

# HCEA 2021 | SEPTEMBER 22-24

Agility: Rapid Changes in Patient Education



## 2021 PROGRAM

SUBJECT TO CHANGE

### WEDNESDAY, SEPTEMBER 22

All times are in Eastern Time

10:45 a.m.-11:00 a.m.

#### Welcome Remarks

Gary Ashwal, HCEA President  
Korinne Callihan, MSN, RN, HCEA 2021 Conference  
Planning Committee Chair

11:00 a.m.-12:00 p.m.

#### Communication: Everybody's Doin' It (a highly-interactive workshop)

David Westerlund, Be Present Discover Joy

12:00 p.m.-12:45 p.m.

#### Bridging the Communication Gap: A Youth-Driven Intervention to Improve Adolescent Patient-Provider Communication

Angela Gelatt, MPH, PATCH (Providers and Teens  
Communicating for Health)  
Harper Rees, PATCH Teen Educator

12:45 p.m.-1:45 p.m.

#### Lunch Break

1:00 p.m.-1:30 p.m. (During lunch break)

#### Open Discussion Time

1:45 p.m.-2:30 p.m.

#### Creating Meaningful Documents Out of Complex Materials: A Patient Education Team's Role During the Pandemic

Margaret Sturdivant, MSN, RN, CPPS, Jen Massengill, MSN,  
RN, CNML, Mary Susan Moss, MA, BSN, RN, OCN and Chuck  
Rodgers, Duke University Health System

2:30 p.m.-3:15 p.m.

#### Expanding Inclusive Language in Patient Education for Transgender and Gender Diverse Patients and Families

Brett Niessen, MPH, Seattle Children's Hospital

3:15 p.m.-3:30 p.m.

#### Break

3:30 p.m.-4:15 p.m.

#### Improvement in Heart Failure Self-Care and Reduction in Patient Hospital Readmissions with Caregiver Education: A Randomized Controlled Trial

Linda Clements, PhD, APRN, CCNS, University of Kentucky

4:15 p.m.-5:00 p.m.

#### Welcome Reception / Networking Event

### THURSDAY, SEPTEMBER 23

All times are in Eastern Time

11:00 a.m.-11:45 a.m.

#### Becoming a Health Literate Organization – A Journey

Tom Bauer, MBA, RT (R) and Michele Heacox, MS, RN,  
Johns Hopkins Medicine

11:45 a.m.-12:45 p.m.

#### Poster Session

12:45 p.m.-1:45 p.m.

#### Lunch Break

1:00 p.m.-1:15 p.m.

#### TheWellnessNetwork Presentation

1:15 p.m.-1:30 p.m.

#### Mytonomy Presentation

1:45 p.m.-2:30 p.m.

#### Establishing a Health Education / Promotion Program within a Healthcare System

Souheila Ali Hassan, MSc, MCHES, CPHQ, CMQ, Abu Dhabi  
Health Services - SEHA

2:30 p.m.-3:15 p.m.

#### Leveraging Digital Patient Education to Impact Vascular Access Device Readmission Rates

Heather Todd, MSN, RNC-MNN, Guadalupe Ordaz-Nielsen,  
BSN, RN, VA-BC, Lizette Bolanos, BSN, RN and Laura Paton,  
MSHC, Rush University Medical Center

3:15 p.m.-3:30 p.m.

#### Break

# 2021 PROGRAM

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3:30 p.m.-4:30 p.m.

## *The Science and Art of Patient Education*

Fran London, MS, RN, Phoenix Children's Hospital

## FRIDAY, SEPTEMBER 24

*All times are in Eastern Time*

11:00 a.m.-12:00 p.m.

## **HCEA Updates and Networking**

*All members and non-members are welcome to attend.*

12:00 p.m.-12:45 p.m.

## *Improving Quality and Patient Experience with Patient Education Data*

Vicki Maisonneuve, MSN, RN, CRRN, Parkview Health  
Marta Slyvia, MPH, Healthwise

12:45 p.m.-1:45 p.m.

