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Network

CHANGING SYSTEMS, CHANGING LIVES



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Welcome

Health Literacy Wisconsin, a division of Wisconsin Literacy, Inc., and the Wisconsin Research and Education Network (WREN) welcome you to the *2013 Wisconsin Health Literacy Summit: Changing Systems, Changing Lives*.

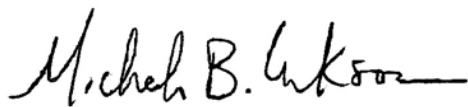
When we hosted our first Wisconsin Health Literacy Summit in 2004, few people knew what health literacy was, or what a tremendous impact it has on health outcomes. Since that first event, we have worked tirelessly to spread the message of health literacy to our partners in health care, public health and adult education.

While there is still much work to be done, we are proud to say that those early seeds we planted have started to grow. Health literacy has become a greater priority for our state and nation. Interventions to improve health literacy are cropping up across the country.

With this momentum and progress has come a new set of challenges. Once we understand the scope of the problem, how do we set priorities for action? How do we know our interventions are working? How do we obtain senior level support to carry them out?

Fortunately, we have some guidance from the Institute of Medicine, whose members published the discussion paper, "Attributes of a Health Literate Organization," in 2012. This document outlines what an organization should focus on to make it easier for people to navigate, understand and use information and services to take care of their health. This framework will guide our efforts over the next two days (*see page 4*).

Thank you for joining us in this effort. We greatly appreciate the support of all of our sponsors, particularly our presenting sponsor, Gundersen Lutheran Health System, and the Agency for Healthcare Research and Quality (AHRQ).



Michele Erikson
Executive Director, Wisconsin Literacy, Inc.




Paul Smith, MD
Associate Director, Wisconsin Research and Education Network (WREN)

Ten Attributes of a Health Literate Organization

Topic Overview

Addressing health literacy is critical to transforming health care quality. Goals for safe, patient-centered and equitable care cannot be achieved if consumers cannot access services or make informed health care decisions. These attributes were developed by the Institute of Medicine Roundtable on Health Literacy to help you achieve the vision of being a health literate organization. The attributes are based on real world evidence and best practices.

On the following pages (page 6 to page 12), look for sessions marked with  that cover one of the following 10 attributes:

A Health Literate Organization:

- 1** Has leadership that makes health literacy integral to its mission, structure and operations
- 2** Integrates health literacy into planning, evaluation measures, patient safety, and quality improvement
- 3** Prepares the workforce to be health literate and monitors progress
- 4** Includes populations served in the design, implementation and evaluation of health information and services
- 5** Meets the needs of populations with a range of health literacy skills while avoiding stigmatization
- 6** Uses health literacy strategies in interpersonal communications and confirms understanding at all points of contact
- 7** Provides easy access to health information and services and navigation assistance
- 8** Designs and distributes print, audiovisual and social media content that is easy to understand and act on
- 9** Addresses health literacy in high-risk situations, including care transitions and communications about medicines
- 10** Communicates clearly what health plans cover and what individuals will have to pay for services

Agenda-at-a-Glance (please see pages 6-12 for complete details):

Tuesday, April 9, 2013	
7:30 a.m., 7:45 a.m., 8:00 a.m.	Shuttles leave from lobby of Madison Concourse Hotel & Governor's Club and DoubleTree by Hilton. Please plan to arrive 5-10 minutes before departure.
8:00 a.m. - 9:00 a.m.	Check In/Continental Breakfast - Union South (Varsity III) Sponsor Reception (Wisconsin Idea)
9:00 a.m. - 9:30 a.m.	Welcome
9:30 a.m. - 10:30 a.m.	Keynote Address (Marquee Room)
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. - 11:45 a.m.	Semi-Plenary Sessions (Choose between 2 sessions)
11:45 a.m. - 12:00 p.m.	Break
12:00 p.m. - 1:00 p.m.	Lunch (Varsity II and Varsity III)
1:00 p.m. - 2:00 p.m.	Panel Discussion (Varsity II and Varsity III)
2:00 p.m. - 2:15 p.m.	Break
2:15 p.m. - 3:15 p.m.	Breakout Session I (Choose among 5 sessions)
3:15 p.m. - 3:30 p.m.	Break (Snacks in Varsity II and Varsity III)
3:30 p.m. - 4:30 p.m.	Breakout Session II (Choose among 5 sessions)
4:30 p.m. - 5:00 p.m.	Break
5:00 p.m. - 7:00 p.m.	Reception and Poster Session at Wisconsin Institutes for Discovery, 1st Floor, 330 N. Orchard Street (across the street from the front entrance to Union South)
5:00 p.m., 6:00 p.m., 7:00 p.m.	Shuttles to hotels leave Dayton Street side of Union South
Wednesday, April 10, 2013	
7:15 a.m., 7:30 a.m., 7:45 a.m.	Shuttles leave from lobby of Madison Concourse Hotel & Governor's Club and DoubleTree by Hilton. Please plan to arrive 5-10 minutes before departure.
8:00 a.m. - 8:30 a.m.	Check In/Continental Breakfast (Varsity III)
8:30 a.m. - 8:45 a.m.	Welcome (Marquee Room)
8:45 a.m. - 9:45 a.m.	Keynote Address (Marquee Room)
9:45 a.m. - 10:00 a.m.	Break
10:00 a.m. - 11:00 a.m.	Plenary Session
11:00 a.m. - 11:15 a.m.	Break
11:15 a.m. - 11:45 p.m.	Breakout Session III (Choose among 5 sessions)
11:45 a.m. - 1:00 p.m.	Lunch – On Your Own
	\$10 WisCard available at registration desk in front of Varsity I, 2nd Floor Can be used at Union South, First Floor: Ginger Root (Asian), Harvest Grains (sandwiches & salads) Urban Slice (pizza), The Sett (pub fare – sit down)
1:00 p.m. - 2:00 p.m.	Breakout Session IV (Choose among 5 sessions)
2:00 p.m. - 2:15 p.m.	Break
2:15 p.m. - 3:15 p.m.	Plenary Session (Marquee Room)
3:15 p.m.	Adjourn
3:30 and 3:45 p.m.	Shuttles to hotels leave Dayton Street side of Union South

