

# AIG Healthcare® *and* National Patient Safety Foundation® *present*



Risk Management/  
Patient Safety Seminar  
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# 2008



## Health Literacy and Its Impact on Risk, Quality & Patient Safety

- **NASHVILLE, TN**
- March 13
- Hermitage Hotel
- 
- **ORLANDO, FL**
- April 1
- Orlando Airport Marriott
- 
- **PHILADELPHIA, PA**
- April 10
- Sheraton Philadelphia City Center
- 
- **BOSTON, MA**
- April 17
- Doubletree Boston-Westborough
- 
- **NEW YORK, NY**
- May 1
- Grand Hyatt
- 
- **CHICAGO, IL**
- May 8
- Drake Hotel
- 
- **SEATTLE, WA**
- May 22
- Fairmont Olympic Hotel
- 
- **DALLAS, TX**
- May 29
- Westin Park Central
- 
- **CHARLOTTE, NC**
- July 11
- Renaissance Charlotte Southpark
- 
- **HONOLULU, HI**
- August 14
- Hawaii Prince Hotel

**AIG** Healthcare®

*Excellence in Underwriting, Consulting, Claims Management*™



National Patient Safety Foundation®



# Seminar 2008

Risk Management/  
Patient Safety Seminar

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## Health Literacy and Its Impact on Risk, Quality & Patient Safety

AIG Healthcare, a division of the property-casualty insurance subsidiaries of American International Group, Inc., and the National Patient Safety Foundation (NPSF) **Stand Up for Patient Safety™** program, invite you and others from your organization to attend our 11th annual risk management and patient safety seminar. This is a nationwide traveling seminar that will be hosted in 10 cities throughout the U.S. in 2008.

Join us at any of the seminar locations for this year's full-day program, titled **Health Literacy and Its Impact on Risk, Quality & Patient Safety**. This timely program will explore the important connection between health literacy, healthcare quality, risk management and patient safety.

**In an increasingly complex healthcare environment, the ability to obtain, read, understand, and use health information to make appropriate healthcare decisions and follow instructions for treatment has become much more difficult.** While clear communication in healthcare sounds easy, significant challenges exist. These challenges include: diverse cultures and languages, overall low literacy rates, complexities of information, medical jargon in verbal and written health communication, and the intricacies of informed consent.

**All patients in the healthcare environment face challenges in understanding health information, and may be less able to make appropriate health decisions as participatory partners in their health care.** This can easily lead to errors that harm patients. Therefore, healthcare organizations that fail to adequately address health literacy issues increase their risk of medical error that compromises healthcare quality and patient safety.

**To address these challenges, this year's seminar will focus on health literacy and its significance in healthcare quality, patient safety and risk management.** This dynamic, interactive program will provide an understanding of the health literacy issues that may hinder effective patient-provider communication and the informed consent processes and will focus on proactive methods to overcome these issues. We will also hear and understand the patient perspective on health literacy challenges they face. In addition, we will provide exercises, tools and other resources for healthcare organizations to assist their health information providers in developing the skills, processes and expectations needed to enhance health literacy.

**We invite you to bring to the program any forms, publications or any other items that you are developing or revising.** You will have the opportunity to improve these materials using the principles of health literacy.

**This year's seminar promises to be one of our very best.** AIG Healthcare and NPSF are confident that participants will gain valuable insight and learn the skills needed to help them successfully move their organizations forward in their efforts to incorporate health literacy principles into their culture. REGISTER TODAY using the enclosed form.

## Program Objectives

At the end of this seminar, participants should be able to:

1. Describe the relationship between health literacy, quality, patient safety and risk management, focusing on improved understanding and communication
2. Understand the prevalence and effects of health literacy on health knowledge, behavior, outcomes and costs
3. Explain how health literacy, as a cross-cutting priority, is fundamental to quality care
4. Provide a patient's perspective on the importance of clear communication of healthcare information and the potential results of poor communication
5. Explore strategies, techniques and tools to address health literacy issues in the delivery of care across the continuum
6. Improve the informed consent process by incorporating health literacy principles
7. Identify tools and techniques for supporting all members of the healthcare team in helping patients and families understand medical instructions and information



# nar 2008



# Seminar 2008

## Agenda

8:00 – 8:30 a.m.  
**Registration and Breakfast**

8:30 – 8:45 a.m.  
**Welcome and Introductions**  
Welcome: AIG Regional Underwriting Manager  
Introductions: NPSF Faculty

8:45 – 9:30 a.m.  
**Health Literacy: An Overview**  
Presenter: Iowa Health System Faculty

