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- RWJ Foundation - Community Health Leadership Program
- Keystone Mercy Health Plan
- Pfizer, Inc.
- Center of Excellence for Diversity in Health Education and Research

Contributors:

- Leonard Davis Institute of Health Economics
- Philadelphia Department of Public Health
- The What to Expect Foundation
- Center of Literacy

Symposium Coordinating Office
Rosales Communications
510 Carpenter Lane
Philadelphia PA 19119

System Change for Better Communication

A Symposium for Policy Makers

Translating Across Literacy Levels, Languages and Culture to Reduce Health Disparities

December 17, 2002

8:00 am to 1:30 pm

Houston Hall
University of Pennsylvania
3417 Spruce St.
Philadelphia PA 19104

FOR MORE INFORMATION
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Symposium Objectives

To have participants leave with a better sense of:

- The magnitude of the health communication issues in the US, with respect to literacy, language and culture.
- The effect of inadequate communication on health outcomes, health care utilization, and costs.
- What effect inadequate communication may have on corporate compliance and risk management.
- What consumers actually experience and what they feel may help.
- How institutions can respond.

Target Audience

The target audience for the symposium includes individuals who represent relatively large institutions, agencies and professionals groups and who are in a position to generate interest and make decisions. This includes:

Health Systems Directors and Assistant Directors
Hospitals
Health Promotion and Prevention Specialists
Healthcare Providers and Healthcare Purchasers
Nurses/Nursing Associations
Pharmacists & Pharmaceutical Associations
Allied Health Professionals
Managed Care Organizations
Health and Human Service Agencies
Health Policy Researchers and Professors
Health Law Attorneys
Bar Associations and Legal Aid Agencies
Risks Management Professionals
Marketing and Communications Professionals
Foundations and Grant Managers
Government Agencies
Elected Officials
Healthcare Advocates

Symposium Agenda

8:00 Registration and Continental Breakfast

8:30 Welcome, and Opening Remarks:

Daniel J. Hilferty, *President and Chief Executive Officer Keystone Mercy Health Plan*

John Domzalski, JD, MPH
Commissioner of Health, Philadelphia Department of Public Health

9:00 Session 1:

**Barriers to Communication:
The Challenges and Consequences**

*Moderator: Jerry Johnson, MD, FACP
Professor of Medicine, Project Director and Principal Investigator, Center of Excellence for Diversity in Health Education and Research of the University of Pennsylvania*

Marginal Literacy and Health - Implications for Health Outcomes, Costs and Risk Management

Mark Williams, MD, FACP *Director, Hospital Medicine Unit, Emory University School of Medicine*
Language and Culture - Federal Guidelines and Requirements - Corporate Compliance

Guadalupe Pacheco, MSW *Special Assistant to the Director, Office of Minority Health*

10:45 Session 2:

What Happens When We Don't Understand Each Other? - Patient Perspectives

*Moderator - Lisa Bernstein
Executive Director, The What to Expect Foundation
African- American, Latino and Asian Consumers*

11:15 Session 3:

Bridges to Communication: How Institutions Can Respond in a System-wide Way

*Moderator: Judith S. Stavisky, MPH, M.Ed.,
Senior Program Officer,
The Robert Wood Johnson Foundation*

A Pharmaceutical Industry Response - Initiatives and Lessons Learned

Lisa Dieter, *Consumer Marketing, Pfizer Inc*

A Health Care System Response - Initiatives and Lessons Learned

Nancy Bucher, *Vice President for Corporate Compliance, Crozer Keystone Health System.*

12:30 Lunch
Moderator: Vivian Gadsden, Associate Director, National Center for Adult Literacy
Speaker: Toni Cordell-Seiple Consumer Getting Around in the Health Care Maze

Registration Form

(Please type or print)

Last Name: _____

First Name: _____ Middle Initial: _____

Organization: _____

Address: _____

Suite Number: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

E-mail: _____

(for confirmation only)

Early Bird: (Before December 10, 2002)

_____ Full Packet(s) @ \$75.00 ea = _____

_____ Luncheon only @ \$45.00 ea = _____

On site registration:

_____ Full Packet(s) @ \$85.00 ea = _____

_____ Luncheon only @ \$55.00 ea = _____

Total: _____

Vegetarian Lunch Yes _____ No _____

Make your check payable to:
Health Promotion Council-Symposium

c/o Symposium Coordinating Office
Rosales Communications
510 Carpenter Lane
Philadelphia, PA 19119

OR

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