The National Academies of
SCIENCES • ENGINEERING • MEDICINE

Roundtable on Health Literacy
Building the Case for Health Literacy: A Workshop
November 15, 2017

Lecture Room, NAS Building
2101 Constitution Avenue, NW, Washington, DC, 20418

8:15-8:30 Welcome and Introductions
  Bernie Rosof, Roundtable Chair

8:30-9:30 Patient Perspective on the Need for Health Literacy

  8:30-8:50  Marty Ratermann
  8:50-9:10  Jennifer Pearce, M.P.A.
  9:10-9:30  Julie Steffen
  9:30-10:00 Discussion

10:00-10:05 Introduction of Speakers

10:05-10:25 Presentation of Commissioned Paper
  Stanton Hudson, M.A., Center for Health Policy, University of Missouri and
  R.V. Rikard, Ph.D, Senior Research Associate, Department of Media and
  Information, Michigan State University

10:25-10:45 Discussion

10:45-11:00 BREAK

11:00--12:00 Panel: Why Health Literacy?

11:00-11:05 Introduction of Speakers

  11:05-11:25 Why Health Literacy is Important
      Cathryn Gunther, Vice President, Global Population Health, Merck
      Sharpe & Dohme Corp.

  11:25-11:45 Achieving the Quadruple Aim: Health Literacy as an Essential Component
      Bernard Rosof, M.D., MACP, CEO, Quality in Health Care Advisory Group
11:45-12:15 Discussion with Panel Speakers

12:15-1:00 LUNCH

1:00-3:00 Adopting Health Literacy in an Organization

1:00-1:05 Introduction of Speakers

1:05-1:25 Adoption and Early Implementation of Health Literacy in a Health System: What Research Shows
   Audrey Riffenburgh, Ph.D., President, Health Literacy Connections

1:25-1:45 A Case Study: Adopting Health Literacy in a Health Plan
   Chris Carlson, Senior Vice President Consumer & Customer Experience, UnitedHealth

1:45-2:05 A Case Study: Adopting Health Literacy in a Public Health System
   Jennifer Dillaha, M.D., Medical Director for Immunizations, Medical Advisory for Health Literacy and Communication, Arkansas Department of Health

2:05-2:45 Discussion with Panel Speakers

2:45-3:00 BREAK

3:00-3:05 Introduction of Speakers

3:05-4:00 Moderated Discussion: Where do we go from here? (During this session, panelists will be asked to respond to specific questions developed by the planning committee.)
   Moderator:
   Laura Noonan, M.D., Director of the Center for Advancing Pediatric Excellence (CAPE) at Levine Children’s Hospital

   Panelists:
   • Legal
     Christopher Trudeau, J.D., University of Arkansas for Medical Sciences and U of A William H. Bowen School of Law
   • Pharmaceutical
     Lori Hall, Director of Health Literacy, Eli Lilly
   • Health Care System
Thomas K. Bauer M.B.A., RT, Senior Director of Patient and Family Education, Johns Hopkins Health Centers

- Federally Qualified Health Center
  Laurie H. Francis, B.A., B.S.N., M.P.H., Executive Director, Partnership Health Center
- Education/Training
  Lawrence G. Smith, M.D., MACP, Dean, Donald and Barbara Zucker School of Medicine at Hofstra/Northwell

4:00-4:30 Discussion

4:30-5:00 Reflections of the Day (During this session, each roundtable member identifies 2 or 3 key points emerging from the workshop)

5:00 ADJOURN