

HCEA Conference 2025



Keynote

Janet Ohene-Frempong



Education in the Digital Age and Beyond: Empowering Patients and Families

September 29 - 30

Philadelphia, PA



Health Care Education Association
2025 Conference
Philadelphia Sept 29 – 30, 2025

Conference Program

09.29.2025 | 7:30 AM - 5:00 PM

7:30AM – 8:15 AM: Registration and Continental Breakfast

8:15 AM – 8:30 AM: Welcome and Opening Remarks

8:30AM – 9:30 AM: Keynote

Overcoming Barriers to Digital Health Communication: Hard Copies for Hard Times

Janet Ohene-Frempong, MS, J.O. Frempong & Associates

9:30 AM – 10:30 AM: Podium Presentation

The Golden Era of Patient Education: Bridging the Gap Between Digital Learning Preferences and Healthcare

Tom Bauer, Executive Director of Patient & Family Education, John Hopkins Health System

10:30 AM – 10:45 AM: Morning Break

10:45 AM – 11:15 AM: Poster Presentations

Think Outside the Box: Health Literacy Techniques for the Non-Traditional Communication Tool

Lara Miskevich, MS, CHES, Patient Education Specialist, Becca Austin, MA, ATC Angela Murphy MEd, RN, CHES Henry Ford Health, Ann Arbor, MI

Custom Patient Education: The Promise and the Peril

Melissa Oliveras, MS, FNP, RN and Rebecca Borjas, MS, RN
Patient and Family Education Coordinators

11:15 AM – 12:15 PM: Podium Presentation

Creating a 1:1 Digital Learning Environment

Alidad Ghiassi, Chief Medical Officer, HIA Technologies, La Crescenta CA

*All presentations will be in the main ballroom except for lunch and breaks

MONDAY



Conference Program

09.29.2025 | 7:30 AM - 5:00 PM

12:15 PM – 1:15 PM: Networking Lunch/Vendor Presentations

1:15 PM – 2:15 PM: Keynote Presentation

Identifying Priorities: Benchmarking Healthcare Education Across Systems and Institutions in a Rapidly Evolving Landscape

Michelle Bass, PhD, MSI, AHIP-D, PennMedicine, Heather Todd, MSN, RNC-MNN, Director of Patient Education & Clinical Effectiveness, Mytonomy and Connie Feiler, MSN, RN Nursing Consultant, Wolters Kluwer

2:15 PM – 3:15 PM: Podium Presentation

We Asked AI to Help with Patient Education: Here's What Actually Happened

Jessica Begley, Senior Program Manager and Lynn Connolly, Program Manager
Maine Health, Portland ME

3:15 PM – 3:30 PM: Afternoon Break

3:30 PM – 4:00 PM: Poster Presentations

Updating Consent Forms: Leveraging Health Literacy Best Practices to Improve Patient Understanding While Maintaining Patient Rights.

Becca Austin, MA, ATC, Patient Education Specialist, Angela Murphy, MEd, RN, CHES Manager of Organizational Health Literacy and Patient Education and Lara Miskevich, MS, CHES, Patient Education Specialist. Henry Ford Health, Detroit, MI

Libraries and Patient Portal Assistance: Bridging Gaps and Skills and Service

Sydni Abrahamsen, MLS, AHIP, and Melissa Wagner, MLS, Librarian, Mayo Clinic, Phoenix, AZ

4:00 PM – 5:00 PM:

From Paper to Portals: Modernizing Access to Education for Families in the Digital Age

Jeneane Miller, Program Manager, Gina Marchiondo, BSN, BA, RN and Linda Kocent, MSN, RN, NEA-BC, Children's Hospital of Philadelphia



Conference Program

09.30.2025 | 7:30 AM - 4:00 PM

7:30AM – 8:30 AM: Light Breakfast and Business Meeting

8:30 AM – 9:30 AM: Podium Presentation

Enhancing Digital Healthcare Through Language Translation and Media Localization

Heather Todd, MSN, RNC-MNN, Director of Patient Education & Clinical Effectiveness, Mytonomy and Seema Kumar, MD, MPP, Medical Director, Mytonomy

9:30 AM – 10:15 AM: Poster Presentations

What We Learned: Improving Digital Health Education for Older Adults

Lara Miskevich, MS, CHES, Patient Education Specialist, Angela Murphy, MEd, RN, CHES, Becca Austin, MA, ATC Henry Ford Health, Ann Arbor, MI

Click, Scroll, & Learn: Promoting Health Literacy in a Digital World.

Rachel Johnson, Senior Patient Education Specialist, Kathleen A. Hennessey, Senior Patient Education Specialist and Jennie Joa, M.Ed., Senior Patient Education Specialist, Mayo Clinic, Rochester, MN

Addressing the Unique Needs of All Learners During Inpatient Rehabilitation Using High and Low Technology

Danielle Housman, Rehabilitation Educator, Craig H. Neilsen Rehabilitation Hospital, Salt Lake City, Utah

10:15 AM – 10:30 AM: Morning Break

10:30 AM – 11:30 AM: Podium Presentation

Microlearning by Design: How AI Is Reshaping Patient Education Production

Tim Gibbons, Orthopedic Surgeon, Mercy One, Mason City IA and Erick Prospero, CEO of Ninja Tropic eLearning, specializing in microlearning and instructional media.