## **Lunch Break**

1:00 p.m.-1:30 p.m. (During lunch break)

## **Open Discussion Time**

1:45 p.m.-2:30 p.m.

## *Reclaiming the Space Between Visits: The Benefits of ePrescribing Patient Education*

Geri Baumbblatt, MA, Docola  
Mistey Patterson, BSN, RN, CBN, Wise Health System  
Bobbie Lou Price, RN, MSN, CBN, Physicians East

2:30 p.m.-3:15 p.m.

## *Putting in Action: HCEA Patient Education Practice Guidelines for Health Care Professionals*

Carolyn Cutilli, PhD, RN, NPD-BC, Penn Medicine and American International College  
Sarah Christensen, MA, The University of Texas MD Anderson Cancer Center

3:15 p.m.-3:30 p.m.

## **Break**

3:30 p.m.-4:30 p.m.

## *The Other Side of the Bed: Family Experiences and Perspectives on Health Education*

Darcel Jackson  
Dr. Rebecca Krall  
Austin Lee

4:30 p.m.-4:45 p.m.

## **Closing Remarks**

## POSTER SESSION

POSTER 1

### *Assessing the Health Literacy Environment to Become a More Health Literate Organization*

Sarah Stempski, MPH, MCHES

POSTER 2

### *Show, Don't Just Tell: Using Screencasts in Heart Failure Education*

Ruti Volk, MSI, AHIP  
Karelyn Munro, BA  
Amy Hyde, MILS  
Bethany Lee-Lehner, RN, MSN

POSTER 3

### *Video-Led Asthma Education*

Nikki Taylor, DNP, RN, CPN

POSTER 4

### *A Whole-system Approach to Health Literacy*

Kristine Taylor, DNP, MPH, RN, CENP  
Jenny Shaffer, DNP, RN  
Karen Wayman, PhD  
Rachel Kozkowski

POSTER 5

### *Do You Understand?: A Redesign of Patient/Family Educational Material Review*

Jenny Shaffer, DNP, RN  
Kristine Taylor, DNP, MPH, RN, CENP

## CONTINUING EDUCATION

The HCEA 2021 Virtual Conference will offer CHES and Nursing Contact Hours. Attendees can sign up to receive these continuing education credits during registration. HCEA offers these free of charge to attendees. If you registered and didn't select that you would like the credits, please email [HCEAadmin@hcea-info.org](mailto:HCEAadmin@hcea-info.org).

Applicants must complete the online CE reporting form and any required post-tests to receive this continuing education credit.

**CHES/ MCHES:** Approved for a total of 9.5 entry-level CECH and 9.5 advanced-level CECH.

### **CNE Statement:**

Provider offering number: 4-0013-12-22-021. Expires December 31, 2022.

This offering is approved by the Kentucky Board of Nursing for 11.4 continuing education contact hours. To receive continuing education credit, participants must provide professional license number, attend the entire session and complete an evaluation; failure to complete will forfeit any CE contact hours. This program is offered at a cost of \$99. Target Audience: Multidisciplinary health care educators. For questions or additional information, contact [Korinne.callihan@uky.edu](mailto:Korinne.callihan@uky.edu).

## Thank you HCEA Sponsors!

### PLATINUM



### GOLD

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### SILVER



*Health literacy plays a vital role in health education.*

## Save the Date

**2022 Wisconsin Health Literacy Summit  
at The Edgewater - Madison, WI**

Embracing Health Literacy in the New Normal:  
*Digital Communications, Telehealth,  
Health Insurance, and Health Equity*

**April 4 - 6, 2022**



wisconsin  
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# Patients want a different experience.

