

# STRIKING A CHORD

**Creating Harmony in Patient Education**

## **Health Care Education Association 2019 Conference Program**

*The Premier Meeting for Patient, Staff and Community Educators  
October 23 - 25, 2019*

*The Inn at Opryland, Nashville, TN*



**Health Care  
Education Association**

Dear Health Care Education Colleagues,

It is with great pleasure that we welcome you to our 16th Health Care Education Conference. This year's theme is "Striking a Chord," focusing on engagement, collaborations, and communication to create harmony in patient education. Use your time to learn what others are doing, reflect on your practice, and establish or refresh relationships with fellow educators.

HCEA is a learning community of professionals, committed to improving health care education in organizations through excellence. We welcome our members and invite our guests to consider joining HCEA, as we represent a multitude of backgrounds and work settings in health care.

We are excited to provide you with an opportunity to hear from some of the leaders in health care education. We have also integrated several opportunities for networking with your peers, always a valued-added element to the HCEA conference.

There has been a dedicated and hardworking group working on constructing practice guidelines for patient education. You will have the opportunity to react to the final draft of their recommendations.

We hope you will enjoy your time in Nashville and come away from the conference with a few new friends, some new ideas, and a renewed energy for your work.

If you have any questions or comments, please feel free to reach out to the planning committee members or the members of our board. Thank you for joining us in Nashville!

Enjoy the conference!

*Korinne Callihan*  
2019 HCEA Conference Chair

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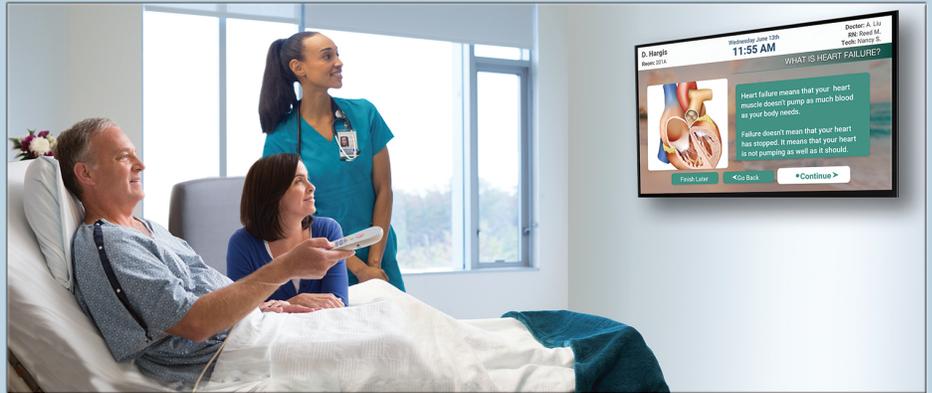


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This program is approved by the Kentucky Board of Nursing for 16.2 continuing education contact hours. Provider offering number 4-0013-12-20-031. Expires December 31, 2020.

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## ***For Attendees who are CHES certified***

Application for CHES (entry level) / MCHES (advanced level) Category 1 continuing education contact hours (CECH) has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) and approved for a total of 13.25 CECH, with 6.5 approved for advanced level credit.

Certificate of completion will be available at the end of the conference. Also, CECH will be reported to the National Center for Health Education Credentialing.