9:30 – 10:30 a.m.  
**Patient Perspective on the Impact of Health Literacy Issues**  
Presenter: Toni Cordell

10:30 – 10:45 a.m.  
**Break**

10:45 a.m. – 12:30 p.m.  
**Overcoming Health Literacy Challenges in the Care Environment PART 1: Interpersonal and Verbal Communication**  
Presenter: Iowa Health System Faculty

12:30 – 1:30 p.m.  
**Lunch**

1:30 – 2:20 p.m.  
**Overcoming Health Literacy Challenges in the Care Environment PART 2: Written Communication**  
Presenter: Iowa Health System Faculty

2:20 – 2:30 p.m.  
**Break**

2:30 – 3:30 p.m.  
**Using Health Literacy Principles to Improve the Informed Consent Process**  
Presenter: Iowa Health System Faculty

3:30 – 4:00 p.m.  
**Creating an Action Plan for Promoting Health Literacy in Your Facility**  
Presenter: Iowa Health System Faculty

## Learn from the Best

*This year's seminar features a knowledgeable faculty comprised of experts in health literacy, patient safety and risk management:*



**Mary Ann Abrams, MD, MPH**, is in Clinical Performance Improvement at Iowa Health System (IHS), where she leads their health literacy efforts, and serves as faculty for the Blank Children's Hospital Pediatric Residency Education Program in quality and community pediatrics. In September 2005, IHS was among eight health systems nationwide identified by the AMA Hospital Recognition Project for Innovative Approaches to Patient-Centered Communication for its work in health literacy. Dr. Abrams is co-chair of the American Academy of Pediatrics (AAP) Health Literacy Project Advisory Committee. She has also served on the AMA Health Literacy and Patient Safety Work Group.



**Toni Cordell** is a nationally known speaker on the topic of health literacy and draws from her personal experience. She is a native of San Francisco where, she is sad to say, she graduated high school reading at the fifth-grade level. Ms. Cordell became involved in literacy after being tutored by a Laubach Literacy volunteer in 1989. She roller skated across the United States in 1990 to build awareness about the solvable problem of illiteracy. Ms. Cordell continues to believe that life-long education is one of the keys to personal growth and success.



**Bob Dickerson, MSHSA, RRT**, is a Quality Improvement Coordinator in the Clinical Quality Department at Iowa Health-Des Moines (IH-DM). He facilitates clinical process improvement activities by identifying and assisting with the incorporation of evidence-based, best practice care into clinical practice, and interpreting clinical information to determine the effectiveness of changes. He has been a member of the Iowa Health System Health Literacy Collaborative and facilitator of health literacy activities for IH-DM since 2003. At IH-DM he has helped launch testing and implementation of an Ask Me 3-based program, teach-back and reader-friendly patient materials.



**Barb A. Earles, RN, MHA, CPHRM**, is the Director of Risk Management in the Iowa Health System (IHS) Law Department. She has a primary role of leading system-wide risk management and patient safety initiatives. She also leads the consent initiatives for the Iowa Health System Health Literacy Collaborative. In 2004, IHS embarked on its work to create a reader-friendly written consent document to prompt action on the informed consent process, using teach-back. This work and that of the Health Literacy Collaborative have been recognized nationally by the AMA, Joint Commission Resources publications, NPSF and other national forums.



**Gail A. Nielsen, BSHCA, RTR**, is the Iowa Health System (IHS) Clinical Performance Improvement Education Administrator. She leverages system-wide knowledge capital and building capability across the enterprise to improve clinical performance. She serves as mentor and improvement advisor for Iowa Health's performance improvement initiatives, including the Health Literacy Collaborative and the Rural Hospitals Health Literacy Collaborative. In 2003, Ms. Nielsen was awarded the IHI George W. Merck fellowship, during which she completed the Harvard School of Public Health Clinical Effectiveness Program, co-authored an influential paper on leadership and improvement, and participated in IHI's work on patient-centered care and Transforming Care at the Bedside (TCAB).

# Presentations that are Timely and Relevant to Your Organization

## Health Literacy: An Overview

**Presented by: Iowa Health System Faculty**

Healthcare providers often think their communications with patients are effective. But, in reality, ineffective communication with patients is pervasive. During times of stress in unfamiliar complex care settings, patients and family members can easily feel overwhelmed and confused by information from health professionals. This session will provide an overview of health literacy issues. The extent and nature of low health literacy in this country will be explored, as well as its effects on health knowledge, behaviors, outcomes and costs. Perspectives on health literacy from the Institute of Medicine, the American Medical Association and other organizations will be discussed.