11:30 AM – 12:30 PM: Podium Presentation

Impacting Patient Safety Through HL and AI

Carolyn Cutilli, PhD, RN, NPD-BC, Patient Education Specialist, Emma Furth MD, Jennifer Secord MSN, RN, CRRN and Laura Simonds PharmD, BCPS, BCIDP, Penn Medicine, Philadelphia, PA

12:30 PM – 1:30 PM: Lunch and Vendor Network

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TUESDAY



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09.30.2025 | 7:30 AM - 4:00 PM

1:30 PM – 2:30 PM: Podium Presentation

Engage to Empower: Innovative Teach-Back Training for Healthcare Teams

Amanda Joie, MSN, RN, NPD-BC, CV-BC, Nursing Professional Development
Specialist for Patient & Family Health Education, Christiana Care, Newark DE

2:30 PM – 3:30 PM: Podium Presentation

The Power of Patient Stories: An Effective, Wholesome and Therapeutic Strategy for Patient Engagement and Better Health Outcomes

Ahmed Reshma, Nurse Educator, VHA, Beaverton, OR

3:30 PM – 4:00 PM: Closing

TUESDAY

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MONDAY, SEPTEMBER 29TH

KEYNOTE SPEAKER



JANET
OHENE-FREMPONG, MS
J O Frempong & Assoc.

Janet Ohene-Frempong

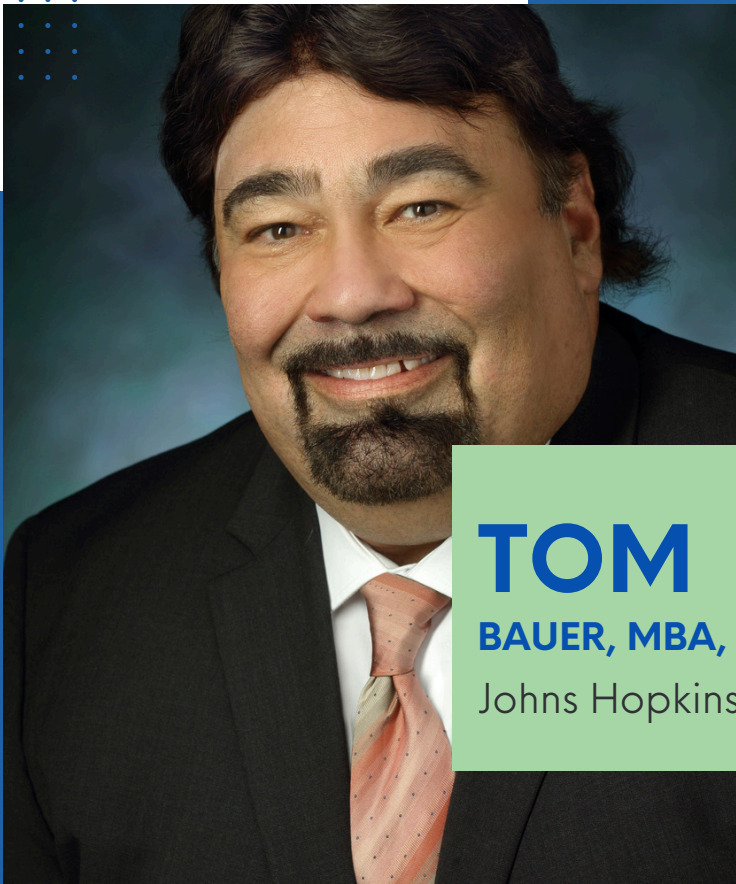
(o-HEN-ee frem-PONG), President of J O Frempong & Associates, Inc., is a plain language and cross-cultural communications consultant with over 25 years of experience in consumer/provider communications.

She has conducted workshops and provided consultation for a wide range of health information, service, and care providers, including: health care systems, government agencies, health insurers, pharmaceutical companies, medical publishers, health and human service agencies and schools of medicine, nursing and allied health. She is often an invited speaker and keynote speaker at national conferences.

Janet is an IHA Strategic Partner for Health Literacy, continuing in her mission to promote health literacy for all – a goal that has intensified as cultural, civic, and even scientific issues have become issues of intense national focus and debate.

MONDAY, SEPTEMBER 29TH

SPEAKER HIGHLIGHT



TOM

BAUER, MBA, (R), (ARRT)

Johns Hopkins Medicine

Tom Bauer, MBA, (R), (ARRT)

Tom Bauer is the Executive Director of Patient Education and Engagement at Johns Hopkins Medicine, with over 20 years of experience advancing patient-centered education.

A nationally recognized leader, Tom has been honored by NASEM, AHRQ, and the VHA for his innovative work in health literacy and patient engagement. He has advised the American Hospital Association and received the Eagle Award for improving health outcomes in North Carolina. Tom's work is grounded in empathy and evidence based practices that driving meaningful change in how patients and families connect with health information.

*Special
Feature*



Sign Up at the Conference to Tour Health Design Lab!

****Space is limited**

[View Their Website](#)

