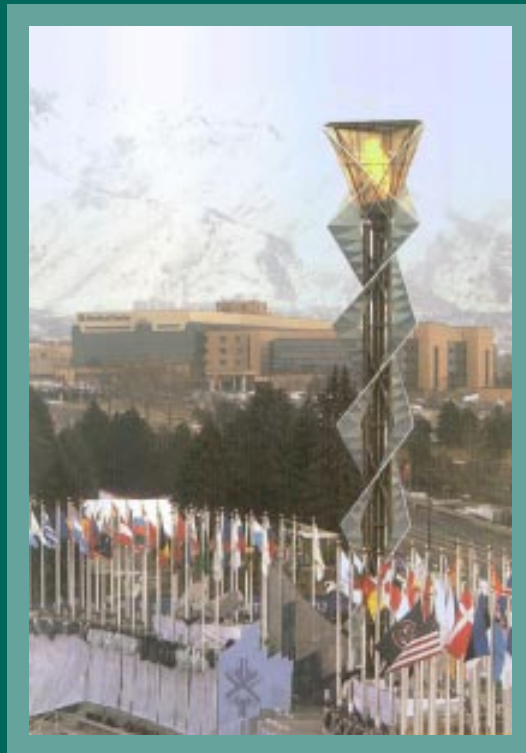


2004 HEALTH CARE EDUCATION INSTITUTE

Lighting the Fire of Health Care Education



SPONSORED
BY THE
HEALTH CARE
EDUCATION
ASSOCIATION



with support from



The Premier Meeting
for Patient, Staff and
Community Educators

*September 16-18, 2004 • Salt Lake City
The University of Utah*

Dear Health Care Education Colleagues,

It is with great pleasure that I invite you to join us in Salt Lake City for the 2004 Health Care Education Institute. The Planning Committee has developed a program that will provide an information-packed learning event. Regardless of your clinical practice, specialty or educational focus, the 2004 Health Care Education Institute is for you.

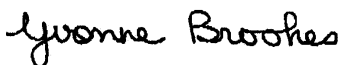
The Health Care Education Association is a learning community for professionals. We are committed to improving healthcare education in organizations through excellence in education. By joining us in Salt Lake City, you will have the opportunity to hear from leaders in the field of healthcare education and develop relationships with many top national healthcare educators.

Exhibitors from leading healthcare service and supply providers will be on hand. You can take time each day to visit the exhibits and attend the vendor panel and learn first-hand about the numerous resources available to help meet your organization's educational needs and goals.

Salt Lake City, our host city, is a booming metropolis nestled between the undulating curves of the Wasatch Mountains and the arid grandeur of the Great Salt Lake Desert. As you know, Salt Lake City hosted the world for the 2002 Winter Olympics. Among the many attractions, you will be able to see the 2002 Winter Games Sporting Event Sites and visit the beautiful Red Butte Gardens.

If you have any questions, please feel free to call HCEA at 888-298-3861 or email us at hcea03@cox.net. Hope to see you in Salt Lake City!

Sincerely,



Yvonne Brookes, RN
President, HCEA
Institute Chairperson 2004
yvonneb@baptisthealth.net
786-596-1333

Health Care Education Association

P.O. Box 50603
Amarillo, TX 79159-0603
Phone: 888-298-3861
Email: hcea03@cox.net
Web: www.hcea-info.org



HCEA 2004 Institute Planning Committee

Yvonne Brookes, RN
Baptist Health South Florida,
Miami, FL

Karen C. Andrea, MS, BSN, RN, BC
VA Medical Center
Wilmington, DE

Vicky Becherer, MSN, RN
St. Louis Children's Hospital
St. Louis, MO

Kim Crosby, MSN, RN
St. Louis Children's Hospital
St. Louis, MO

Zeena Engelke, MS, RN
University of Wisconsin Hospital &
Clinic
Madison, WI

Cheryl Goddard, RN
St. Louis Children's Hospital
St. Louis, MO

Janette Helm, MA, RN, CHES
St. Vincent
Indianapolis, IN

George Lindsay, MSN, RN, BC
VA Salt Lake City Health Care
System
Salt Lake City, UT