## Patient Perspective on the Impact of Health Literacy Issues

**Presented by: Toni Cordell**

Patients can teach healthcare providers a great deal. One such patient, Toni Cordell, will tell the compelling story of her health literacy challenges. Her dramatic presentation will demonstrate to healthcare organizations the importance of: treating patients like full partners in their medical care; empowering patients by asking the right questions that get the best answers; and treating every patient with compassion and mutual respect. Insights gained from Toni's story can help healthcare organizations turn "stumbling blocks" in communicating with patients into "stepping stones" toward improved patient-provider understanding, compassion and trust.

## Overcoming Health Literacy Challenges in the Care Environment

### Part 1: Interpersonal and Verbal Communication

### Part 2: Written Communication

**Presented by: Iowa Health System Faculty**

Many healthcare providers work on the assumption that their communication with patients is effective and understood. Patients may not let the providers know that they do not understand, due to feelings of stigmatization and embarrassment. They may take several measures to cope with their challenges. **Part One** of this session will identify some of the coping mechanisms patients use to meet their needs, and how organizations can destigmatize the communication process and create a shame-free care environment.

**Part Two** of this session will identify various strategies to improve verbal and written communication in the care environment to meet the challenges of low health literacy. Through a combination of didactic presentations and interactive discussions and exercises, universal communication principles for verbal communication will be explored and practiced. This includes teach-back and other tools and techniques to ensure patient understanding, such as "Ask Me 3 - Good Questions for Good Health." In addition, universal written communication principles will be addressed, including the general "tenets" of developing reader-friendly written educational materials. Particular materials that may be difficult for patients to understand will be identified.

## Using Health Literacy Principles to Improve the Informed Consent Process

**Presented by: Iowa Health System Faculty**

One of the most challenging aspects of patient-provider communication comes from the informed consent process. Legally and ethically, providers must participate in an appropriate informed consent discussion, resulting in a patient's authorization to undergo a specific medical procedure. This session will address the challenge of helping patients understand consent in a complex care environment. Legal implications involving health literacy with regard to consent will be discussed. General principles for healthcare providers to have informed consent interactions that better meet patients' needs will be addressed. Approaches to structure and design of consent forms to meet the challenges of health literacy will be reviewed.

## Seminar Locations

Join AIG Healthcare and NPSF at any of the seminar locations listed below. If you require a room, contact the hotel directly to make reservations. Call early to receive special rates. All seminar participants are responsible for their own travel and lodging arrangements and costs.

### Hotels

#### Nashville, TN

March 13  
Hermitage Hotel  
231 Sixth Ave. North 888-888-9414

#### Orlando, FL

April 1  
Orlando Airport Marriott  
7499 Augusta National Dr. 407-851-9000

#### Philadelphia, PA

April 10  
Sheraton Philadelphia City Center  
17th and Race St. 215-448-2000

#### Boston, MA

April 17  
Doubletree Boston-Westborough  
5400 Computer Dr. 800-222-8733

#### New York, NY

May 1  
Grand Hyatt  
109 East 42nd St. 212-883-1234

#### Chicago, IL

May 8  
Drake Hotel  
140 East Walton Pl. 800-553-7253

#### Seattle, WA

May 22  
Fairmont Olympic Hotel  
411 University St. 206-621-1700

#### Dallas, TX

May 29  
Westin Park Central  
12720 Merit Dr. 972-385-3000

#### Charlotte, NC

July 11  
Renaissance Charlotte Southpark  
5501 Carnegie Blvd. 704-501-2510

#### Honolulu, HI

August 14  
Hawaii Prince Hotel  
100 Holomoana St. 808-956-1111

# Seminar Information

## FEES

Seminars are complimentary for healthcare organizations that are professional liability clients of AIG Healthcare or members of the NPSF Stand Up for Patient Safety program. One or more individuals from an organization are welcome to attend at no charge.

The seminar fee is \$495 for those who are not AIG Healthcare clients or NPSF Stand Up for Patient Safety program members. If more than one individual is attending, the fee is \$250 for each individual after the first paid participant. Payment in full by check must be received at least two weeks prior to the seminar date. **Make checks payable to:** AIG Healthcare Management Services.

All seminar participants receive an extensive syllabus, continental breakfast, lunch and other refreshments. All participants are responsible for their own travel and lodging arrangements and costs.

## REGISTRATION

All seminar participants must pre-register using one of the two methods presented below:

- **REGISTER BY FAX:** Kristina Huff at 770-399-4161
- **REGISTER BY MAIL:** Kristina Huff/Seminar Registration, AIG Healthcare, Northpark Town Center Bldg. 600, 1200 Abernathy Road NE, Atlanta, GA 30328

(PLEASE NOTE: If you are submitting payment by check with your seminar registration, you must register via mail.)

