

Institute for Healthcare Advancement's 13th Annual Health Literacy Conference:

“Operational Solutions to Low Health Literacy: At the Intersection of Health Literacy and the Affordable Care Act”

May 7-9, 2014

Hotel Irvine-Jamboree Center (formerly known as the Hyatt Regency Irvine)
Irvine, California

Conference Schedule

Wednesday, May 7

8:00 am-9:00 pm	Registration PRECONFERENCE WORKSHOPS:
9:00 am-4:00 pm	*Writing and Designing Effective Communication: A Comprehensive Course Jann Keenan, EdS IHA Strategic Partner-Health Literacy Janet Ohene-Frempong, MS IHA Strategic Partner-Health Literacy
9:00 am-Noon	*Cultural Competency and the CLAS Standards Marian Ryan, PhD, MA, MPH, CHES Health Programs and Health Research Consultant
Noon-1:00 pm	Stories / Lessons: The Intersection of the Affordable Care Act and Health Literacy: Live, National, Interactive Social Media Event Michael Villaire, MSLM (Moderator) Institute for Healthcare Advancement
1:00-4:00 pm	*Adapting Health Interventions for Improved Cultural Relevance Cathy Meade, PhD, RN, FAAN Moffitt Cancer Center, University of South Florida
5:00-6:00 pm	Health Literacy 101: An Introduction to the Field Michael Villaire, MSLM Institute for Healthcare Advancement
6:00-7:00 pm	Integrating Health Literacy into Your Organization: Subtle Issues to Consider Jann Keenan, EdS IHA Strategic Partner-Health Literacy Janet Ohene-Frempong, MS IHA Strategic Partner-Health Literacy

* Additional fee required

Thursday, May 8

6:00 am-5:00 pm	Registration
7:00 am-8:00 am	Continental Breakfast
8:00 am-8:15 am	Welcome Michael Villaire, MSLM Institute for Healthcare Advancement
8:15 am-9:10 am	Opening Keynote Beyond Enrollment: Helping the Newly Insured be Part of the Solution Kavita Patel, MD Brookings Institute
9:10 am-10:05 am	Numeracy Requirements for Health Insurance Enrollment Ellen Peters, PhD Ohio State University
10:05-10:15 am	Refreshment Break
10:15-11:45 am	Breakout Sessions SESSION A Communicating Clearly with Low Literacy Patients: A Skills Workshop Julie McKinney, MS Private Health Literacy Consultant Linda Neuhauser, Dr.PH, MPH University of California Berkeley SESSION B Health Insurance Literacy: Solutions from a Successful Model Catina O’Leary, PhD Health Literacy Missouri Kelly Ferrara StratCommRx Ryan Barker, MSW, MPPA Missouri Health Foundation SESSION C A Health Literacy Workshop to Engage Community Groups Stan Hudson, MA University of Missouri Center for Health Policy Nick Butler, MA University of Missouri Center for Health Policy SESSION D Reducing Unnecessary Readmissions: The New RED (Re-Engineered Discharge) Tool Michael K. Paasche-Orlow, MD Boston University Medical Center

SESSION E**Tweets for Health: Using Twitter to Convey Simple Health Messages****RV Rikard, PhD**

North Carolina State University

Kathleen Hoffman, PhD, MS, MSPH

Medivizor

Alisa Hughley, MPH

enBloom Media

11:45 am-1:00 pm

Networking Luncheon—Organized by States**Guest Speaker: Michael K. Paasche-Orlow, MD****A Review of Health Literacy Research: Notes from the HARC V Health Literacy Research Conference**

1:00 pm-1:55 pm

Yes It's Clear... But Is It Effective? Why It's Important to Get Input and Feedback from Your Intended Audience**Janet Ohene-Frempong, MS**

IHA Strategic Partner-Health Literacy

1:55 pm-2:50 pm

Panel on Health Literacy in Public Health Practice: Examples from the Field**Cynthia Baur, PhD (Moderator)**

Centers for Disease Control and Prevention (CDC)

Cynthia C Peña, MPH, MSW

CDAPP Sweet Success Resource and Training Center

Steve Sparks

Wisconsin Literacy, Inc.

Bonnie Braun, Ph.D.

University of Maryland

2:50 pm-3:00 pm

Refreshment Break

3:00 pm-4:30 pm

Breakout Sessions (morning sessions repeat in same rooms)

4:30 pm-5:30 pm

Free Time/Poster Presenters' Set Up

5:30-8:00 pm

Opening Night Reception/Poster Session/Exhibits**Friday, May 9**

7:00 am-4:00 pm

Registration

7:00 am-8:00 am

Continental Breakfast

8 am-8:55 am

Building Bridges: Health Literacy Support for Multi-Cultural Communities**Victoria Purcell-Gates, PhD**

University of British Columbia

8:55 am-9:50 am	10 Attributes of a Health Literate Organization Russell Rothman, MD, MPP Vanderbilt University, Center for Health Services Research
9:50 am-10:00 am	Refreshment Break
10:00 am-11:30 am	Breakout Sessions SESSION K Tools for Clear Communication: PEMAT and the Clear Communication Index Cynthia Baur, PhD Centers for Disease Control and Prevention (CDC) SESSION L The Power of Field Testing Christina Powell, MA Ryan Miller, MA MAXIMUS Center for Health Literacy SESSION M The Power of Digital Storytelling Robin Smith Health and Harmony Media SESSION N From Didactic to Fantastic: Integrating Interactivity into Your Learning Session Farrah Schwartz, MA Toronto Rehab UHN SESSION O Effective Design for Patient Education Materials Xanthi Scrimgeour, MEd, MCHES Stacy Robison, MEd, MCHES Communicate Health, Inc.
11:30 am-1:00 pm	IHA Health Literacy Awards Luncheon
1:00 pm-2:30 pm	Breakout Sessions (morning sessions repeat in same rooms)
2:30 pm-3:30 pm	Closing Keynote—Panel Michael Villaire, MSLM (Moderator) Institute for Healthcare Advancement Rima Rudd, ScD Harvard School of Public Health
3:30-4:00 pm	Q&A/Adjournment/Evaluations