TUESDAY, April 9, 2013: Agenda

Time	Event/Room	Session	#
7:30 a.m., 7:45 a.m., 8:00 a.m.	Shuttles leave from Madison Concourse Hotel and DoubleTree by Hilton lobby Meet in lobby 5-10 minutes prior to departure time		
8:00 a.m. - 9:00 a.m.	Varsity I / Varsity II & III 2nd Floor	Check-In/Continental Breakfast	
	Wisconsin Idea, 2nd Floor	Sponsor Reception	
9:00 a.m. - 9:15 a.m.	Marquee Room, 2nd Floor	Health Literacy Wisconsin Welcome* Michele Erikson, Executive Director, Health Literacy Wisconsin, a division of Wisconsin Literacy, Inc.	
9:15 a.m. - 9:30 a.m.	Marquee Room, 2nd Floor	Presenting Sponsor Welcome* Jeffrey E. Thompson, MD, Chief Executive Officer, Gundersen Lutheran Health System	
9:30 a.m. - 10:30 a.m.	Marquee Room, 2nd Floor	Keynote Presentation* Step Out on Nothing: A Conversation with Byron Pitts • CBS News/60 Minutes Correspondent Byron Pitts will share his personal story of overcoming significant challenges as a youth, including living with limited literacy.	5
10:30 a.m. - 10:45 a.m.	Break		
10:45 a.m. - 11:45 a.m.	Semi-Plenary Sessions*	<i>Choose between 2 sessions:</i>	
	Marquee Room, 2nd Floor	Health Literate Communication Training for Health Care Workers Cliff Coleman, MD, MPH, Oregon Health & Science University • Introduction to a new set of consensus based best practices for providing health literate oral and written communication by health care professionals.	
	Varsity I, 2nd Floor	Incorporating Health Literacy into the Adult Literacy Environment Marsha Connet, Wisconsin Literacy, Inc. • A panel presentation representing literacy agencies that have integrated health literacy into programming at various levels of development	
11:45 a.m. - 12:00 p.m.	Break		
12:00 p.m. - 1:00 p.m.	Lunch Varsity II & III, 2nd Floor		
1:00 p.m. - 2:00 p.m.	CEO Panel Discussion Marquee Room, 2nd Floor	Obtaining Senior Level Support for Health Literacy • Specific examples of how individuals can engage senior leadership and gain support for health literacy initiatives. <i>Moderator:</i> Paul Smith, MD, Associate Director, Wisconsin Research and Education Network (WREN) <i>Panelist:</i> Joe Endrizzi, MD, Urologist, Gundersen Lutheran Health System <i>Panelist:</i> Greg E. Simmons, MA, President and Chief Executive Officer, MetaStar, Inc. <i>Panelist:</i> Geoffrey R. Swain, MD, MPH, Chief Medical Officer, City of Milwaukee Health Department, Professor, UW School of Medicine and Public Health	1
2:00 p.m. - 2:15 p.m.	Break		

Sessions marked with (*) will be video recorded and available on www.HealthLiteracyWisconsin.org.

