

New Directions in Health Literacy

American College of Physicians Foundation
Co-Sponsored by the Institute of Medicine
National Academy of Sciences Building
2100 C St. NW, Washington, DC 20001
November 19, 2008

Great Hall

8:30 AM **Registration and Continental Breakfast**
Photo ID is required

Auditorium

9:00 AM **Introductions and Opening Remarks**
Harold J. Fallon, MD, MACP
Chair, ACP Foundation Conference Planning Sub-Committee
Former Home Secretary
Institute of Medicine

9:10 AM **Keynote: The Importance of Health Literacy in Achieving National Goals for Health Care Quality**
Janet Corrigan, PhD, MBA
President and CEO
The National Quality Forum

9:30 AM **Panel Presentations on Health Literacy Research**

A RCT to Reduce Cardiopulmonary Re-hospitalizations
Brian W. Jack, MD
Associate Professor/Vice Chair of Academic Affairs
Boston University

Focus on the *Function* in Functional health Literacy
Sandra Smith, MPH, CHES
Health Education Specialist, Principal Investigator
University of Washington, School of Public Health & Community Medicine

Home Safety Literacy Project
Angela Mickalide, PhD, CHES
Director of Education and Outreach
Home Safety Council

Agenda (Continued)

10:10 AM Q&A

10:30 AM Break

Workshop Rooms will be assigned

11:00 AM Four Workshops

A. Health Literacy: The Intersection Between the Skills of Individuals and the Demands of Health Systems

*Moderated by Rima E. Rudd, ScD
Senior Lecturer on Society, Human
& Health Development
Harvard School of Public Health*

*Elyse Barbell
Executive Director
Literacy Assistance Center
New York, New York*

Objectives

- AM Session: Building Health Literacy Skills
- Describe average literacy skills of the US adult population
- Delineate literacy skills needed for health activities
- Describe health literacy skills building approach (study circles)

- PM Session: Reducing Literacy Related Barriers
- Define and describe a 'literacy environment'
- Identify literacy skills needed to access and navigate hospital and health care settings
- Identify navigation barriers
- Describe three components of a literacy friendly environment
- Describe ameliorative action

B. System Redesign to Provide Health Literacy Sensitive Clinical Care

*Moderated by Darren DeWalt, MD, MPH
Assistant Professor of Medicine
University of North Carolina*

*Robb Malone, PharmD, CDE, CPP
Assistant Professor of Medicine
University of North Carolina*

Objectives

- Address health literacy demands of the clinical setting
- Address how to assess your clinical setting
- Provide practical solutions that will improve your practice
- Provide strategies to train your practice team

Agenda (Continued)

C. The Impact of Health Literacy on Health Care Quality

*Moderated by Bernard M. Rosof, MD, MACP
Chairman, Physician Consortium for
Performance Improvement
American Medical Association*

*George J. Isham, MD, MS
Medical Director, Chief Health Officer
HealthPartners, Inc.*

Objectives:

- Understand how health literacy relates to healthcare quality
- Learn how to improve healthcare quality by improving health literacy

Panel Presenters:

- **Mary Catherine Beach, MD, MPH**
*Assistant Professor, Medicine and Health, Behavior and Society
Johns Hopkins University School of Medicine, Bloomberg School of Public Health*
- **Laurie Francis, MPH**
*Chief Executive Officer
Community Health Partners, Inc.*
- **Cheryl Knapp, RN, MBA**
*Vice President, Quality & Safety
Bronson Methodist Hospital*
- **Michael P. Pignone, MD, MPH**
*Associate Professor of Medicine
University of North Carolina - Chapel Hill*
- **Thomas D. Sequist, MD, MPH**
*Assistant Professor of Medicine and Health Care Policy
Harvard Medical School Department of Health Care Policy*

Agenda (Continued)

D. Medication Label Improvement: An Issue at the Intersection of Health Literacy and Patient Safety

*Moderated by Ruth M. Parker, MD, FACP
Professor of Medicine
Emory University School of Medicine*

*William H. Shrank, MD, MSHS
Instructor, Division of
Pharmacoepidemiology and
Pharmacoeconomics
Brigham and Women's Hospital*

Objectives:

- Present the existing evidence about the challenges patients face when reading prescription drug labels
- Present current research initiatives focusing on the effects of improved labeling on medication use
- Discuss existing policy initiatives and potential directions for policy development to improve labeling
- Discuss with stakeholders identifying a path for policy change to implement standards for drug labels

Panel Presenters:

- **Cindy Brach, MPP**
*Senior Health Policy Researcher
Agency for Healthcare Research and Quality*
- **Daniel S. Budnitz, MD**
*Medical Officer, Division of Healthcare Quality Promotion
Centers for Disease Control and Prevention*
- **Ramon Castellblanch, PhD**
*Chapter President, California Faculty, Association and Associate Professor
Health Education San Francisco State*
- **Diane D. Cousins, RPh**
*Vice President
US Pharmacopeia Standards Division
Department of Healthcare Quality & Information*
- **Terry Davis, PhD**
*Professor of Medicine & Pediatrics
Louisiana State University, School of Medicine*
- **Nancy M. Ostrove, PhD**
*Director for Risk Communication in the Office of Planning, Commissioner's Office
Food and Drug Administration*
- **Professor D.K. Theo Raynor**
*Professor of Pharmacy Practice at the University of Leeds
Executive Chairman of Luto Research Ltd.*
- **Michael S. Wolf, PhD, MPH**
*Assistant Professor and Director, Health Literacy and Learning Program
Northwestern University – Institute for Healthcare Studies*

Agenda (Continued)

Great Hall

12:15 PM **Lunch**

Auditorium

1:15 PM **Continuation of Workshops**

2:30 PM **Keynote: Pathways to Consumer Engagement**

*Karen Ignagni, MBA
President and CEO
America's Health Insurance Plans*

2:50 PM **Q&A**

3:00 PM **Closing Remarks**

*Harold J. Fallon, MD, MACP
Chair, ACP Foundation Conference Planning Sub-Committee
Former Home Secretary
Institute of Medicine*

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