Sylvia McKee, MN, RN, BC
VA Salt Lake City Health Care
System
Salt Lake City, UT

Diane Moyer, MS, BSN, RN
The Ohio State University Medical
Center
Columbus, OH

Kathy Ordelt, RN
Children's Healthcare of Atlanta
Atlanta, GA

Mary Lou Thoune, BSN, RN
Bay Area Medical Center
Marinette, WI

Overview

Features of the Institute:

- ◆ Pre-conference
- ◆ 3 Intensive Workshops
- ◆ Keynote and Plenary Speakers
- ◆ 15 Concurrent Sessions
- ◆ Poster Presentations
- ◆ Exhibit Hall
- ◆ Networking Events

Contact Hours

An application has been submitted to the Ohio Nurses Association. Nurses may call to inquire about contact hours.

CHES Credits:

Application for Category 1 continuing education contact hours for CHES has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC).

Objectives

1. Identify future trends, such as creativity in teaching, technological innovations, patient safety and diversity for the health care education professional.
2. Discuss the tracer methodology for JCAHO Accreditation with an emphasis on staff and patient education.
3. Develop and enhance professional skills to optimize the effectiveness and efficiency of health care institutions.
4. Explore the latest resources and training methodologies available to patient, staff and community educators.

Health Care Education Association

P.O. Box 50603

Amarillo, TX 79159-0603

Phone: 888-298-3861

Email: hcea03@cox.net

Web: www.hcea-info.org



Health Care Education Institute

September 16-18, 2004 • Salt Lake City

University of Utah Guest House

110 S. Fort Douglas Blvd.

Salt Lake City, Utah 84113-5036

888-416-4075

Mention HCEA when making your reservations.

The University Guest House is this year's host hotel. The rate is \$70 for up to two people/\$10 additional for 3rd or 4th person. Reservation need to be made prior to September 1, 2004. After the cut-off date the room block will be released and all reservations are subject to availability.

Salt Lake City Utah



Salt Lake is Utah's capital city and serves as gateway to the state's renowned ski resorts, scenic national parks and recreational areas. The city is set against the towering Wasatch Mountains, which are buried under deep, fluffy snow every winter. Salt Lake hosted the 2002 Olympic Winter Games; athletes and enthusiasts continue to flock here to enjoy world-class facilities and the "greatest snow on earth." Centrally located between Grand Circle National Parks to the south and Yellowstone/Grand Tetons to the north, Salt Lake makes a great base camp for outdoor recreation.

Additionally, Salt Lake is a major regional business center and the world headquarters of the Church of Jesus Christ of Latter-day Saints and the world-renowned Mormon Tabernacle choir. Visitors may tour Historic Temple Square, or attend a free concert by the choir. There's lots to do in Salt Lake City and Utah.

Explore your options online at www.utah.com/saltlake.

The University of Utah Guest House was built as part of the 2002 Olympic Village. The Guest House serves as a full-service hotel with reasonable rates.

The Guest House is within a short walking distance of the University of Utah Health Sciences Center, the beautiful Red Butte Gardens, and a light rail station to downtown.

Schedule of Events

Pre-Conference

Pre-registration and additional fee of \$85.00 is required for pre-conference sessions. Please register for the pre-conference on the registration form (page 11 of this brochure).

Thursday, September 16

8:00 am – Noon

"Lions, Tigers, and Bears. Oh My!!"

Michele L. Deck, M.Ed., BSN, RN, LCCE

Author of "Instant Teaching Tools for the New Millennium."

Have you ever taught a class with unhappy learners? A class that was so challenging that you found yourself clicking your heels together and repeating, "I just want to go home?" If so, this session will share practical, simple, and easy to implement ideas you can use to alter the situation.

This themed program features:

- Discover the three talents needed to deal with unexpected learner attitudes and situations.
- Learn ideas to change mandated groups into happy and willing learners.
- Explore educator secrets that allow you to orchestrate your class dynamics so that everyone learns and everyone wins.