2:15 p.m. - 3:15 p.m.	Breakout Session I	Choose among five 60-minute breakout sessions:	
	Marquee Room, 2nd Floor	Health Literacy Starter Kit: Basic Information and Resources for the Newcomer* Sponsor: Beloit Health System Paul Smith, MD, Associate Director, Wisconsin Research and Education Network (WREN) Julie McKinney, MS, Health Literacy Consultant, World Education • Definitions of literacy and health literacy, current state of the field, suggestions for beginning to learn about health literacy and where to find resources on the Internet.	
	Varsity I, 2nd Floor	Teach Back: Fast, Efficient, Normal* Kathryn M. Anderson, MA, Programs Manager, Sage Words Health Communications • Improving patients' ability to understand information and to follow instructions by learning concrete strategies for making The Teach-Back Method effective, efficient and normal.	6
	Industry, 3rd Floor	Keeping It Real with Your Patients <i>Facilitator:</i> Amy Olejniczak, MS, MPH, Project Director, Wisconsin Adolescent Health Care Communication Program, and Wisconsin Alliance for Women's Health Five Teen Educators • Through hand-outs, skits, videos, and small group discussions, Teen Educators work to help health care providers learn how to effectively communicate with adolescents seeking sexual health care services.	4
	Landmark, 3rd Floor	Co-Creating a Vision for Implementing Health Literacy: Reactions to the Panel Discussion on Obtaining Senior Level Support Grant Foster, Director of Health Information, Dean Health System. Representing the Southwest/South Central Wisconsin Health Literacy Committee • Interactive discussion on how to make the conclusions of the CEO Panel Discussion actionable within organizations.	1
	Northwoods, 3rd Floor	How to Make Your Health Care Materials Easy to Understand Megan Rooney, M.Ed., Plain Language Manager, Health Literacy Missouri Sam Pettyjohn, MPH, Program Manager, Health Literacy Missouri • In-depth immersion into the principles of clear writing using Health Literacy Missouri's 20-page manual. Bring a material and receive direct feedback on how to improve it.	8
	Wisconsin Idea, 2nd Floor	Room Available for Informal Networking	
3:15 p.m. - 3:30 p.m.	Break/Snacks Varsity II and III, 2nd Floor		

TUESDAY, April 9 continued

3:30 p.m. - 4:30 p.m.	Breakout Session II	Choose among five 60-minute breakout sessions:	
	Marquee Room, 2nd Floor	<p>Measuring the Organizational Communication Climate for Quality Improvement*</p> <p>Sponsor: Sacred Heart Hospital Andrew Jager, MA, Research Associate, American Medical Association</p> <ul style="list-style-type: none"> Describe the development, validation and use of a 360-degree assessment toolkit that health care organizations use to measure the extent to which the organization fosters effective, patient-centered communication. 	2
	Landmark, 3rd Floor	<p>Design for Readability: Inspiring Action with Clear Formatting</p> <p>Eva Anderson, MFA, BFA, Creative Director, Center for Health Literacy, MAXIMUS</p> <ul style="list-style-type: none"> Interactive workshop teaches participants formatting strategies to improve readability and appeal of print or web communication. Participants learn to identify and use practices that make health care materials visually inviting and easy to use. 	8
	Industry, 3rd Floor	<p>How Can We Involve the Population We Serve in Improving the Health Literacy Environment of Health Care Organizations?</p> <p>Nadia K. Ali, MD, MB; BS, MPH, Associate Program Director, , Clinical Assistant Professor, Crozer Chester Medical Center, School of Medicine of Temple University</p> <ul style="list-style-type: none"> Improving the health literacy environment of health care organizations by involving populations in identifying and assessing health literacy barriers, and designing interventions to address these barriers. 	4
	Varsity I, 3rd Floor	<p>Building a Community Partnership Around the “What to Do When Your Child Gets Sick” Book*</p> <p>Margarete Cook, Northwest Wisconsin Regional Literacy Consultant, Wisconsin Literacy, Inc Jay Shrader, MHA, Community Benefit and Prevention Program Manager, Wellness Manager, Security Health Plan Nancy Wheeler, Literacy Program Coordinator, ICAA Crossroads Literacy</p> <ul style="list-style-type: none"> Learn about a community collaboration and data collected in Northwest Wisconsin related to the “What to Do When Your Child Gets Sick” book, a plain language reference guide for parents. 	5
	Northwoods, 2nd Floor	Case Studies in Public Health Literacy	
		<p>Case Study A: Sheboygan County Health Literacy: Lessons Learned</p> <p>Mary Paluchniak, RN, BSN, Program Development Specialist, St. Nicholas Hospital Jean Beinemann, RN, BSN, Program Supervisor, Sheboygan County Health and Human Services, Division of Public Health</p> <ul style="list-style-type: none"> Learn how Sheboygan County Health Literacy Committee formed and developed an action plan, provider and community surveys, and impacted their county’s health plan. 	3