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# 2019 HCEA Conference

Striking a Chord:  
Creating Harmony in  
Patient Education

## Schedule of Events

### WEDNESDAY, OCTOBER 23

7:30am - 8:00am	<b>Breakfast Buffet for Tour Attendees</b>	Atrium
7:30am - 1:00pm	<b>HCEA Registration Open</b>	
8:00am - 11:30am	<b>Tour of the Monroe Carell Jr. Children's Hospital at Vanderbilt (VUMC)</b> Gather in hotel lobby for departure promptly at 8:15am	
11:30am - 1:00pm	<i>Lunch on your own</i>	
1:00pm - 1:15pm	<b>Welcome Address</b> Carolyn Cutilli, HCEA President	<b>McGavock Ballroom</b>
1:15pm - 3:00pm	<b>Plenary Session 1A: How Literate is Your Health Care Organization?</b> Sunil Kripalani, MD, MSc, SFHM Vanderbilt University Medical Center A renowned expert in the field of health literacy, Dr. Kripalani will present the 10 attributes of a health literate organization and identify measures for assessing organizational health literacy in their own institutions. Examples of organizational efforts to address health literacy will be discussed, including Dr. Kripalani's experience with implementation of routine patient health literacy assessments.	<b>McGavock Ballroom</b>
3:00pm - 4:00pm	<b>Plenary Session 1B: HCEA in Action: National Patient Education Practice Guidelines</b> Carolyn Cutilli, PhD, RN-BC and Sarah Christensen, BA, MA HCEA Practice Guideline Work Group HCEA presents patient education evidence-based practice through the national guideline. Be the first to see this new tool to guide the patient education process. HCEA has lead this grant-supported effort to bring simplified guidelines to frontline caregivers. Learn about the development process and take the opportunity to provide feedback on finalization and dissemination.	<b>McGavock Ballroom</b>
4:00pm - 4:30pm	<b>Refreshment Break with Vendors</b>	<b>Atrium</b>

4:30pm - 5:30pm

**Breakout Session 1**

**Session 1A Teach Back Use Among Health Professions Students**

**Pennington**

Iris Feinberg, PhD

Georgia State University

Presenters will discuss 3 research projects that integrated health literacy into classes for health professionals and then measured teach-back use with simulated patients, supporting the importance of health literate communications.

**Session 1B Human-Centered Design: Not Just for Designers!**

**McGavock A**

Kathleen White, MSN, RN

The Medical University of South Carolina

Human-Centered Design (HCD), a practice built upon a foundation of empathy, is well suited to creating health education programs that are desirable, feasible, and viable. In this design-print workshop, teams will create an empathy map to define an education challenge, then ideate and prototype a solution.

**Session 1C Leveraging Technology to Address the Opioid Crisis**

**Donelson A**

Natalie Friedman and Katherine Martinko, MPH

GetWellNetwork

More than 100 people a day die of opioid overdoses, with 40% of those linked to prescription opiates. We will review how GetWellNetwork partnered with hospitals to design interactive patient education solutions to interrupt this prescription-addiction pathway and support safe use.

**Session 1D Passing the Test: Collecting Constructive & Implementable Patients' Feedback About Patient Education**

**Donelson B**

Ruti Volk, MSI, AHIP; Karelyn Munro, BA

Michigan Health / University of Michigan

Testing patient education materials with patients is crucial to ensure materials are clear and effective. Online surveys offer a cost-saving and convenient method for collecting patients feedback. Participation is high and feedback provides constructive suggestions that lead to improvements.

5:45pm - 6:30pm

**Poster Session 1**

**McGavock Ballroom**

During this virtual poster session, each presenter or group will have 5 minutes to provide an overview of their poster. Please follow up with the presenters afterwards with questions and comments.

**A. Technological Education and Assistance for Patients at a Comprehensive Cancer Center**

Kathryn Jinkins, BSN, MEd, MCHES and Adela V. Justice, MS, AHIP

University of Texas MD Anderson Cancer Center

**B. Clear As A Bell: The Process of Applying Plain Language Guidelines to Patient Education**

Karelyn Munro, BA; Ruti Volk, MSI, AHIP; Amy Hyde, MILS; and Maureen Thompson, MSN, RN

Michigan Medicine, Patient Education and Health Literacy (PEHL) Program

**C. Process or Process: The Intestinal Rehab Track to Home**

Wayne Neal, MAT, RN-BC, SANE; and Janel Williams Talley, MSN, RN, CPN  
Children's National Medical Center

**D. Harmonizing Effects: A Trio of Patient Education Services**

Judy Stribling, MA, MLS, AHIP  
Weill Cornell Medical College

**E. Design Thinking to Create Health Education Interventions for Sickle Cell Disease**

Lisa Shook, MA, MCHES; Ryhanne McDade, PhD, MCHES; and Lori E. Crosby, PsyD  
Cincinnati Children's Hospital Medical Center