## CONFIRMATION

A written registration confirmation will be emailed, faxed or mailed to you. This will guarantee your space at the seminar date and location you selected. Please allow several business days for the written confirmation to arrive. If you do not receive written confirmation, contact Kristina Huff (Tel 888-224-4467; Email kristina.huff@aig.com).

## SUBSTITUTIONS/CANCELLATIONS

**Registered participants can substitute another individual from their organization at any time.**

Notice of cancellations must be received by Kristina Huff (Fax 770-399-4161; Email kristina.huff@aig.com) at least 10 days prior to the seminar so that individuals from a waiting list will have an opportunity to register for the vacated spot. **All cancellations must be in writing.**

Cancellations of paid registrations that are faxed or emailed up to 10 business days prior to the seminar will qualify for a full refund, less a \$50 administrative fee per individual who cancels. Cancellations of paid registrations that are faxed or emailed within fewer than 10 business days prior to the seminar will qualify for a 50% refund. AIG Healthcare and NPSF are not responsible for nonrefundable travel arrangements.

**AIG Healthcare and NPSF reserve the right to make changes or cancellations without prior notice.**

## CONTINUING EDUCATION CREDITS

An application has been submitted to the Georgia Nurses Association for approval of 5.5 contact hours. Please contact [kristina.huff@aig.com](mailto:kristina.huff@aig.com) for more information.

Approved for 5.8 contact hours toward fulfillment of requirements for the ASHRM designations of FASHRM (Fellow) and DFASHRM (Distinguished Fellow) and towards CPHRM renewal.

AIG HEALTHCARE and NPSF PRESENT

# Health Literacy and Its Impact on Risk, Quality & Patient Safety

## REGISTRATION FORM

Select location. Complete form below. PLEASE PRINT.

<input type="checkbox"/> Nashville, TN March 13	<input type="checkbox"/> Orlando, FL April 1	<input type="checkbox"/> Philadelphia, PA April 10	<input type="checkbox"/> Boston, MA April 17	<input type="checkbox"/> New York, NY May 1
<input type="checkbox"/> Chicago, IL May 8	<input type="checkbox"/> Seattle, WA May 22	<input type="checkbox"/> Dallas, TX May 29	<input type="checkbox"/> Charlotte, NC July 11	<input type="checkbox"/> Honolulu, HI August 14

(Duplicate this form for additional registrations.)

First name \_\_\_\_\_

Last name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Type of facility (i.e., LTC, hospital, organ procurement, etc.) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

Select one of the following:

My healthcare organization is an insured professional liability client of AIG Healthcare (Seminar participation is complimentary.)

Policy # \_\_\_\_\_

Underwriter name \_\_\_\_\_

Broker name & address \_\_\_\_\_

My healthcare organization is a member of the NPSF Stand Up for Patient Safety program (Seminar participation is complimentary.)

My healthcare organization is not an AIG Healthcare client or NPSF member (Seminar registration payment is enclosed.)

QUESTIONS? Send email to [kristina.huff@aig.com](mailto:kristina.huff@aig.com)

## Health Literacy and Its Impact on Risk, Quality & Patient Safety



### Who Should Attend

While this seminar can benefit everyone who communicates with patients in the healthcare setting, those who can especially benefit from the organizational resources and initiatives to be discussed in this program include:

- Healthcare risk managers
- Patient safety professionals
- Quality managers
- Nursing leaders
- Medical staff leaders
- Healthcare administrators
- Physician office practice staff and practice managers
- Ambulatory clinic staff and managers
- Physicians and medical directors
- Health educators
- Those who develop forms, publications and other resources for patient use

### About AIG Healthcare®

AIG Healthcare, a division of the property & casualty subsidiaries of American International Group, Inc., can deliver reliable insurance protection and support services for healthcare providers and healthcare industry entities\*. Among the key risk groups for which AIG Healthcare often provides coverage are: hospitals, medical laboratories, clinical research organizations, long term care facilities, all types of outpatient facilities, allied health professionals and large physician groups.



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### About the National Patient Safety Foundation®

The mission of the National Patient Safety Foundation (NPSF) is to improve the safety of patients. NPSF accomplishes this through its efforts to: identify and create a core body of knowledge; identify pathways to apply the knowledge; develop and enhance the culture of receptivity to patient safety; and raise public awareness and foster communications about patient safety.



National Patient Safety Foundation®

American International Group, Inc. (AIG), world leaders in insurance and financial services, is the leading international insurance organization with operations in more than 130 countries and jurisdictions.

\*Insurance is underwritten by member companies of American International Group, Inc., and is subject to underwriting review and approval.