healthcare

Lisa Goren, M.S.
Senior Organizational Development Consultant
Legacy Health

Clay Hathorn
Writer, Communications and Marketing
Legacy Health

David Labby, M.D., Ph.D.
Chief Medical Officer
Health Share of Oregon

Dana Lord
Writer, Communications and Marketing
Legacy Health

Janet Ohene-Frempong, M.S.
J O Frempong & Associates, Inc.
The Clear Language Group

Helen Osborne, M.Ed., OTR/L
Health Literacy Consulting

Audrey Riffenburgh, M.A.
Senior Health Literacy Specialist
University of New Mexico Hospital
Former President of Plain Language Works

Madeleine Sanford, M.S., FNP
Department of Family Medicine
Oregon Health & Science University

Lorena Sprager
Lorena Sprager and Associates, LLC
The Clear Language Group

Chris Wain, MBA
Communications Specialist, Communications and Marketing
Legacy Health

Michael Wolf, Ph.D., MPH
Associate Professor
Associate Division Chief
General Internal Medicine
Northwestern University

Overall course objectives

The Oregon and SW Washington Health Literacy Conference: Toward a Culture of Clarity 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. 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 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 5.5 *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 five contact hours. Provider number: CEP8749.

CME credit certificates are provided for other health professions.

Disclosure

Detailed faculty disclosures will be made available to participants prior to this activity. All planning committee members have disclosed they have no relevant financial relationships with commercial interests that may have a direct bearing on the subject matter of the CME activity.

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 Streetcar and MAX stops are very close to the Governor Hotel. Parking is available at SMART Park, 730 S.W. 10th Ave. (S.W. 10th Ave. and Yamhill).

Registration information

- Early registration through Jan. 10, 2013: $70 ($85 after Jan. 10)
- Legacy Health employee fee waived with manager approval

Registration can be made:

- Online at www.legacyhealth.org/healthliteracyconference
- PDF brochure copy and registration form available at www.legacyhealth.org/healthliteracyconference
- Brochure registration form

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

Please complete the SurveyMonkey linked in your confirmation email to indicate your choice of breakout sessions. Please designate your first, second and third choices for morning and afternoon breakouts. Due to space availability, sessions will be assigned in order of registration receipt. Session designations will be included in your packet at the conference.

For registration questions, please contact: **Diana Netter** at **503-413-6177** (phone), **503-413-6644** (fax) or **dnetter@lhs.org**.

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Legacy Health Community Benefit

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www.legacyhealth.org/healthliteracyconference

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RANDALL CHILDREN'S HOSPITAL Legacy Emanuel | LEGACY MEDICAL GROUP | LEGACY LABORATORY | LEGACY RESEARCH | LEGACY HOSPICE

Registration form

Oregon and SW Washington Health Literacy Conference: Toward a Culture of Clarity

Friday, March 1, 2013

Name (print) _____

Credentials _____ Title _____

Organization/institution _____

Street address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Registration fees

Registration: through Jan. 10: **$70** (**$85** after)

Legacy Health employee fee waived with manager approval as follows:

- Online registration: as generated in registration confirmation sent to applicant's email address
- Mailed registration: manager's name and signature below

_____

Manager's name (please print)

_____

Manager's signature

Registration non-transferable

Registration deadline: Feb. 25, fee non-refundable after Feb. 25

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: Diana Netter
1120 N.W. 20th Ave., Suite 106
Portland, OR 97209

For registration questions, please contact: Diana Netter at **503-413-6177** (phone), **503-413-6644** (fax) or **dnetter@lhs.org**

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