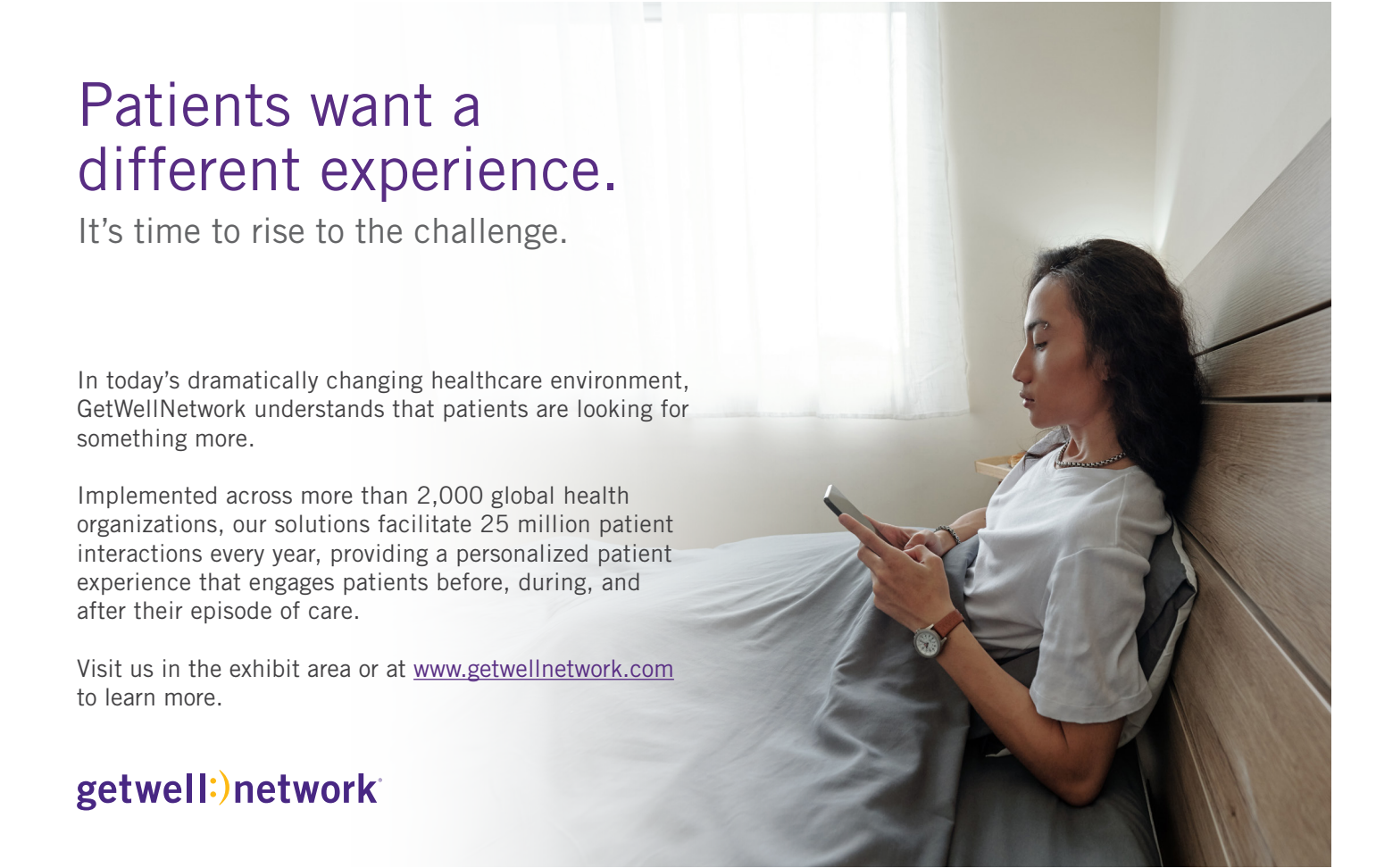
It's time to rise to the challenge.

In today's dramatically changing healthcare environment, GetWellNetwork understands that patients are looking for something more.