General Institute

Thursday, September 16

7:30 am – 4 pm Registration

12:45 – 1:15

General Session A

New Member Orientation

Board Member

1:30 – 1:45

General Session B

Institute Opening / Welcome

Yvonne Brookes, RN, HCEA President and
2004 Planning Chairperson

1:45 - 2:45

General Session C

Keynote Address - "Finding the Hero Within"

Michele L. Deck, M.Ed., BSN, RN, LCCE

This keynote calls to mind what it means to be a hero in today's world as a person in healthcare. Discover the hero that shines through the heart of self and how to connect with others in this way. Leave this session energized and ready to exhibit and show appreciation.

2:45 - 3:15

Coffee Break

2:45 - 5:30

Exhibit Hall/Poster Presentations Open

3:15 - 4:30

Concurrent Sessions

CC 1. "Coaching: A New Vision for Communication, Relationship-Building and Self-Improvement."

Carol Ebert, MA, BSN, RN, CHES

Coaching enhances your practice by revolutionizing communication strategies with patients, families and colleagues. Instead of "telling," coaches ask powerful questions designed to challenge thinking, action and elicit positive behavior change. Coaching is a natural fit for healthcare professionals. Learn how.

CC 2. "The Five 'E's of Effective Presentations: Moving from Darkness into the Light!"

Phylis Christian Ragland, MS, CRNP

The purpose of this presentation is to provide participants with enhanced knowledge and skills that will enable them to develop and present exciting educational programs to their target audiences. Information that will be provided can be used by seasoned educators to enhance their own presentations, or to assist new educators and/or "content experts", to create educationally stimulating programs for presentations within or outside of the healthcare facility.

CC 3. "Are You in Style with Teaching?"

Vicky H. Becherer, MSN, RN

Every educator wants his/her lecture to be top-notch, well-received, informative, and yet FUN! If you want to learn the 'winning attitude' to teaching, this session is for YOU!

4:30 - 5:30

Reception with Exhibitors

Things to do while you're in Salt Lake City

Visit **Red Butte Garden** and experience Utah's great outdoors and regional horticulture. With over 150 acres of gardens and natural area, Red Butte Garden is the largest botanical and ecological center in the Intermountain West. The Garden features spectacular floral gardens, a playful Children's Garden and Orangerie, an indoor garden with exotic and fragrant flora.

Gary Price Sculpture Exhibit at Red Butte Garden

Renowned Utah artist presents *Lifting the Human Spirit*, a bronze sculpture exhibit celebrating children and the natural world with 27 pieces throughout the Garden.

Hours: September 1 - 30
Monday - Saturday 9 am - 7:30 pm
Sunday 9 am - 5 pm

Admission:

Adults (ages 18-59):	\$5
Children (ages 2-17):	\$3
Seniors (age 60+):	\$3
Children under 2:	Free

For more information on Salt Lake City, visit www.visitsaltlake.com.

7:30– 8:30 am Continental Breakfast & Exhibit Hall /Posters

8:30 – 9:30 Plenary

“JCAHO Shared Visions New Pathways: Lighting the Way to Learning about the New Accreditation Process”

Rima Ann O. Nelson, MPH/HSA, BSN, RN

Learn of the new Joint Commission’s accreditation for the new year.

9:30 – 10am Coffee with Exhibitors

The Intensive Workshop and Concurrent Sessions run simultaneously.
Please choose from either the Intensive Workshop or Concurrent Sessions.

10 – 12:45 Intensive Workshop (Break from 11:15 - 11:30)

IW 1. “Meeting the Challenges of Low Health Literacy in Your Organization”

Sandra Cornett, PhD, RN

This Intensive Workshop will assist participants to identify the problems of low health literacy among their patients/families and some staff in their organizations and develop organizational action plans with strategies to reduce the negative effects of low health literacy in an organization.

10 – 11:15 AM Concurrent Sessions

CC4. “Kindling the Quest for Excellence: A Competency Assessment Program”

Sally Strong, RN, APN-CNS, CNRN, CRRN

This session will delineate the creation, implementation, evaluation and revision of an integrated system designed to advance professionalism among nursing staff, improve quality of patient care and guide the nursing department’s education plans. The components of this educational system are designed to recognize staff strengths, provide education directed at areas of improvement and foster the professional development of all levels of caregivers within the nursing department.

