

Iowa Pharmacy Association
8515 Douglas Avenue, Ste 16
Des Moines, IA 50322



A Multidisciplinary Conference-

Health Literacy

Working Together to Improve Patient Outcomes

May 17, 2006 - 9:00am - 4:00pm
Hilton Garden Inn - Johnston, IA
515-270-8890

Agenda

8:00am - 9:00am *Registration and Continental Breakfast*

9:00am - 9:15am *Welcome and Opening Remarks*

9:15am - 10:15am
Defining the Problem of Low Health Literacy
Michael J. Miller, R.Ph., DrPH
Assistant Professor
Drake University College of Pharmacy and Health Sciences

According to the National Academies of Science, over half of your patients struggle with low health literacy. Low health literacy negatively impacts patient health status and results in increased healthcare costs; yet, healthcare professionals rarely formally assess their patients for health literacy skills. This session will describe the problems associated with low health literacy and their impact on patients and society. Workshop exercises will increase your understanding of this public health problem.

10:15am - 10:30am *Break*

10:30am - 11:30am
Through a Patient's Eyes: Struggles with Low Health Literacy
Facilitator:

Mary Ann Abrams, M.D., MPH
Health Management Consultant
Iowa Health System

Patient Panelists:

Doug Kapp, Dubuque, IA
Norma Kenoyer, Madrid, IA
Deborah Pettit, Winterset, IA
Manly Bowman, Galesburg, IL

Learn from people who struggle with low literacy and low health literacy. The only common component of their stories is their willingness to share their experiences. Hear from a patient's perspective on how you can effectively advocate for your patients.

11:30am - 12:15pm
Compliance vs. Communication
Mark Hochhauser, Ph.D.
Readability Consultant, Golden Valley, MN

This session will address health literacy as a conflict between complying with government regulations versus communicating with patients. Potential legal challenges and liabilities associated with health literacy will be discussed, as well as suggested risk management strategies.

12:15pm - 1:15pm *Lunch*

1:15pm - 2:15pm
Strategies for Success: A Panel Discussion
Facilitator:

Mary Ann Abrams, M.D., MPH
Health Management Consultant
Iowa Health System

Practitioner Panelists:

Lee Bennett, M.D., MA
Assistant Professor of Radiology
University of Iowa Carver College of Medicine
Carol Bergland, RN, BSN
Patient and Community Education Leader

Mercy Medical Center, North Iowa
Bob Dickerson, MSHSA, RRT
Clinical Resource Coordinator

Iowa Health System-Des Moines
Kate Puetz, Pharm.D.
Director, Professional Programs

Iowa Pharmacy Association
Pharmacist, Medicap Pharmacy-Urbandale

Join with this multidisciplinary group to discuss the challenges presented during the daily care of patients with low health literacy. Learn from your peers about creative ways to overcome the barriers presented by low health literacy and brainstorm opportunities for collaboration.

2:15pm - 2:30pm *Break*

2:30pm - 3:30pm
Cultural Competence in Healthcare
Mark Grey, Ph.D.

Director, Iowa EXPORT Center of Excellence on Health Disparities, University of Northern Iowa
Michele Yehieli, Dr.P.H.

Director, Iowa EXPORT Center of Excellence on Health Disparities, University of Northern Iowa

Cultural beliefs play a large role in one's attitude toward healthcare. In today's world, providers are increasingly likely to provide care to patients who span a wide range of cultures, faiths, and languages. Hear how you should consider these factors when formulating treatment plans for your patients.

3:30pm - 4:00pm
Health Literacy: A Call to Action
Mary Ann Abrams, M.D., MPH
Health Management Consultant
Iowa Health System

This program will discuss ways to join forces across disciplines and practice settings to minimize the negative impact of low health literacy on quality of patient care. Learn about local resources to assist healthcare professionals in these endeavors and devise an action plan to begin making changes in your own practice.

4:00pm - 4:15pm *Closing/Evaluation*





General Information

Target Audience

This one day conference targets pharmacists, physicians, nurses, physician assistants, clinic personnel, dentists, healthcare administrators, pharmacy technicians, quality improvement personnel, and other healthcare professionals who communicate with patients. However, the true beneficiaries of this conference will be the patients that these healthcare professionals serve.

Continuing Education Credit Information

Continuing education is available. For specific information regarding CE, please see the *Continuing Education Credit* section. No partial credit will be given. Attendees must sign in at the beginning of the conference.

Registration, Cancellation and Refund Policy

Pre-registration is encouraged and includes the educational program, handout materials, continental breakfast, lunch and refreshment breaks. Early registration is on or before May 4 and cost is \$50. A \$25.00 fee will be assessed for any registrations received on or after May 5. At the door registrations will be assessed an additional \$25.00 fee. The refund policy is full refund less a \$25.00 administrative fee up to May 5, 50% until May 12, and no refund on or after May 15.

Hotel Information

All educational programming will be held at the Hilton Garden Inn, 8600 Northpark Drive, Johnston, Iowa. The Hilton Garden Inn is located north of the 86th Street Exit on I80/I35. Hotel reservations can be made by calling 515-270-8890 and asking for the IPA Room Block. Reservations made before April 21 will receive a rate of \$99.00/night.