		Case Study B: Developing Two System-Level Approaches to Address Health Literacy Barriers Among Rural Cancer Patients Norma-Jean Simon, MPH, MPA, ROLES Project Coordinator, Rural Oncology Literacy Enhancement Study (ROLES), University of Wisconsin-Carbone Cancer Center Michael Helle, MHA, Director of Outpatient Services, Beaver Dam Community Hospital Julie Marks, RN, RN Lead Oncology/Cancer Navigator, Beaver Dam Community Hospital • Assessing health literacy and navigation needs of rural cancer patients.	9
	Wisconsin Idea, 2nd Floor	Room Available for Informal Networking	
4:30 p.m. - 5:00 p.m.	Break		
5:00 p.m. - 7:00 p.m.	Reception and Poster Presentations Wisconsin Institutes for Discovery - Atrium - 330 N. Orchard St. (Across the street from front entrance to Union South)		
5:00 p.m., 6:00 p.m. and 7:00 p.m.	Free shuttle to hotel leaves from front of Dayton Street side of Union South (Badger Coaches for Madison Concourse Hotel, and DoubleTree by Hilton Van for DoubleTree by Hilton)		
WEDNESDAY, April 10, 2013: Agenda			
7:15 a.m., 7:30 a.m., 7:45 a.m.	Shuttles leave from Madison Concourse Hotel and DoubleTree by Hilton lobby Meet in lobby 5-10 minutes prior to departure time		
8:30 a.m. - 8:45 a.m.	Marquee Room, 2nd Floor	Welcome Paul Smith, MD, Associate Director, Wisconsin Research and Education Network (WREN)	
8:45 a.m. - 9:45 a.m.	Marquee Room, 2nd Floor	Keynote Presentation* Communicating Health Concepts: Lessons Learned About Making Health Information Understandable For A Broad Audience Zorba Paster, MD, Host, National Public Radio's "Zorba Paster: On Your Health" • How to communicate health concepts in a way that is simple, relatable and fun, based on Dr. Zorba Paster's years of experience engaging radio listeners.	6
9:45 a.m. - 10:00 a.m.	Break		
10:00 a.m. - 11:00 a.m.	Marquee Room, 2nd Floor	Plenary Presentation* Health Literacy and the Affordable Care Act Bonnie Braun, PhD, Faculty Scholar, Horowitz Center for Health Literacy, University of Maryland Extension Caroline Gomez, MSW, Health Care Outreach Specialist, Covering Kids & Families • How Cooperative Extension Services are communicating about the rapid changes occurring as a result of the Patient Protection and Affordable Care Act.	5
11:00 a.m. - 11:15 a.m.	Break		

Sessions marked with (*) will be video recorded and available on www.HealthLiteracyWisconsin.org.

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1:00 p.m. - 2:00 p.m.	Breakout Session IV	Choose among five 60-minute breakout sessions:	
	Marquee Room, 2nd Floor	Making a Case for Health Literacy: Policy, Outcomes and Your Bottom Line* Sponsor: The Alliance Peter Morrison, Director of Health Literacy, Health Literacy Forward, Literacy Coalition of Central Texas • Health literacy link to patient-outcomes, policy and accreditation standards, and financial stability. Learn how to get your leadership on board and make health literacy a reality in your agency.	1
	Varsity I, 2nd Floor	Verbal Communication Skills* Sponsor: Aspirus, Inc. Sam Pettyjohn, MPH, Health Literacy Program Manager, Health Literacy Missouri • A 60-minute training session for clinical providers and health professionals around emerging best practices in patient communication.	6
	Industry, 3rd Floor	Plan, Evaluate and Improve Your Health Literacy Interventions and Activities Sabrina Kurtz-Rossi, M.Ed., Principal and Health Literacy Consultant, Kurtz-Rossi & Associates • Developing and using appropriate measures to evaluate health literacy initiatives and activities. Addressing questions of program effectiveness and program improvement.	2
	Landmark, 3rd Floor	Creating Engaging, Unbiased & Understandable Shared Decision Materials: Is it Possible? Geri Lynn Baumblatt, MA, Editorial Director, Emmi Solutions Creating shared decision making tools that break down information so patients can understand. Helping patients apply preferences to make decisions.	8
	Northwoods, 3rd Floor	Panel Discussion: Teach-Back Implementation Projects • Lessons learned from four projects implementing the Teach-Back Method in area health systems.	
		A. The Teach-Back Project: A Multidisciplinary Project to Improve Teaching with Patients and Families Cori Gibson, MSN, RN, CNL, Care Manager, Children's Hospital of Wisconsin	
		B. Our Multidisciplinary Teach-Back Team: Staff Education about Patient Education Cynthia Leeder, RN, MS, BC-ACNS, Nursing Patient Education Manager, University of Wisconsin Hospital and Clinics	
		C. Promoting Health Literacy through Communication and Coaching Sue McIntyre, PhD, Associate, Health Literacy Advancements, LLC, representing a partnership with Mayo Health System-Barron	
		D. Identifying Medication Teach-back During CPOM/EPIC Jan Kraus, Medical Library Manager, Aspirus Wausau Hospital, Volunteer Community Faculty, University of Wisconsin-Madison	3
	Wisconsin Idea, 2nd Floor	Room Available for Informal Networking	
2:00 p.m. - 2:15 p.m.	Break		

