



## **Employers Healthcare Coalition Annual Conference on Health Literacy**

**April 19, 2018  
8:00 am to 2:30 pm**

**8:00 – 8:15 am**

**Welcome & Introductions**

**Key Note Speaker- Dr. Scott Conard, M. D.**

**8:15 – 9:00 am: An Overview of Population Health Management – Understanding the Risk of Your Population and Importance of Managing Risk**

**Speaker Objectives:** Defining health literacy and the impact low literacy has on healthcare cost and patient outcomes.

- Identify factors which influence health literacy.
- Recognize who is affected by health literacy.

Health information is available from many different sources, such as: Facebook, Twitter, the Internet, our family and friends, television, schools, doctors, local and national health resources, media and newspapers, nutrition labeling, etc. As a result, our employees are confronted with many, and oftentimes, conflicting health resources each day.

As employer leaders we have an opportunity to ensure the information and services we provide through our employee benefit plans and wellbeing programs can be accessed, understood, and properly utilized by our employees and their family members.

**9:00 – 9:15 am: Morning Break & Exhibitors**

**9:15 – 10:00 am: The 5 Stages of Health Literacy**

**Speaker Objectives:** Understanding the 5 Stages of Health Literacy will assist employers in developing better communication platforms for their workforce.

Health literacy as the level to which an employee/dependent has the ability to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

Literacy provides the skills to understand and communicate health information and concerns at the right time, at the right place, with the right provider. When we apply these skills to the healthcare setting, such as understanding a new healthcare disease or illness; the patient becomes better engaged, and the healthcare processes of care and outcomes are greatly enhanced.

### **10:00 – 10:30 am: Mid-Morning Break & Exhibitors**

### **10:30 – 11:15 am: A Practical Example of Health Literacy In Chronic Disease**

**Speaker Objectives:** To better understand Health Literacy, it involves cultural influences and differences which should be embraced by the health professional and the patient (our employees) to manage better health. A person can be highly literate and still have limited health literacy.

Understanding more about how an individuals' knowledge, skills, along with past experiences, cultural, and environmental factors, affect the way in which we understand and use health information.

The ability to use and correctly interpret health information is important for people who have one or more chronic diseases. Oftentimes, our employees with chronic illness have more demanding health care needs and require a comprehensive medical management.

Practical Example: Using the link between Type 2 Diabetes and increased risk for Heart Disease, the presentation will include resources for employers to raise awareness and encourage people with Type 2 Diabetes to know their risk and speak to their healthcare provider, for the sake of their health and the people they cherish the most. By equipping employees and providers with the appropriate information it will assist in guiding the right conversation.

### **11:15 - 11:30 am: Late Morning Break & Exhibitors**

### **11:30 am – 12 noon: Community-based Data Analytics**

**Speaker Objectives:** How using community-based data may improve the population health of a community.

We are all affected by health literacy. Health literacy may mean different things to different people. Understanding the population health trends of consumers (our employees) and the healthcare provider community, allows a community to be prepared to provide appropriate services.

### **12:00 – 12:45 pm: Lunch & Exhibitors**

**12:45 – 1:00 pm: Joellen Randall, President, Quincy Area Chapter of SHRM**

**1:00 – 2:30 pm**

**Panel Discussion and Q&A**

**Panelists:**

**Dr. Alan Richardson, M.D., WeCare TLC**

**Lisa Sanders, McCarthy Holdings, Inc.**

**Mr. Shane Wolverton, Quantros**

**Mr. Jim Baxter, TCOH**

**Speaker Objectives:** The panelist will provide practical information about the three topics from their personal experience on the subject matter; a real-life perspective.

- 1). **Benefits Employees Understand** - Employers spend vast hours designing and implementing their Employee Benefit plans, but oftentimes, employees do not understand the coverages, thereby, many programs are underutilized. The group will share their experiences; what has worked for them and what has not, and provide tools and resources to enhance employee engagement of their employee benefit offerings.
- 2). **Healthcare Cost** – Employees and employers typically do not know the cost of healthcare services before they receive care. The panelist will provide insight as to what has worked for them to engage consumers in better understanding the cost of their employee benefits, and the costs of healthcare; to encourage employees to make better purchasing decisions.
- 3). **Quality – How to Determine What Quality Means** – Healthcare Quality may mean different things to employees, employers and providers. This topic will take a deeper look at quality and how employers may take an active role in educating their employees on what really matters, and to provide tools and resource opportunities.

**2:30 pm**

**Closing Comments - Program Concludes**