**F. Stop, Watch, Go: Using Visual Tools to Educate Hematology/Oncology Families on Fever Emergencies**

Britney Eyster, BSN, RN, CPN, CPHON; and Heather McKern, BSN, RN, CPHON  
Children's Healthcare of Atlanta

6:30pm-8:00pm

**Evening Welcome Reception (Vendors Welcome)**  
Appetizers and Cash Bar

**Atrium**

The banner features the KidsHealth logo at the top center, with the text "from Nemours" below it. The main title "Patient Engagement Solutions" is displayed in a large, bold, blue font. Below the title, there is a collection of digital and print materials: a tablet showing "Information Para Padres", a monitor displaying "LOSING WEIGHT: BRANDON'S STORY" with a photo of a young boy, a tablet showing "HOW THE BODY WORKS" with an anatomical diagram, and several printed brochures including "How to Use a Bath Sponge", "How to Use a Shower Chair", "Using Crutches Safely", and "Ligero". The background is a vibrant orange with a subtle pattern of white lines.

For more information about licensing, stop by the KidsHealth booth at HCEA or visit [Provider.KidsHealth.org](http://Provider.KidsHealth.org) or email [Partnership@KidsHealth.org](mailto:Partnership@KidsHealth.org).

*Join us at the HCEA Business Meeting*

Thursday morning at 7:30 in McGavock Ballroom

Members and all interested in the work of HCEA are welcome to attend.




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## THURSDAY, OCTOBER 24

7:15am - 8:15am	<b>Breakfast Buffet</b>	<b>Atrium</b>
7:30am - 8:00am	<b>Business Meeting</b>	<b>McGavock Ballroom</b>
8:15am - 9:45am	<b>Plenary Session 2A Relationship – Centered Communication and Workshop - Communication Rx Academy of Communication in Healthcare</b> Laura Cooley, PhD Academy of Communication in Healthcare and Vanderbilt University School of Medicine This session will review robust evidence for how communication positively affects health outcomes, improves patient experience scores, reduces costs, improves safety, and more. The presenters will describe the tenants of relationship-centered care and offer strategies for engaging more meaningfully with patients and families. The presenter will also describe the fundamental skills of healthcare communication and offer practical insights for launching provider communication improvement efforts.	<b>McGavock Ballroom</b>
9:45am - 10:15am	<b>Refreshment Break with Vendors</b>	<b>Atrium</b>
10:15am - 11:15am	<b>Breakout Session 2</b> <b>Session 2A Toolbox for Success: Teaching Clinicians How to Teach</b> Licia Harper, PT, DPT; and Sonya Flanders, DNP, APRN, ACNS-BC, CCRN-K Baylor Scott & White Health Ensuring clinicians are implementing best practices to facilitate patient learning is an ongoing challenge. This presentation will demonstrate how a multi-pronged approach is making a difference in one large healthcare system.	<b>McGavock A</b>
	<b>Session 2B Take a Deep Breath: Stepping Stones to Better Asthma Care</b> Suma Rao-Gupta, MPH, MBA; and Laura Shreffler, BSN, RN, AE-C Lurie Children's Hospital Asthma management in children is hindered by poor understanding, inadequate control of symptoms/triggers, and non-adherence to their asthma action plan. Introducing a novel asthma care pathway to better engage patients/families in learning is crucial to better manage asthma care.	<b>Donelson A</b>
	<b>Session 2C Improving the Patient and Family Experience through Tele-Education</b> Linda Bevington, BSN, RN, CPN; and Jeneane Sullivan, MSN, RN, CPON Children's Hospital of Philadelphia At Children's Hospital of Philadelphia it can be inconvenient for families to attend teaching at the Main Hospital. To improve their experience, a team of nurse educators developed a tele-education pilot, focusing on subcutaneous injections.	<b>Donelson B</b>

**Session 2D Introduction to Patient and Family Educator Mentoring Program** Pennington

Erica Ailes, BSN, RN, CPN; Marie Sosebee, MS, RN-BC; Britney Eyster, BSN, RN, CPN, CPHON; and Heather McKern, BSN, RN, CPHON

Children's Healthcare of Atlanta

The Patient and Family Educator Mentoring Program is a structured program where a mentor-mentee dyad is paired to meet specific needs of new patient/family educators. As a decentralized specialty role, gaps in onboarding were identified & a formal program was developed.

