



HCEA 2021 | SEPTEMBER 22-24

Agility: Rapid Changes in Patient Education

Dear Health Care Education Colleagues,

It is with great pleasure that we welcome you to our 17th Health Care Education Conference. This year's theme is "Agility: Rapid Changes in Patient Education", focusing on engagement, collaboration and communication to create a responsive plan in patient education for times of uncertainty in health care. Use this time to learn what others are doing, reflect on best practices, and continue networking with fellow educators.

HCEA is a learning community of professionals from a multitude of backgrounds and work settings, committed to improving health care education in organizations through excellence. We welcome our members back, while inviting our guests to consider joining HCEA. We are excited to provide you with an opportunity to hear from some of the leaders in healthcare education. We have also integrated several opportunities for networking with your peers, always a valued added element to the HCEA conference.

We also hope you will enjoy your time together and come away from the conference with a few new colleagues, fresh ideas and a renewed energy for your work. If you have any questions or comments, please feel free to reach out to, Jess Retzlaff, HCEA Executive Director or Gary Ashwal, HCEA President.

Thank you for joining us in our virtual environment! Enjoy the conference!

Korinne Callihan 2021 HCEA Conference Chair & HCEA Board Member

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

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

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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 Baumblatt, 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.

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.

Thank you HCEA Sponsors!

PLATINUM



GOLD



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



Patients want a different experience.

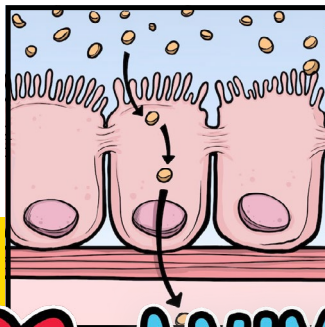
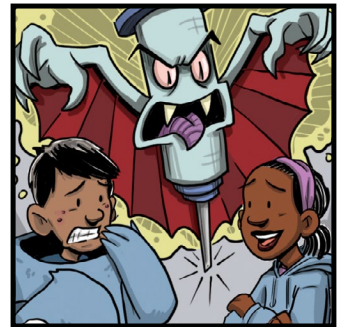
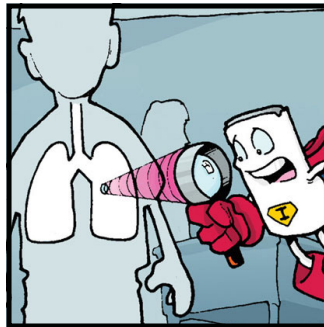
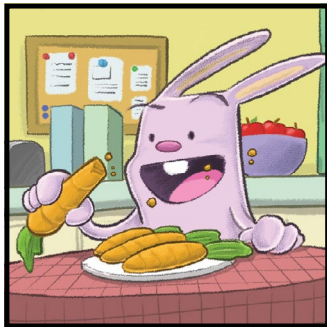
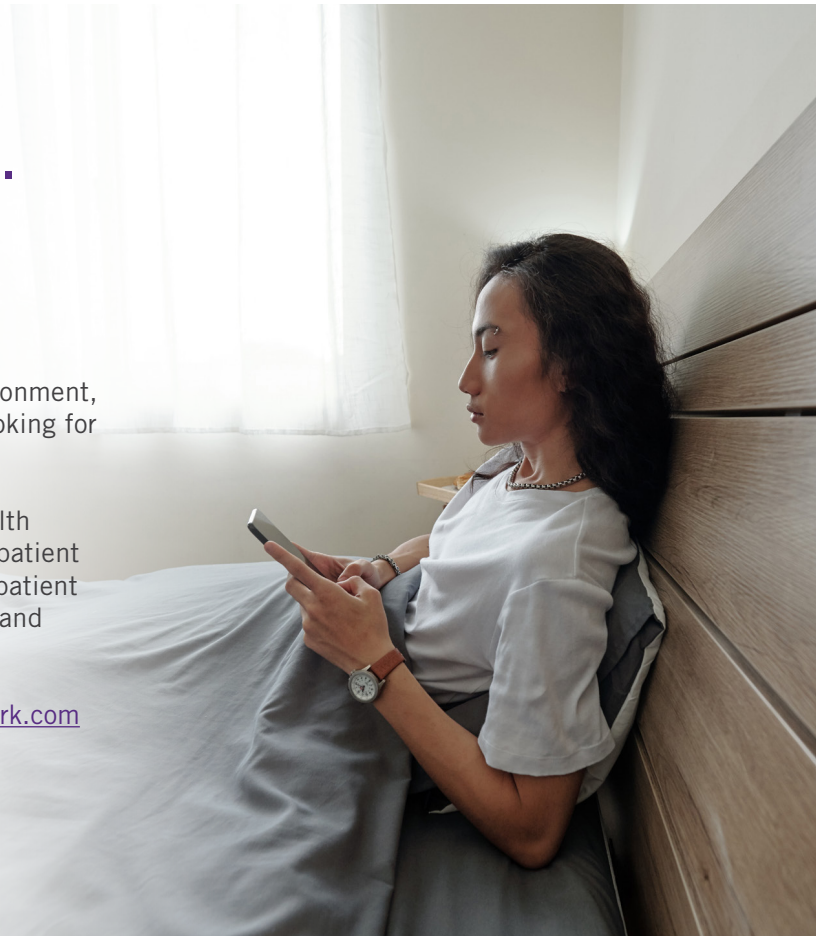
It's time to rise to the challenge.

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 to learn more.

getwell:)network



COMICS + ANIMATION

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



www.BoosterShotMedia.com



Improve efficiencies and outcomes with a comprehensive patient education and engagement solution.

Connect with us online at the HCEA annual conference to learn more!

[Preview our Education >>](#)



Clear Communication Matters

Let the expert staff at the **UAMS Center for Health Literacy** make your health information easy to understand. Upload your written health information to **PlainPages.org**.

Services

- Plain language and readability assessments
- Plain language editing
- Spanish language services
- Field testing
- Training



Delivering clear health information leads to...



Improved satisfaction, engagement, and application of health education, resulting in...



Better health outcomes, more appropriate use of services, and lower healthcare costs.

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Center for Health Literacy