This program is presented by the Iowa Pharmacy Association with grant support from the Wellmark Foundation

In Partnership with: Iowa Health Systems, Iowa Department of Public Health, Iowa Medical Society, Iowa Osteopathic Medical Association, Iowa Dental Association, Iowa Nursing Association, Iowa Physicians Assistants Society, Iowa Healthcare Collaborative, Iowa Rural Health Association and the Family Planning Council of Iowa.

Health Literacy: *Working Together to Improve Patient Outcomes* May 17, 2006 - 9:00am - 4:00pm - Hilton Garden Inn - Johnston, IA



Registration Form

Name: _____ Nickname: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____
 Place of Employment: _____

Type of Practice: Clinic Personnel Dentist Healthcare Administration Nurse Pharmacist
 Pharmacy Technician Physician Physician's Assistant Quality Improvement Personnel Other: _____

Cost: On/Before 5/4 \$50 After 5/4 \$75

Payment: Check American Express Visa Mastercard in the amount of \$ _____

Card # _____ Yes! I need a receipt for my charge.

Name on Card _____

Expiration Date _____ Verification # (last 3 digits on signature file on back of card) _____

Signature _____

Check Use:
 A101-3030-004 @ _____
 Ck # _____ Date _____

Register online at www.iarx.org, fax or mail payment to: IPA, 8515 Douglas Avenue, Ste 16, Des Moines, IA 50322, 515-270-2979 (fax). For questions please call 515-270-0713.

Continuing Education Credit

Pharmacists The Iowa Pharmacy Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. **ACPE #107-000-06-048-L04 0.55 CEUs /5.5 Hrs.** CE certificates will be mailed out within 3-4 weeks following the receipt of the completed Evaluation/CE Request Form.



Physicians This activity has been planned and implemented in accordance with the Essentials and Standards of the Iowa Medical Society through the joint sponsorship of Iowa Health-Des Moines (Methodist & Lutheran/Blank Children's) and the Iowa Pharmacy Association. Iowa Health-Des Moines (Methodist & Lutheran/Blank Children's) is accredited by the Iowa Medical Society to provide continuing medical education for physicians.



Iowa Health-Des Moines (Methodist & Lutheran/Blank Children's) designates this educational activity for a maximum of 5.50 category 1 credits toward the AMA Physician's Recognition Award™. Each physician should claim only those credits that he/she actually spent in the activity.



Osteopathic Physicians The American Osteopathic Association (AOA) will recognize the program for 5.5 hours of Category 2-B continuing education credit for this offering.

Nursing Nurses can be awarded 0.66 CEU or 6.6 contact hours from the Iowa Board of Nursing Provider #17. No partial credit will be given.

Dentists The Iowa Board of Dental Examiners has awarded six(6) continuing education credit hours for this conference and is approved for all dental professions including dentists, dentist hygienists and dental assistants.

Disclosure Policy - Speakers will disclose to attendees the nature of any significant financial relationships they have with the commercial firms providing support, as well as the commercial manufacturers of products and/or the providers of services discussed in their presentations. They will also disclose if any pharmaceuticals or medical procedures and devices discussed are investigational or unapproved for use by the U.S. Food and Drug Administration (FDA).



Program Objectives

Upon successful completion of this program, participants should be able to:

- Define the public health problem of low health literacy according to the National Academies of Science
- Describe the magnitude of low health literacy and associated consequences on patient's health status
- Discuss the impact of low health literacy on healthcare costs for patients and the healthcare system
- Compare and contrast methods of formally assessing your patients health literacy
- Describe patient perspectives of the healthcare system from those who struggle with low literacy and low health literacy
- Differentiate between successful interactions and failed communication between healthcare providers and patients
- Identify verbal and non-verbal signs from patients that may indicate they don't understand what healthcare providers are telling them
- Implement techniques to advocate for patients struggling with low health literacy
- Describe health literacy as a conflict between complying with government regulations and communicating clearly with patients
- Discuss potential legal challenges associated with health literacy
- Discuss potential liability issues associated with health literacy

- List examples of court cases as a result of health literacy concerns
- Discuss daily challenges encountered by healthcare providers from their patients with low health literacy
- Describe techniques utilized by healthcare professionals in their practice to overcome barriers presented by patients with low health literacy
- Identify opportunities for collaboration with other healthcare providers in their community to effectively enhance healthcare outcomes of mutual patients
- Discuss ways to increase awareness of low health literacy by patients and healthcare providers
- Describe how cultural beliefs play a role in a patient's attitude toward healthcare
- Discuss common healthcare beliefs as they relate to culture, faith, and language differences most encountered in Iowa
- Identify cultural, faith-based and/or language barriers most encountered in their practice
- Formulate a plan to address cultural, faith or language barriers in their patients
- Identify local resources to assist them in adequately addressing low health literacy in their patients
- Discuss how they will work together with patients and other healthcare providers to minimize the negative impact of low health literacy on the quality of patient care they provide
- Develop a risk management plan within their healthcare practice to avoid legal issues regarding health literacy