11:30am - 12:30pm **Plenary Session 2B HLE2: Health Literacy Environment of Hospitals and Health Centers Tool** McGavock Ballroom

Kelsey Grabeel, MSIS, AHIP

University of Tennessee Health Literacy Task Force

A targeted evidence-based practice health literacy initiative at an academic medical center led to national collaboration and revision of existing research assessment tool.

Implications for practice will be discussed along with exercise for practical application.

12:30pm - 2:00pm **Lunch Buffet with Vendor Presentations and Award Presentations** Atrium

2:00pm - 3:00pm **Breakout Session 3**

**Session 3A Maternal Mortality Through a Health Literacy Lens** McGavock A

Teresa Wagner, DrPH, MS, CPH, RD/LD, CHWI

University of North Texas Health Science Center

The presentation examines health literacy, its impact in women, and postnatal education.

The presenter reviews recent research assessing the impact of health literacy and cultural competency on potential health outcomes. Results highlight resources developed for improved postnatal education.

**Session 3B Exceptional Lives: Online Tools for Parents of Children with Disabilities** Donelson A

Julie McKinney, MS

Exceptional Lives, Inc.

We will demonstrate the Exceptional Lives online platform, which helps parents of kids with disabilities find and apply for services, benefits, and other support. We use a unique decision-tree software to personalize the information, and other tech features to make it easier to understand.

**Session 3 C Harmony in Patient Education: How a Synchronous Educational Message Creates Positive Outcomes** Pennington

Maureen Bonnell, BSN, RN, CMSRN; and Sarah E. Medina (Wadsworth), MSN, CRNP, FNP-C, CBC

University of Pennsylvania

We will describe a multi-faceted approach to increase parent and community awareness of safe sleep practices to reduce the risk of Sudden Unexpected Infant Death. Our multi-pronged program worked to educate families both in the hospital and the community to provide a consistent unified message.

**Session 3D Partnering with Simulation to Increase Knowledge & Confidence in Parents Performing Tracheostomy Care**

**Donelson B**

Luke Vohsing, MBA, BSN, RNF  
Nationwide Children's Hospital

While parents often practice routine trach skills, they rarely review emergency scenarios or high stress scenarios on a regular basis. We assist families with our Simulation Team in practicing on our high fidelity simulation equipment in a non-threatening environment.

3:00pm - 3:30pm

**Break with Vendors**

**Atrium**

3:30pm - 4:00pm

**Poster Session 2**

**McGavock Ballroom**

**A. MD Anderson's Enhanced Recovery Program and Patient Education: Helping Patients Feel Better Now**

Desiree Phillips, MS, MCHES  
MD Anderson Cancer Center

**B. Evaluation of Patient Education Materials from Identified Databases**

Marjorie Schirado, RN  
Medcenter One Health Systems, Sanford Health

**C. Reorganization of Vascular Surgery Patient Education Materials to Maximize Access and Usability**

Amy Hyde, MILS; Bethany Lee-Lehner, MSN, RN; Karelyn Munro, BA; and Ruti Volk, MSI, AHIP  
University of Michigan - Michigan Medicine

**D. Clinical Practice and Education Collaboration: Improving the Patient Experience in a Pediatric Autonomic Dysfunction Clinic**

Julie Hathaway, MC  
Mayo Clinic

4:00pm - 5:00pm

**Plenary Session 2C Training Nurses on Patient & Family Engagement, Health Literacy and Teach Back**

**McGavock Ballroom**

Lane Stiles, BA, BS, MA and Terrell Smith, RN, MSN  
Vanderbilt University Medical Center

Value-based reimbursement mandates we improve quality and reduce cost. Actively engaging patients and families in their care is a fundamental way we can preserve quality and prevent additional health care costs. A nurse residency workshop initiative is described and discussed.

