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Translation • Health Literacy • Access • Satisfaction • Inclusion • Intervention



MAKING THE CONNECTION:

Patient Education Improves Quality and Outcomes

September 27-29, 2023

Strategy • Buy-in • Return of Investment • Metrics • Diversity • Plain language
Health Disparities/Equity • Translation • Health Literacy • Access

Welcome!

The Health Care Education Association (HCEA) welcomes you to the 2023 virtual conference, **Making the Connection: Patient Education Improves Quality and Outcomes**. This conference is for YOU! For you to strategize, share, learn, reinforce, and expand your patient education tool kit. These best practice tips and resources are all available for YOU! The HCEA conference planning committee has dedicated many hours and energy to carefully choose speakers and sponsors to assist YOU in enhancing your practice for better quality outcomes. We want YOU to continue to be the change agent in your community as YOU provide valuable, equitable, safe and quality care to patients and families in the community YOU serve. Thank you for choosing to spend this time with us in whatever capacity as YOU make a difference in the lives of people YOU care about and for.

“The whole purpose of education is to turn mirrors into windows.” —Sydney J. Harris

Respectfully,
Ms. Wayne Neal MAT, BSN, RN-PDC
HCEA Conference Chair and Board Member

2023 Program

All Times are in Eastern Time • Program Subject To Change

Wednesday, September 27

10:30 a.m.-10:45 a.m.

Welcome Remarks

Erica E. Ailes, BSN, RN, CPN, HCEA President

Wayne Neal, MAT, BSN, RN, NPD-BC, 2023 Conference Planning Committee Chair



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

Opening Keynote:

Empathy Amplified: Transforming Healthcare through Compassionate Connections

Karen Komondor, RN, BSN, CCRN

Founder, President Health Literacy 360, LLC

11:50 a.m.-12:35 p.m.

Session 1.1

A PERS-cription for Success in Patient Education

Amanda Joie, MSN, RN, CV-BC, NPD-BC, ChristianaCare

Session 1.2

Innovative Interprofessional Health Literacy Training: Integrating EBP, Patient Experience and Simulation

Carolyn Cutilli, PhD, RN, NPD-BC, Penn Medicine

Haley Fuller, MA, CHES, Penn Medicine

Robert Goodman, BA, MBA, Penn Medicine

Denise LaMarra, MS, CHSE, Penn Medicine

12:35 p.m.-12:45 p.m.

Break

12:45 p.m.-1:30 p.m.

Lunch Break

Vendor Presentations

12:45 p.m.-1:00 p.m. - Healthwise

1:05 p.m.-1:20 p.m. - Mytonomy

1:30 p.m.-2:00 p.m.

Poster Session 1

Putting Patient Education on the Strategic Roadmap

Erica E. Ailes, BSN, RN, CPN

Improvement By Design: An Education Platform that Supports Nurses and Empowers Patients

Julie L. Classen, MSN, RN, AVP

Seema Kumar, MD, MPP

Establishing Standards of Practice for Patient and Family Education

Laura Rohde, BSN, RN, CPN

Cheryl Fonseca, BSN, RN, CPN

Wednesday, September 27 (Continued)

2:05 p.m.-2:50 p.m.

Session 2.1

Shift Happens! Using Data to Drive Education & Improvement

Shobha Iyer, Children's Healthcare of Atlanta

Claire Doughtie, CCLS, Children's Healthcare of Atlanta

Session 2.2

Patient Education: Strategies to Improve Outcomes

Connie Feiler, MSN, RN, Healthwise

Ethan Hughes, MPH, Healthwise

Kristen Callaghan, MSN, RN, MED-SURG-BC, NPD-BC,

CUA, ChristianaCare

2:50 p.m.-3:00 p.m.

Break

3:00 p.m.-3:45 p.m.

Session 3.1

Designing a Digital Solution to Manage Custom Patient Education Materials

Katherine Leath, MPH, MA, University of Arkansas for Medical Sciences

Sarah Travis, BS, University of Arkansas for Medical Sciences

Session 3.2

Shared Decision Making: Leveraging Digital Patient Education Platforms to Improve Patient Activation & Adherence

Seema P. Kumar, MD, MPP, Mytonomy

Julie Classen, MSN, RN, AVP, Mytonomy

3:50 p.m. p.m.-4:20 p.m.

2023 Benchmark Survey of Healthcare Institutions on Patient Education

Sue McWilliams, DNP, RN

Heather Todd, MSN, RNC-MNN

4:20 p.m. p.m.-4:30 p.m.

Closing Remarks and Daily Drawing

Wayne Neal, MAT, BSN, RN, NPD-BC

Thursday, September 28

10:30 a.m.-10:45 a.m.