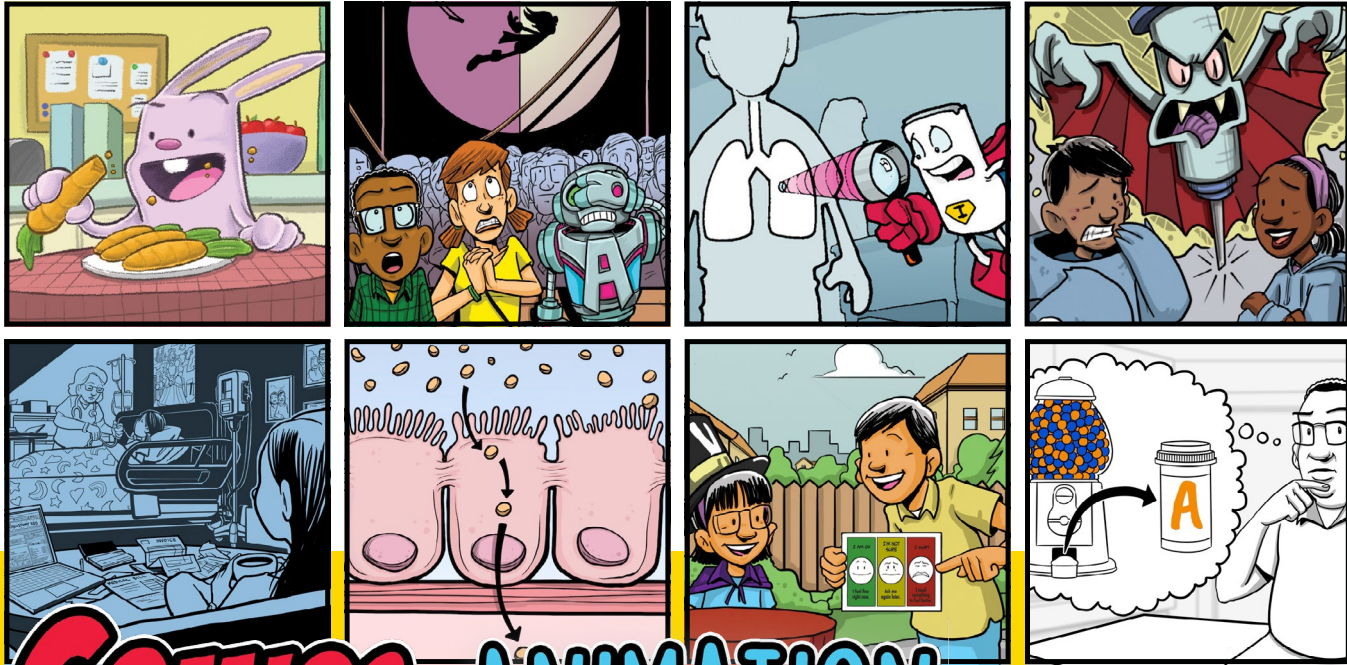
Implemented across more than 2,000 global health organizations, our solutions facilitate 25 million patient interactions every year, providing a personalized patient experience that engages patients before, during, and after their episode of care.

Visit us in the exhibit area or at [www.getwellnetwork.com](http://www.getwellnetwork.com) to learn more.

**getwell:)network**



A woman with long dark hair is lying in a hospital bed, propped up against a wooden headboard. She is wearing a white hospital gown and a watch on her left wrist. She is holding a smartphone in both hands and looking at the screen. The room has a window with white curtains in the background.



The comic grid contains the following panels:

- Panel 1: A pink rabbit-like character with a large carrot on its head is sitting at a table with a plate of food.
- Panel 2: A group of people, including a boy and a girl, are looking at a robot with a large letter 'A' on its chest.
- Panel 3: A person is holding a large, colorful, cone-shaped object that looks like a medical device.
- Panel 4: A large, blue, tentacle-like creature is holding a person's head.
- Panel 5: A person is sitting at a desk in a hospital setting, looking at a computer screen.
- Panel 6: A close-up of a person's mouth with a large, colorful, cone-shaped object inside.
- Panel 7: A person is holding a box of medicine with a large letter 'A' on it.
- Panel 8: A person is holding a large, colorful, cone-shaped object that looks like a medical device.

# COMICS + ANIMATION

Booster Shot Media explains complex health topics with stories, characters, and visual metaphors for people of all ages.

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media

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**The Wellness Network**