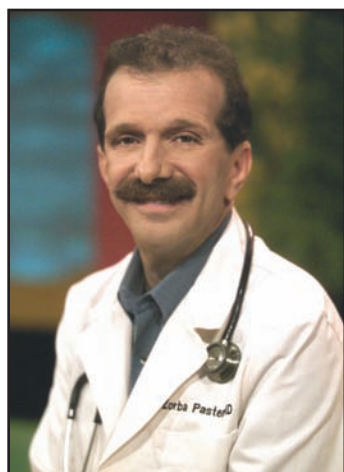
WEDNESDAY, April 10 continued

2:15 p.m. - 3:15 p.m.	Marquee Room, 2nd Floor	Plenary Session* Help Me Understand: A Patient's Perspective Beth Gaytan, Health Literacy Director, Literacy Network Five Adult Literacy Students • Improve patient-provider communication. Learn from real patients to better anticipate possible miscommunication and how to empower patients for more effective communication and better health outcomes	6
3:15 p.m.	Adjourn		
3:30 p.m., 3:45 p.m. and 4:00 p.m.	Free shuttle to hotel leaves from front of Dayton Street side of Union South (Badger Coaches for Madison Concourse Hotel, and DoubleTree by Hilton Van for DoubleTree by Hilton)		

KEYNOTE PRESENTERS:


BYRON PITTS

Byron Pitts is a multiple Emmy award winning journalist and correspondent for CBS News and 60 Minutes. Pitts covered the Iraq War and was also CBS' lead correspondent at Ground Zero immediately following the September 11th attacks. Raised by a single mother in Baltimore, Pitts could not read until the age of 12 and had a persistent stutter. Pitts tells his incredible story in his memoir *"Step Out On Nothing: How Family and Faith Helped Me Conquer Life's Challenges"*.


DR. ZORBA PASTER

Dr. Zorba Paster is a public radio show host, broadcast journalist, author, university professor and practicing family physician. As host of *Zorba Paster: On Your Health*, he has been answering callers' medical questions on health, fitness, and nutrition on national public radio for the last 15 years. Dr. Paster is the author of two books, including, *The Longevity Code—Your Personal Prescription for a Longer, Sweeter Life*, and has lectured extensively on health and wellness topics.

Networking Reception and Poster Presentation

Tuesday, April 9, 2013 5:00 – 7:00 p.m.

Wisconsin Institutes for Discovery (Atrium)

330 North Orchard St. (directly across the street from the front entrance to Union South)

We will hold a networking reception and poster presentation for all guests of the 2013 Wisconsin Health Literacy Summit from 5 p.m. to 7 p.m. on Tuesday, April 9 in the Atrium of the Wisconsin Institutes for Discovery, directly across the street from the front entrance to Union South. Refreshments will be provided.

The Wisconsin Institutes for Discovery facility, which opened in December 2010, houses twin interdisciplinary research institutes: the Morgridge Institute for Research, a private, nonprofit research institute dedicated to improving human health by accelerating scientific discovery to patient delivery; and the public Wisconsin Institute for Discovery, which is part of UW–Madison organized under its Graduate School.

The state-of-the-art facility brings together scientists and researchers from a broad spectrum of disciplines, such as the arts, humanities, social sciences, education, business and law. It also includes extensive public spaces in its Town Center intended to promote dialogue as a fertile crossroads for ideas among diverse parts of UW–Madison and the larger community.

Poster Presenters:

1. [Health Literacy Among Older Adults](#), Sheryl Scott, Assistant Professor of Nursing, Wisconsin Lutheran College
2. [Health Literacy and Screening, Immunization and Preventative Behaviors in the Survey of the Health of Wisconsin \(SHOW\)](#), Matthew Walsh, PhD, MPH, Assistant Scientist, Assistant Director for the Survey of the Health of Wisconsin (SHOW) Data Coordinating Center, UW-Madison Population Health Department: Survey of the Health of Wisconsin (SHOW)
3. [Health Literacy Programs in Mid-sized American Cities](#), Beth McGowan, PhD, MLIS, MD, Northern Illinois University
4. [Improving Postoperative Teaching Through the Use of “Teach-Back”](#), Laurie Newton, DNP, APNP, Medical College of Wisconsin
5. [Improving a Patient Portal: Encouraging Engagement Through MyCare®](#), Megan Barkelar, MALIS, Consumer Health Librarian, Gundersen Health System; Melinda Orebaugh, MLS, Director, Library & Patient Education Services, Gundersen Health System
6. [A Journey To Improve Verbal And Written Communication At St. Mary’s Hospital](#), Casey Petersen, MA, Consumer Health Librarian, St. Mary’s Hospital
7. [Utilizing On-line Learning Modules to Introduce Teach-Back Methodology](#), Rebecca Inglis, MSN, RN, Patient Education Clinical Practice Nurse, Gundersen Lutheran
8. [Low Caregiver Health Literacy is Associated with Higher Use of the ED for Non-Urgent Visits](#), Andrea K. Morrison, MD, Medical College of Wisconsin/Children’s Hospital of Wisconsin
9. [Conversations on Wellness \(COW\): A Diabetes Education Program for the Homeless in Madison, Wisconsin](#), Joe Strangfeld, RN, BSN, PA-S, Helping Educate and Link the Homeless (HEALTH)
10. [Improving Health Literacy Information Access: Evaluating Resources for NICU and Pediatric Asthma Patients](#), Emily Merkt, MLS, Medical College of Wisconsin Libraries; Barb Ruggeri, MLIS, Medical College of Wisconsin Libraries
11. [Health Literacy Training Program in the University of Arkansas for Medical Sciences \(UAMS\) Family Medical Centers](#), Cathy Irwin, PhD, RN, Research Associate, University of Arkansas for Medical Sciences