Welcome

Wayne Neal, MAT, BSN, RN, NPD-BC



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

Appreciative Inquiry: A Strategy for Providing Effective Patient Education

Karen Stefaniak, RN, PhD

11:50 a.m.-12:35 p.m.

Session 4.1

Patient Education Internship Program: Academic Partnership to Expand Our Reach

LaTangee D. Dickens, PhD, ECU Health

Session 4.2

Implementation of Education Workshops to Enhance Educator Competencies for an Interprofessional Healthcare Team

Ben Lee, RT(T), BSc, BTEch, MHA, Provincial Health Services Authority

Cecilia Kim, RT(T), BSc, BTEch, MPH, Provincial Health Services Authority

Siwon Kim, MSN, RN, Provincial Health Services Authority

12:35 p.m.-12:45 p.m.

Break

12:45 p.m.-1:30 p.m.

Lunch Break

Vendor Presentations

12:45 p.m.-1:00 p.m. - *Krames by WebMD Ignite*

1:05 p.m.-1:20 p.m. - *Wolters Kluwer*

1:30 p.m.-2:00 p.m.

Poster Session 2

Nursing Administration Activities on Patient Education

Saija Inkeroinen, MHSc, BHSc, PHN, RN

How to Accurately Evaluate and Act on Learner Preferences in Patient Education

Sarah Stempski, MPH, MCHES

Megan Woltring, MS

Why Medline Plus?

Fran Rice, MHSA, MSLIS, AHIP-Distinguished, CPS

Dana Abbey, MLS, AHIP

Thursday, September 28 (Continued)

2:05 p.m.-2:50 p.m.

Session 5.1

Leveraging Mobile Microlearning to Deliver a Better Patient Experience

Timothy Gibbons, Mercy One/Mason City Clinic

Erick Prospero, CEO Ninjatropic

Session 5.2

Beyond the AVS: Implementing an Education Utilization Improvement Initiative

Liza Cooper, LMSW, Sala Institute of Child and Family Centered Care at Hassenfield Children's Hospital at NYU Langone Health

2:50 p.m.-3:00 p.m.

Break

3:00 p.m.-3:45 p.m.

Session 6.1

Using Backwards Design to Reshape a Group Family-Centered Healthy Lifestyles Program for Virtual Delivery

Ben Lee, RT(T), BSc, BTEch, MHA, Provincial Health Services Authority

Cecilia Kim, RT(T), BSc, BTEch, MPH, Provincial Health Services Authority

Madelaine Gierc, MPH, PhD (Kin), PhD (Pscyh), Provincial Health Services

Session 6.2

Health Literacy Awareness: Teaching Pediatric Nurses through Partnering with Parents

Asia Reed-Briggs, MSN, RN, CPN, Childrens National Hospital

Wayne Neal, MAT, BSN, RN, NPD-BC, Childrens National Hospital

Darcel Jackson

3:50 p.m.-4:35 p.m.

Patient/Parent Panel: The Power of Patient/Family Voice in Driving Change

Michele Anderson

Katie Darcy

TjaMeika Davenport

4:35 p.m.-4:45 p.m.

Closing Remarks and Daily Drawing

Wayne Neal, MAT, BSN, RN, NPD-BC

Friday, September 29

10:30 a.m.-10:45 a.m.

Welcome Remarks

Wayne Neal, MAT, BSN, RN, NPD-BC

10:45 a.m.-11:30 a.m.

Session 7.1

Making Sense of Numbers

E. Bailey Sterling, MSIS, Network of the National Library of Medicine, Region 3

Session 7.2

Outdoor Classrooms: Living Learning Labs for Better Health

Tammy Thompson, EdD, CPXP, EDAC, RA, RID, ECU Health

11:35 a.m.-12:20 p.m.

Session 8.1

Telling Stories: MLMS / My Life My Story

Reshma Ahmed, RN, BSN, PhD, BVSc, AH, Veterans Health

Session 8.2

HCEA Patient Education Guidelines: Dissemination and Application 2023

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

Friday, September 29 (Continued)

12:25 p.m.-12:55 p.m.

Poster Session 3

ED Patient Journal: Setting and Managing Expectations in the Emergency Department

Tammy Thompson, EdD, CPXP, EDAC, RA, RID, ECU Health

Dorothea Handron, EdD Nursing, APRN

Mary Foreman

Brenda Emory, MBA, RN, BSN

Determining Pre and Post-Intervention Patient Education Resource Utilization Rates on a Medical-Surgical Unit

Taylor L. Steele, DNP, RN, CPN

Pamela LaBorde, DNP, APRN, CCNS

Emily Taylor, Med

Alison Caballero, MPH, CHES

Perioperative Education for Ambulatory Hand Surgery Patients: Design and Evaluation of a Structured Web-Based Patient Education Platform

Mariella Seel

12:55 p.m.-1:05 p.m.