CC5. “Creating Partnerships – Reaping Benefits”

Diane Moyer, MS, BSN, RN; Karen Guthrie, MS, BS, RN; BJ Hansen-Wingert, MS, BSN, RN

In these times of escalating costs, tightening budgets and rising numbers of immigrants in the US, health care organizations are struggling to keep up with Federal requirements to provide foreign language print materials for patient and families. As a collaborative effort, the patient education coordinators of the three largest health systems in central Ohio have set an innovative project in place to expand the dual language, easy to read materials available to clinicians and others for patient education of the Limited English Proficiency (LEP) populations in their area.

11:15 – 11:30 AM Break with Exhibitors

11:30 – 12:45 PM Concurrent Sessions

CC6. “Career Development for Employees with Different Learning Styles/Needs”

Lynne B. Miller, MS, BSN, RN

The CDE Model is a program designed to enable an employee with concerns to begin to assess their interest and abilities, recognize their potential, and map out a strategy to move toward success. While this program is in its infancy, slow growth is expected as more and more employees understand the possibilities ahead of them.

CC7. “Patient Safety News – Evaluation of a New Tool for an Emerging Culture”

Leanne Worsfold, RPN, CCE

In US hospitals, an estimated 44,000-98,000 people die each year from preventable medical errors. After watching the FDA PSN November broadcast, healthcare professionals reported its positive impact on their roles in hospitals, and indicated their intention to communicate FDA messages and solutions within their institute for help to promote a safe environment. Find out how.

12:45 – 2pm

Lunch with Exhibitors / Vendor panel

The Intensive Workshop and Concurrent Sessions run simultaneously.
Please choose from either the Intensive Workshop or Concurrent Sessions.

2 – 5:00 PM

Intensive Workshop (Break with exhibitors from 3:15 – 3:45)

IW 2. “1 Fish, 2 Fish, Red Fish, Go Fish”

Kimberly Crosby, MSN, RN

Are you “fishing” for clients? This presentation will summarize four years of experience and lessons learned in a pediatric consumer health information library. With careful attention to tracking meaningful measures, goals and objectives can be developed to direct the consumer health information library for the next 5-10 years.

2:00 - 3:15 PM Concurrent Sessions

CC 8. “I B.R.A.K.E. for Nurse Educators”

Vicky H. Becherer, MSN, RN

This is a fun, humor-filled session that will remind us what being an educator is all about. It will refresh our access to resources. It will revitalize the ideas and you will leave excited about teaching!

CC 9. “Lighting the Fire of the Future: Illuminating Trends for Health Care Education”

Phyllis J. Miller, MS, RN, FHCE

Attend this session and learn the latest trends from healthcare’s future and then engage in a lively discussion with you colleagues about credible responses to these trends and the resulting needs in patient, community and staff education settings. Take home ideas for your own organization and make valuable contacts that you can stay in touch with throughout the year for problem solving and support.

3:15 – 3:45 PM Break with Exhibitors

3:45 – 5 PM Concurrent Sessions

CC 10. “Staying Out of the Fire – Creating a Safer Hospital through Patient Safety Education”

Rodney L Meek

In this session you will learn practical strategies for leading patient safety education classes for all your hospital staff. We will discuss the potential for errors, safe order writing, family and patient responsibilities and creative variance reporting tools. At the end of the session you will gain several new ideas to lead patient safety education in your hospital setting.

CC 11. “Extreme Creativity in Health Care Continuing Education”

Cheryl Goddard, RN

Educators may need to incorporate extreme creativity into the learning experience to benefit the care givers. Participants will explore, exciting, innovative, creative approaches to promote continuing education, and professional growth while having bundles of fun at the same time.

7:45 – 8:30am Breakfast / Networking Tables

The Intensive Workshop and Concurrent Sessions run simultaneously.
Please choose from either the Intensive Workshop or Concurrent Sessions.

8:30 – 11:30 AM Intensive Workshop (Break from 9:45 – 10:15)

IW 3. “The Essence of Patient Education”

Fran London, MS, RN - Author of *“No Time to Teach”*

This program distills all theoretical frameworks and research results into a clear and direct, doable plan for action. This workshop gives you practical tools to take the frustration out of patient education, and measure meaningful outcomes.

