

OSU/AHEC Clear Health Communication Program...

'Just What the Doctor Ordered:' Improving Patient Adherence through Engagement



April 26, 2012

8:00 am – 3:00 pm

The Ohio Union Senate Chamber
at The Ohio State University

We often hear healthcare providers complain that patients don't follow their treatment plans – 'they are non-compliant.' The blame for not adhering to health instructions and the treatment plan is usually placed on the patient. Unfortunately, we rarely look at how our communications and interactions with patients are a large part of the underlying problem for non-adherence. In this workshop we will explore strategies for improving adherence, by engaging patients in their own care.

By attending this workshop you will learn:

- How health literacy and patient engagement is a foundation for patient adherence
- The basics of motivational interviewing for patient adherence and behavioral change
- Strategies for engaging patients, including use of the The Patient Activation Measure™ and ways to help patients at each level of activation
- How one's culture affects patient adherence and strategies that improve adherence
- Strategies for medication compliance, tele-health coaching for wellness, and case management for adherence with CHF patients from a panel of experts



KEYNOTE SPEAKER

Doug Seubert is a health communications specialist and his work has included collaboration with teams of physicians, pharmacists and other health care professionals to develop evidence-based clinical practice guidelines and patient education resources. Passionate about health literacy and patient activation, he has given numerous presentations at national and regional conferences including the Wisconsin Health Literacy Summit, the Institute for Healthcare Advancement (IHI) Annual Health Literacy Conference, and national forums hosted by the Agency for Healthcare Research and Quality (AHRQ) and the Institute for Healthcare Improvement (IHI).

Support for this conference is provided by a State of Ohio PACE grant (Partnership for Adherence through Collaborative Education 2011)

Course Schedule

Registration: 8:00am - 9:00am

Continental Breakfast, Introductions & Welcome

Morning Sessions

Keynote: From Understanding to Action: An Overview of the Connection between Health Literacy, Patient Engagement, and Adherence

Doug Seubert, BA. Health Communications Consultant, Advantage Consulting Services, Marshfield, WI

Being a patient is ever more demanding as technology, treatments, and care delivery models evolve. Access to health information that is easy to understand is essential, but it does not guarantee adherence. Through our efforts to improve health literacy and patient adherence, we must engage patients and encourage them to become more active in their care thereby improving quality, safety and outcomes.

Motivational Interviewing as an Approach to Increase Patient Adherence to Medical Regimens

Jack Stevens, Ph.D., Psychologist, Nationwide Children's Hospital & Associate Professor of Pediatrics, The Ohio State University, Columbus, OH

Motivational Interviewing is a directive, person-centered, guiding method of communication to elicit and strengthen motivation for change. It incorporates specific techniques to help a person explore and resolve ambivalence, such as reflective listening and developing discrepancies between beliefs and actions.

Engaging Strategies: Improving Adherence through Activation

Doug Seubert, BA. Health Communications Consultant, Advantage Consulting Services, Marshfield, WI

Patient engagement is the cornerstone of the efforts to transform the delivery of health care. But how do you engage patients in their care? What strategies, tools and resources are available? What works and how do you measure success? With a focus on improving patient adherence, this session will review current research, explore tools and resources, including the Patient Activation Measure™ (PAM), and include demonstration of strategies designed to activate and engage.

Afternoon Sessions

Panel Discussion:

Moderator – *Doug Seubert*

Medication Adherence - *Stuart Beatty, PharmD, BCPS*

Tele-Health Coaching for Wellness – *Lindsay Badertscher, RD, LD*

A Multidisciplinary Model of Care for Patient Adherence for those with CHF–
Renee Schnug, BSN, MS, CNP

Translating Cultural Competence into Patient Adherence

Barbara Warren, Ph.D. RN, Professor of Clinical Nursing at The Ohio State University, Visiting and Consulting in Cultural Competency at University of Cincinnati, and University of North Carolina

This interactive session will provide participants with an opportunity to learn techniques that assist and promote the process of cultural competence to improve patient adherence.

REGISTRATION FORM

Please return this registration form to the OSU/AHEC office address below. The number of attendees is limited and will be filled on a first come-first serve basis. The registration form, with payment, must be received on or before April 19th. Confirmations will be sent with directions to The Ohio Union. If overnight accommodations are needed, call Barbara Sweeney, 614.292.4450.

Last Name

First Name

Organization

Title

Business Mailing Address

City

State

Zip

Business Phone:

Fax:

E-mail:

PLEASE NOTE ANY DIETARY RESTRICTIONS OR ALLERGIES so we may arrange for a special meal: _____

**For information about continuing education credits:
Contact Sandy Cornett, sandy.cornett@osumc.edu 614.688.3327**

Please send registration to:

Barbara Sweeney
The Ohio State University
Clear Health Communication Program
064 Meiling Hall
370 West 9th Avenue
Columbus, OH 43210

Phone: (614) 292.4450
Fax: (614) 292-5364
E-Mail: sweeney.132@osu.edu

Payment Method:

Must be included with registration

- Check made payable to:
The Ohio State University
- OSU eRequest (old 100W Form)
- Letter of intent to pay submitted with registration

\$50 fee includes: all materials, continental breakfast, lunch, snacks, parking & CE credits for nursing, pharmacy, social work and certified health education specialists (CHES)