

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 <i>Bernie Rosof, Roundtable Chair</i>
8:30-9:30	Patient Perspective on the Need for Health Literacy
8:30-8:50	<i>Marty Ratermann</i>
8:50-9:10	<i>Jennifer Pearce, M.P.A.</i>
9:10-9:30	<i>Julie Steffen</i>
9:30-10:00	Discussion
10:00-10:05	Introduction of Speakers
10:05-10:25	Presentation of Commissioned Paper <i>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</i>
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 <i>Cathryn Gunther, Vice President, Global Population Health, Merck Sharpe & Dohme Corp.</i>
11:25-11:45	Achieving the Quadruple Aim: Health Literacy as an Essential Component <i>Bernard Rosof, M.D., MACP, CEO, Quality in Health Care Advisory Group</i>



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

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