5:00pm

***Free Night to Explore Nashville***

Complimentary Hotel Shuttle to Opryland Mall Restaurants & Grand Ole Opry

## FRIDAY, OCTOBER 25

- 7:30am - 8:15am      **Breakfast Buffet**      **McGavock / Atrium**
- 8:15am - 9:15am      **Breakfast Plenary 3A: Resilience: What It Is, How It Works, and How to Build It**      **McGavock Ballroom**  
Janette Helm, RN, MCHES  
Indiana University/Purdue University  
Resilience is essential in our personal and professional lives. Together we will identify characteristics of resilience as described in research, describe role of resilience in adopting healthy self-care behaviors; and create an evidence based action plan to build resilience strategies.
- 9:15am - 10:15am      **Breakout Session 4**
- Session 4A Calming Stormy Waters: Streamlining Patient Education Across a Healthcare System**      **Pennington**  
Sonya Flanders, DNP, APRN, ACNS-BC, CCRN-K, and Licia Harper, PT, DPT  
Baylor Scott & White Health  
This presentation will focus on strategies to improve quality and accessibility, reduce unnecessary duplication and variation, streamline processes, and engage stakeholders to support evidence-based patient education tools and practices across a large, geographically diverse healthcare system.
- Session 4B An Appreciative Inquiry Approach to Patient Education Transformation**      **Donelson B**  
Jessica Begley, MPH  
Maine Health  
Appreciate Inquiry (AI) focuses on organizational strength, not deficits. As we began an initiative to improve patient education processes, it was easy to see the deficits. We will share how we reframed our approach using AI and are transforming the patient education experience.
- Session 4C Show Me the Money! Tips for Writing Winning Funding Proposals**      **McGavock A**  
Michelle Burda, BS, MT, MLS  
National Network of Libraries of Medicine, Middle Atlantic Region, University of Pittsburgh  
Writing successful funding proposals is a skill that many of us long to develop. This session will provide you with tips for applying, how to avoid common mistakes, and real-life examples to help improve your rate of success.
- Session 4D What Can We Do about Dr. Google?**      **Donelson A**  
Ruti Volk, MSI, AHIP; Amy Hyde, MILS; Karelyn Munro, BA; and Nabeel Obeid, MD  
Michigan Health/University of Michigan  
Concerns about the quality of online health information are leading clinicians to take responsibility for directing their patients to reliable health information on the Internet. Utilizing the EMR clinicians can easily prescribe pre-approved online patient education resources to their patients.

10:15am - 10:30am	<b>Refreshment Break</b>	<b>Atrium</b>
10:30am - 12:00pm	<b>Closing Plenary Session 3B: Project ACHIEVE:  Harmonizing Care Transitions with What Matters Most to  Patients and Family Caregivers</b> Jing Li, MD, MS, Associate Professor University of Kentucky Identify the transitional care outcomes and components that matter most to patients and family caregivers. Determine which evidence-based transitional care strategies or groups of them most effectively yield patient and family caregiver desired outcomes. Identify successful approaches to implementing these transitional care strategies.	<b>McGavock Ballroom</b>
12:00pm - 12:30pm	<b>Closing Announcements, Final Business, Conference Adjourns</b>	<b>McGavock Ballroom</b>
12:30pm - 12:45pm	<b>TurnIn Evaluations and Pick Up CE Certificates</b>	<b>McGavock Ballroom</b>