PLENARY PRESENTERS:

Bonnie Braun, PhD is the Faculty Scholar at the Horowitz Center for Health Literacy, University of Maryland Extension. Dr. Braun has built a career on youth and adult education focused on health and wellbeing. She is an inductee in the International Adult Education Hall of Fame. She has held Cooperative Extension appointments at four universities and at the USDA. Her research focus has been on limited resources individuals and families—especially in rural areas. Dr. Braun is the founding Director and Endowed Chair of the Herschel S. Horowitz Center for Health Literacy at the University of Maryland College Park School of Public Health, where she continues as a Faculty Scholar. Her academic appointment is in the School's Department of Family Science where she is a full professor. Dr. Braun and a colleague are co-creating a cultural competency and health literacy teaching resource guide for release in 2013. She is currently leading a national Cooperative Extension health insurance literacy initiative.

Cliff Coleman, MD, MP is a nationally recognized expert in the field of health literacy, focusing on workforce training to improve the clinical and public health response to low health literacy. Dr. Coleman received his medical degree from Stanford University in 2000, and completed a combined residency in Family Medicine and Public Health & General Preventive Medicine at Oregon Health & Science University (OHSU), with a Master's of Public Health from Portland State University in 2004. He joined the faculty in the Department of Family Medicine at OHSU in 2004. He practices at a Federally Qualified Health Center clinic, where his clinical interests include care delivery for medically complex underserved patients.

Joe Endrizzi, MD is originally from Rochester, MN. Dr. Endrizzi is a proud graduate of Ripon College, Ripon, WI, University of Texas Health Science Center in San Antonio, TX and the US Army/Air Force Urology residency program in San Antonio, TX. Dr. Endrizzi is a staff urologist at Gundersen Lutheran Medical Center in La Crosse, WI, where he has been employed for more than 8 years. Dr. Endrizzi has been the "physician champion" for Informed Consent and has been charged with providing physician leadership in the development, implementation, and ongoing use of the informed consent policy for the Gundersen Health System since 2009. Prior to his work with Gundersen Lutheran, he served in the U.S. Army with the 21st Combat Support Hospital in Balad, Iraq, Darnell Army Community Hospital at Ft. Hood, TX, Brooke Army Medical Center at Ft. Sam Houston, TX, and Wilford Hall Air Force Medical Center on Lackland Air Force Base.

Caroline Gomez, MSW has been a Healthcare Outreach Specialist with Covering Kids & Families-Wisconsin (CKF) since February 2011. Through the REACH BC+ program, Caroline provides outreach and support to schools in the northeastern region of Wisconsin so that they can provide resources and information to uninsured children and families about BadgerCare+. She also acts as a liaison between CKF and UW-Extension as they partner together to build a curriculum on the Affordable Care Act for Extension faculty to bring health reform resources to their communities. Caroline obtained her Master's degree in Social Work in May 2011 from the University of Wisconsin Madison and has a Bachelor's degree in Political Science and Social Work.

Beth Gaytan has worked in adult education in the not-for-profit sector and collaborated with the health care sector to increase awareness of health literacy in her community. Beth's areas of expertise include: developing and sustaining healthy partnerships between literacy and healthcare organizations, working with adult English language learners to improve their abilities to communicate in English as well as successfully access and navigate the health care system and working with healthcare organizations and patients to improve patient-provider communication. Her English for Health program was named

a “promising practice” by the State of Wisconsin to improve minority health outcomes in 2010. The program also received the first Outstanding Achievement in Health Literacy from Wisconsin Literacy, Inc. in 2010. Beth has a Bachelor’s degree in English and Teaching English as a Second Language (TESOL) from the University of Wisconsin-Madison.

