Oregon and SW Washington Health Literacy Conference

Better Communication, Greater Understanding

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.

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
Friday, March 4, 2016
Sentinel Hotel
614 S.W. 11th Ave.
Portland, OR 97205

Introduction to health literacy — watch before you attend
Before the conference, we recommend that you watch the engaging 23-minute American Medical Association Foundation video “Health Literacy and Patient Safety: Help Patients to Understand” at www.youtube.com/watch?v=cGtTZ_vxjyA.

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. 16, at www.legacyhealth.org/healthliteracyconference.
Legacy Health is hosting the conference with support from:

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

**Silver sponsors**
Northwest Health Foundation
Providence Health & Services

**Bronze sponsors**
Cambia Health Foundation
Multnomah County Health Department
Oregon Health Authority Office of Equity and Inclusion
Samaritan Health Services

**Partners**
Children’s Community Clinic
Free Clinic of SW Washington
Oregon Public Health Institute
The Wallace Medical Concern

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**Conference schedule — Friday, March 4, 2016**

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

- **7 a.m.** Registration and continental breakfast
- **8 a.m.** Welcome
  - George Brown, M.D., President and Chief Executive Officer
  - Legacy Health
- **8:10 a.m.** Opening remarks
- **8:30 a.m.** Keynote
  - *Death by Illiteracy: A Challenge for Health Reform*
  - Kavita K. Patel, M.D., M.S.
  - The Brookings Institution and Tuple Health
- **9:30 a.m.** Plenary
  - *I Know My Number, But What Does It Mean?*
  - Brian J. Zikmund-Fisher, Ph.D.
  - University of Michigan
- **10:45 a.m.** Breakout One
  - *Fighting Poverty: Communication Styles for Inclusion*
  - Donna M. Beegle, Ed.D.
  - Communication Across Barriers
  - *ACES, Trauma Informed Care and the Role of Health Literacy*
  - Maggie Bennington-Davis, M.D.
  - Health Share of Oregon
  - *Health Literacy: Evidence-based Best Practices Update*
  - Cliff Coleman, M.D., MPH
  - Oregon Health & Science University
- **12:15 p.m.** Lunch served in the ballroom
1:05 p.m.  Plenary
**Parent Health Literacy: A Modifiable Determinant of Child Health Outcomes**
Lee M. Sanders, M.D., MPH
Stanford University

2 p.m.  Poster exhibit

2:55 p.m.  Breakout Two
**Intergenerational Communication Preferences**
Jill Clutter, Ph.D., and Georgianna Sergakis, Ph.D.
The Ohio State University College of Medicine

**How to Explain Health Insurance to the Newly Insured**
Amy DeMarco, MPA
Institute for Healthcare Advancement

**Brief Motivational Interviewing for Patient-Centered Care**
Chris Farentinos, MPH
Legacy Health

**Patient and Family Partnerships in Addressing Health Literacy Issues Across the Care Continuum**
Mary Minniti, B.S.
Institute for Patient- and Family-Centered Care

**Plain Language: What is It and Why Does It Matter?**
Joan M. Winchester, M.Ed.
MAXIMUS Center for Health Literacy

4:35 p.m.  Raffle and Closing
Sara Sluder, Program Manager, Patient Experience
Legacy Health

4:45 p.m.  Adjourn

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**Course faculty**

**Kavita K. Patel, M.D., M.S.**
Nonresident Senior Fellow
The Brookings Institution
Co-Founder
Tuple Health

**Lee M. Sanders, M.D., MPH**
Associate Professor of Pediatrics
Chief, Division of General Pediatrics
Co-Director, Center for Policy, Outcomes and Prevention
Stanford University

**Brian J. Zikmund-Fisher, Ph.D.**
Associate Professor of Health Behavior and Health Education Research Associate Professor of Internal Medicine
University of Michigan

**Donna M. Beegle, Ed.D.**
President
Communication Across Barriers

**Maggie Bennington-Davis, M.D.**
Chief Medical Officer
Health Share of Oregon

**Jill Clutter, Ph.D.**
Assistant Professor of Clinical HRS Medical Dietetics
The Ohio State University College of Medicine

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

**Amy DeMarco, MPA**
Programs and Operations Manager
Institute for Healthcare Advancement

**Chris Farentinos, MPH**
Director, Behavioral Health Services
Legacy Health
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.

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 6.0 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity. CME credit certificates are provided for other 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.
# Registration form

## Oregon and SW Washington Health Literacy Conference

**Friday, March 4, 2016**

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## Registration fees

- Registration through Jan. 8: **$80** (after Jan. 8, **$95**)
- Legacy Health employees — fee waived as follows:
  - Please submit your registration after obtaining your manager’s approval to attend.
  - No-shows will be charged for the conference.
- *Registration is non-transferable.*

## Registration deadline: Feb. 19; fee non-refundable after Feb. 5.

### Method of payment

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

To register multiple attendees with one payment, contact Diana Netter at dnetter@lhs.org or 503-415-5186.

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## Please return this completed form to:

Legacy Health Community Benefit

Attn: Diana Netter

1919 N.W. Lovejoy St.

Portland, OR 97209

For registration questions, contact Diana Netter at 503-415-5186 (phone), 503-415-5954 (fax) or dnetter@lhs.org.