*Safe travels to all!*

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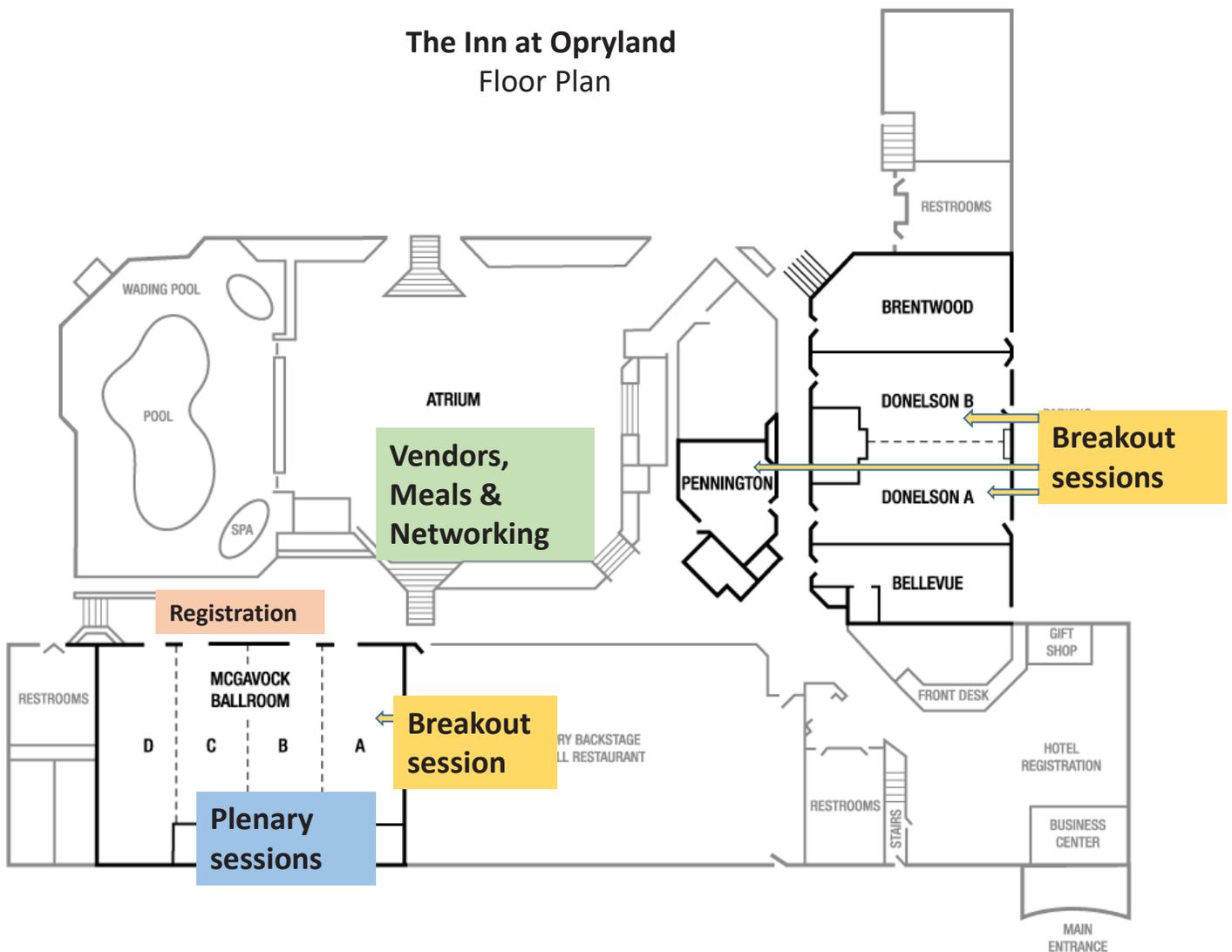
# Conference Meeting Rooms