Virtual Drawing

1:05 p.m.-1:15 p.m.

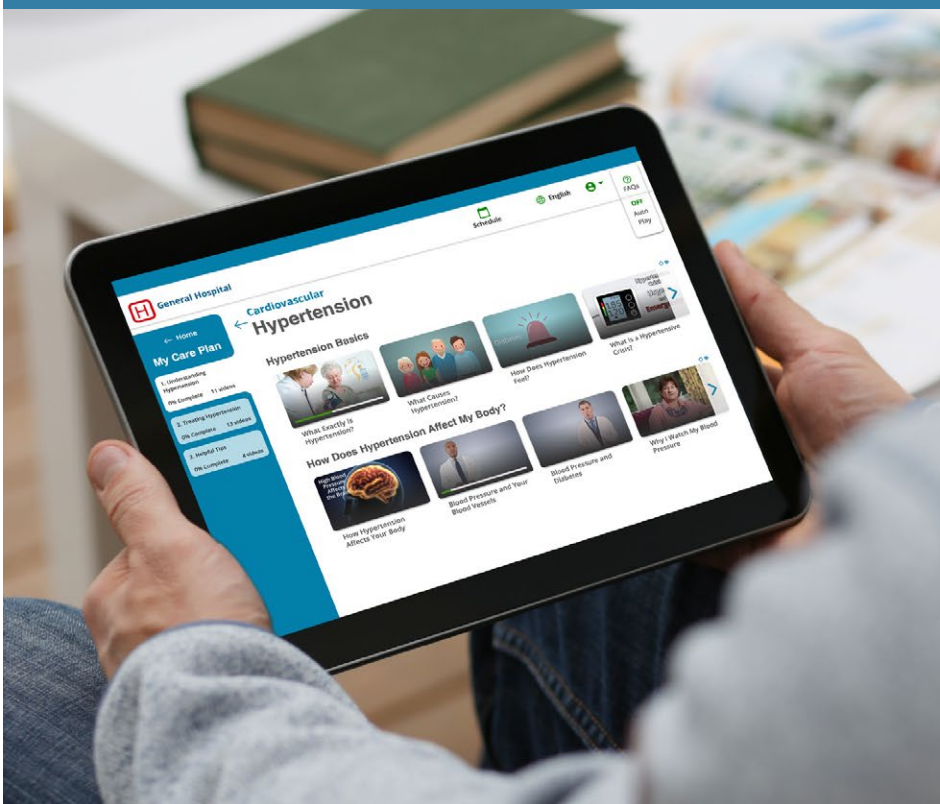
Closing and Wrap Up

Erica E. Ailes, BSN, RN, CPN, HCEA President

Wayne Neal, MAT, BSN, RN, NPD-BC

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PATIENT EDUCATION WITH PURPOSE

Don't miss our learning sessions at the show:

"Patient Education: Strategies to Improve Outcomes"

Connie Feiler, MSN, RN, Healthwise

Ethan Hughes, MPH, Healthwise

Kristen Callaghan, MSN, RN, MED-SURG-BC, NPD-BC, CUA, ChristianaCare

Wednesday, September 27th | 2:00 - 2:45 p.m.

"Evolving Patient Education to Support Health Equity: Healthwise's Mindful Approach"

Sandy Jocoy, RN, Healthwise

Wednesday, September 27th, | 12:45 - 1:30 p.m.



Join us for a special webinar

Anatomy of an Emmi Program: The Craft Behind Patient Engagement

Eve Atri, Editorial Director, will showcase how Emmi employs empathetic content, art and voice to build lasting engagement for health consumers.

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Improving Health Literacy One Word at a Time™

HCEA is excited to offer printed and bound versions of our **Patient Education Practice Guidelines for Health Care Professionals** at a cost of \$20 to conference attendees only.

Patient Education Practice Guidelines

for Health Care Professionals

 Health Care
Education Association

The Guidelines were developed by the Health Care Education Association to provide concise direction for health care professionals. Patient education is defined as “A process of assisting consumers of health care to learn how to incorporate health related behaviors (knowledge, skill, attitude) into everyday life with the purpose of achieving the goal of optimal health” (Bastable, 2017, p. 542). Over 10,000 articles and resources were reviewed to identify evidence-based practice for patient education develop the Guidelines.

hcea-info.org/purchase-guidelines