Ed Millermaier, MD, MBA is a 1984 graduate of the Medical College of Wisconsin, completed an internship in Family Medicine at Cleveland Metro General Hospital and a 3 year residency including a 1 year Chief Residency in Primary Care Internal Medicine at Mount Sinai Medical Center, Cleveland, Ohio. After residency, Dr. Millermaier was a National Health Service Corps general internist at Peoples Health Center, an urban FQHC in Indianapolis, Indiana, from 1988-1995. He served on the Board of Directors from 1993-95. In 1995 he moved to Kalamazoo, Michigan, to take positions as physicians in a large primary care group, ProMed Physicians. In the fall of 2005, after 3 years as Medical Director of ProMed Health Care, he became the Chief Medical and Chief Operating Officer of Borgess Ambulatory Care. His responsibilities included oversight and management of ambulatory physician and ambulatory ancillary services, including radiology, lab, CT scanning, PT/OT, integrative medicine, extended care program, the shared medical appointment program, occupational health, wellness, and the fitness center. This included approximately 550 employees and just over 100 providers mostly in primary care specialties. In 2006 Dr. Millermaier received his MBA at the University of Tennessee via the Physician Executive MBA program and in 2010 he was elected as a Fellow of the American College of Physicians. In January 2011, Dr. Millermaier became the Chief Medical Officer for Bellin Health, Green Bay, Wisconsin.

Greg E. Simmons, MA is the President and Chief Executive Officer of MetaStar, an agency providing health care quality improvement services and the Medicare QIO for the state of Wisconsin. For over thirty years, he has overseen the development of new strategies for evaluation and improvement of health care quality and utilization in the inpatient and outpatient settings, and administered numerous contracts and grants with Medicare, Medicaid, the Office of the National Coordinator for Health Information Technology (ONC), and the private sector. During this time, MetaStar has broken new ground in collaborating with business coalitions for health, as a Healthcare Effectiveness Data and Information Set (HEDIS) audit licensee with the National Committee on Quality Assurance (NCQA), and as a regional extension center for health information technology. Mr. Simmons serves as chair of the Coral Initiative, a learning collaborative of Quality Improvement Organizations. He is Past President of the Madison Area Quality Improvement Network and of the American Health Quality Association. He is a member of the board of Wisconsin Literacy, Inc. He is a graduate of the University of Wisconsin holding a BA in biology and an MA in health services administration.

Geoffrey R. Swain, MD, MPH, has been involved in issues relating to the social and economic determinants of health and in reducing health disparities through upstream policy-level interventions for over a decade. During 2001-2002, he served on the Social and Economic Factors That Influence Health Subcommittee during the Implementation Phase of the Healthiest Wisconsin 2010 State Health Plan and was a key member of Healthiest Wisconsin 2020’s Social, Economic, Educational Factors that Affect Health Focus Area Team. Dr. Swain also led the City of Milwaukee Health Department’s launch of a Center for Health Equity in 2006 and continues to direct what is now the Wisconsin Center for Health Equity. He is currently in his second term on the Health Equity and Social Justice Strategic Direction Team of the National Association of County and City Health Officials (NACCHO). Dr. Swain has extensive clinical, teaching, health policy and leadership experience, including as academic medical faculty since 1990 and in public health administration at the City of Milwaukee Health Department (MHD) since 1993. He is a Professor of Family Medicine and Population Health Sciences at the UW School of Medicine & Public Health and is MHD’s Medical Director and Chief Medical Officer.

About Wisconsin Research and Education Network (WREN):



Wisconsin
Research &
Education
Network

The Wisconsin Research and Education Network (WREN) is a statewide practice-based research network of 300 members, 223 of whom are practicing clinicians.

Our mission is to improve health outcomes for the people of Wisconsin through education, and through promoting and conducting primary care research in partnership with primary care clinicians and the communities they serve.

We do this as we:

- bring patient-centered, primary care research into primary care practices across Wisconsin.
- explore often underfunded and overlooked questions critical to health care.
- discover better methods of diagnosis and treatment.
- explore innovative methods of delivering health care.

WREN: Health Literacy Champions

Under the direction of Paul Smith, MD, a champion for the cause of health literacy, WREN has promoted health literacy through presentations at its annual meetings, facilitated sponsorships of five health literacy summits and conducted health literacy projects including:

A survey about health literacy knowledge and attitudes among family physicians.

Focus groups with limited English literacy adults about health issues and problems.

Training limited literacy adults as consultants to a hospital to improve the hospital health literacy environment.

For more information about WREN go to:

www.wren.wisc.edu

WREN Staff:

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Kate Judge, MSSW, Regional Research Coordinator
Veronica Harper, MA, BS, Research Program Assistant



*Paul Smith, MD, Associate Director, WREN
Health Literacy Physician Champion*

About Health Literacy Wisconsin



Health Literacy Wisconsin is a division of Wisconsin Literacy, Inc., a nonprofit coalition representing a membership of 67 community-based literacy agencies. Health Literacy Wisconsin is recognized nationally for raising awareness of the importance of health literacy skills and fostering two-way communication between adult literacy agencies and health care providers.

Vision: People understand health.