**Hallway outside McGavock Ballroom** - Registration area

**Atrium** - Vendor exhibits, all meals and breaks, and networking

**McGavock Ballroom** - Plenary sessions, poster sessions and business meeting

**Donelson A and Donelson B, Pennington, McGavock A** - Breakout sessions



## SCHEDULE AT A GLANCE

### Wednesday, October 23

7:30am - 8:00am	Tour attendees breakfast (pre-registration required)	Registration/Atrium
7:30am - 1:00pm	HCEA Registration Open	Registration
8:00am - 11:30pm	Tour of Monroe Carell Jr. Children's Hospital, Vanderbilt	
8:00am - 10:00am	<i>Vendor Set Up</i>	Atrium
1:00pm - 1:15pm	Welcome Address	McGavock Ballroom
1:15pm - 3:00pm	<b>Plenary 1A:</b> How Literate is Your Health Care Organization?	McGavock Ballroom
3:00pm - 4:00pm	<b>Plenary 1B:</b> HCEA in Action: National Patient Education Practice Guidelines	McGavock Ballroom
4:00pm - 4:30pm	<i>Refreshment Break with Vendors</i>	
4:30pm - 5:30pm	<i>Breakout Sessions</i>	
	<b>1A</b> Teach Back Use Among Health Professions Students	Pennington
	<b>1B</b> Human-Centered Design: Not Just for Designers!	McGavock A
	<b>1C.</b> Leveraging Technology to Address the Opioid Crisis	Donelson A
	<b>1D.</b> Passing the Test: Collecting Constructive & Implementable Patient Feedback about Patient Education	Donelson B
5:45pm - 6:30pm	Virtual Poster Session 1	McGavock Ballroom
6:30pm - 8:00pm	<i>Evening Welcome Reception with Vendors</i>	Atrium

### Thursday, October 24

7:15am - 8:15am	<i>Breakfast Buffet, Networking and Vendors</i>	Atrium
7:30am - 8:00am	Business Meeting	McGavock Ballroom
8:00am - 8:15am	Opening and Announcements	McGavock Ballroom
8:15am - 9:45am	<b>Plenary 2A:</b> Relationship-Centered Communication and Workshop	McGavock Ballroom
9:45am - 10:15am	<i>Refreshment Break with Vendors</i>	
10:15am - 11:15am	<i>Breakout Sessions</i>	
	<b>2A.</b> Toolbox for Success: Teaching Clinicians How to Teach	McGavock A
	<b>2B.</b> Take a Deep Breath: Stepping Stones to Better Asthma Care	Donelson A
	<b>2C.</b> Improving the Patient and Family Experience through Tele-Education	Donelson B
	<b>2D.</b> Introduction to Patient and Family Educator Mentoring Program	Pennington
11:30am - 12:30pm	<b>Plenary 2B:</b> HLE2: Health Literacy Environment of Hospitals and Health Centers Tool	McGavock Ballroom
12:30pm - 2:00pm	<i>Lunch Buffet with Vendor Presentations and Award Presentation</i>	Atrium
2:00pm - 3:00pm	<i>Breakout Sessions</i>	
	<b>3A.</b> Maternal Mortality Through a Health Literacy Lens	McGavock A
	<b>3B.</b> Exceptional Lives: Online Tools for Parents and Children with Disabilities	Donelson A
	<b>3C.</b> Harmony in Patient Education: How a Synchronous Educational Message Creates Positive Outcomes	Pennington
	<b>3D.</b> Partnering with Simulation to Increase Knowledge & Confidence in Parents Performing Tracheostomy Care	Donelson B
3:00pm - 3:30pm	<i>Break with Vendors</i>	
3:30pm - 4:00pm	Virtual Poster Session 2	McGavock Ballroom
4:00pm - 5:00pm	<b>Plenary 2C:</b> Training Nurses on Patient and Patient Engagement	McGavock Ballroom
5:00pm	<i>Free Night to Explore Nashville</i>	

### Friday, October 25

7:30am - 8:15am	<i>Breakfast Buffet and Networking</i>	McGavock/Atrium
8:15am - 9:15am	<b>Breakfast Plenary 3A:</b> Resilience: What It Is, How It Works, and How to Build It	McGavock Ballroom
9:15am - 10:15am	<i>Breakout Sessions</i>	
	<b>4A.</b> Calming Stormy Waters: Streamlining Patient Education Across a Healthcare System	Pennington
	<b>4B.</b> An Appreciative Inquiry Approach to Patient Education Transformation	Donelson B
	<b>4C.</b> Show Me the Money! Tips for Writing Winning Funding Proposals	McGavock A
	<b>4D.</b> What Can We Do about Dr. Google?	Donelson A
10:15am - 10:30am	<i>Refreshment Break</i>	Atrium
10:30am - 12:00pm	<b>Closing Plenary 3B:</b> Project ACHIEVE: Harmonizing Care Transitions with What Matters Most to Patients and Family Caregivers	McGavock Ballroom
12:00pm - 12:45pm	<i>Conference Wrap Up, Turn In Evaluations and Pick Up CE Certificates</i>	McGavock Ballroom