Mission: "To help people find, understand and use health information and services to make informed decisions."

www.HealthLiteracyWisconsin.org

www.facebook.com/HealthLiteracyWisconsin

About Wisconsin Literacy, Inc.



Wisconsin Literacy's mission is to improve lives by providing leadership, support and a statewide voice for adult and family literacy efforts in Wisconsin and beyond. This growing network of 67 adult, family and workforce literacy providers instructs more than 10,000

basic skills and English language learners annually in community, corrections, workplace, family and faith-based settings. More than 3,300 trained volunteer tutors provide this individualized, goal-oriented adult literacy instruction. Community-based literacy education is an initial and integral step into further pursuit of adult education and career opportunities.

www.WisconsinLiteracy.org

Wisconsin Literacy Staff

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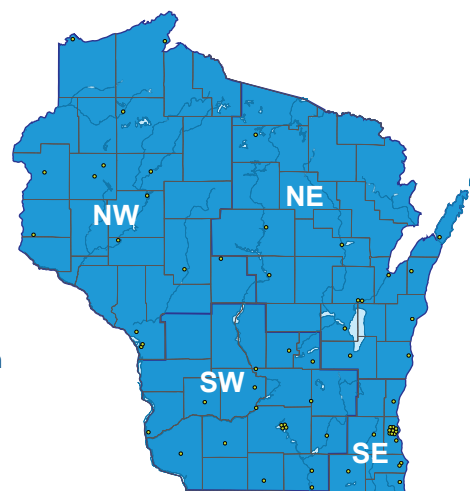
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2013 WISCONSIN HEALTH LITERACY SUMMIT: CHANGING SYSTEMS, CHANGING LIVES

Summit Planning Committee:

Paul Smith, MD, Wisconsin Research and Education Network (WREN)
Michele Erikson, Health Literacy Wisconsin, a division of Wisconsin Literacy, Inc.
Erin Agesen, MS, MPH, Health Literacy Wisconsin, a division of Wisconsin Literacy, Inc.
Melinda Orebaugh, MLS, Gundersen Lutheran Health System
Veronica Harper, MA, BS, Wisconsin Research and Education Network (WREN)
Melody Bockenfeld, MPH, BSN, Wisconsin Research and Education Network (WREN)

Summit Advisory Committee:

Cynthia Baur, PhD, Centers for Disease Control and Prevention (CDC)
Carol Klingbeil, RN, MS, CPNP, Children's Hospital and Health System
Julie McKinney, MS, World Education
Sheri Siemers, MPH, CHES, Wisconsin Department of Health Services

Pre-Summit Meeting:

Sabrina Kurtz-Rossi, Pre-Summit Meeting, Kurtz-Rossi & Associates
Rob Logan, PhD, National Library of Medicine
Julie McKinney, Pre-Summit Meeting, World Education
Peter Morrison, Health Literacy Forward, Literacy Coalition of Central Texas
Sam Pettyjohn, Health Literacy Missouri

Special Thank You To:

Alison Everhart, Room Moderator, Edgewood College
Eva Herndon, Event Planning Intern, Beloit College
Shanna House-Flynn, Room Moderator, Navitus Health Solutions
Kelly Jarosinski, Room Moderator, Navitus Health Solutions
Susan Kanack, Continuing Education
Michael Mitch, Room Moderator, Edgewood College
Layla Moosavi, Room Moderator, Edgewood College
Gia Kiley, Martha Gaie, and Sheri Siemers, Registration
Regional Literacy Consultants, Wisconsin Literacy, Inc.
Regional Health Literacy Committees, Wisconsin Literacy, Inc.

CONTINUING EDUCATION:

Continuing Medical Education (CMEs) for Physicians:

We have applied for CME accreditation through the American Academy of Family Physicians (AAFP). We anticipate 13 CME credits for the 2013 Wisconsin Health Literacy Summit with final approval pending through the AAFP. Sign in at the registration desk both days of the Summit to receive credit for your attendance.

Continuing Education Units (CEUs) for Nurses:

Children's Hospital and Health System is an approved provider of continuing nursing education by the Wisconsin Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Participants who successfully complete this activity will receive 10.5 nursing contact hours. Sign in at the registration desk both days of the Summit to receive credit for your attendance.

Certified Health Education Specialists (CHES):

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). Sign in at the registration desk both days of the Summit to receive credit for your attendance.

For questions, please contact Erin Agesen,
Health Literacy Director, at
erin@wisconsinliteracy.org or 608.661.0207.

ON THE WEB:

Social Media:

Tweet about the Summit at: #WiHLS

Follow us on Facebook at: www.facebook.com/HealthLiteracyWisconsin

WiFi:

To connect to wireless Internet, simply use your wireless client application to find "UWNet-UnionSouth".

Next, open your browser and go to any location. Enter the login information below:

Main:

Login: tmp-wihls

Password: fF5wT\$Sb

Backup:

Login: tmp-wihls

Password: nH?qS5qZ



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www.WisconsinLiteracy.org

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