8:30 – 9:45 am Concurrent Sessions

CC 12. “Assessing Competency/Determining Annual Mandatories”

Ceresa Ward, MS, RN and
Jane Cook, MS, RN

Incorporating job-specific competencies into the annual performance appraisal process is occurring simultaneously. The competencies play a significant role in how the final evaluation rating is calculated. In addition, the performance appraisal cover sheet directly reflects the mandatory training that has been approved by Operations Group for the current year. Examples of these and other tools will be shared with the group and an interactive discussion of competencies and annual mandatories will be encouraged.

CC 13. “A Firebuilders Guide –Technology in Patient and Family Education”

Faith Hammel, MN, RNC, IBCLC

The challenge becomes: How does a large integrated health system deliver a single standard of care for patient and family education when it covers four counties and hundreds of miles and can technology assure a consistent message to all customers?

9:45 – 10:15

Break

10:15 – 11:30

Concurrent Sessions

CC 14. “PDA’s: Palm Reading with a Lifeline to Patient Safety”

Cheryl Burnette, RN

Personal Data Assistants (PDA’s) offer a huge benefit in the quality of patient care. But is it enough? Join this interactive sessions and explore how to choose a PDA, the latest information regarding patient safety, and the power that can reside in the palm of your hand!

CC 15. “Transcultural Continuum: Building Cultural and Linguistic Competence”

Rita A. Bendekovits, MSN, RN, ONC, CRRN
Improving the effectiveness of care to diverse populations at a community hospital was initiated in response to a need for the provision of patient education materials and strategies for Limited English Proficiency (LEP) patients. Find how this project created a plan to handle this situation.

12 – 1:30pm Awards Luncheon

1:30 – 2:30 General Session (Membership & Business Meeting)

Posters:

- 1. Last BM?**
Jen Milligan, BSN, RN
- 2. Teresa, the Trauma Doll.**
Sarah Hokanson, RN
- 3. Taking Education to your nursing staff 24/7. Access to Education using a mobile education cart.**
Jody Osteyee, MS, RN, CPNP
- 4. Creative Solutions in Education: Responding to the Learning Styles of a Diverse Workforce.**
Joan Menuchi, MSN, RN, BC
- 5. My HealthVet: Gateway to Optimal Health. Richmond VAMC's Approach to Implementation.**
Debora Schumacher, LPN
- 6. An Education Model for a Multi-Site Integrated Facility.**
Margaret Anne Singer, MS, RN, and Team
- 7. VA Salt Lake City Health Care System Patient Education Website.**
Stephen K Harmon, PhD, CHES and Rebecca Goldsmith, PA-C, PMPC
- 8. Enhancing Critical Thinking Utilizing a Game Format.**
Rita M. Scott-Collier, CRRN
- 9. Assisting Families to Utilize Healthcare.**
Jackie Chamberlain, RN
- 10. Preparing the Pediatric Tracheotomy Patient for Home.**
Penny Overgaard, RN
- 11. The Challenges of Patient Education in a Hospital Setting: One Hospital's Experience.**
Marcia Barnum, BSN, RN, PHN and Maria Pastorello, RN
- 12. Program Development: From Initiative to Implementation.**
Carla H. Clements, MSN, CRNP
- 13. Kindling Cultural Competence through Creative Approaches to Staff Development.**
Debra Hall, MA, BA
- 14. ADA Recognition: Planning and Pitfalls.**
Melinda Scholten, RD, CDE

Transportation Tips

Airport Taxi Service

Taxi service will be approximately \$12-\$15 one way from Salt Lake City International Airport.

Shuttle Service

Express Shuttle 1-800-397-0773. Minimum 24 hours notice for pick-up. Cost is \$14 each way.

Driving Directions by Car from the Airport to the University Guest House

Take North Temple to West Temple and turn right. Follow West Temple to 400 South and turn left. On 400 South, continue east, it becomes 500 South as you approach the University. Continue on 500 South to Wasatch Drive, turn left. Turn right on South Campus Drive. Take the second left onto Fort Douglas Boulevard, and follow the boulevard to the Guest House.



Health Care Education Association

2004 Officers and Board of Directors

President:

Yvonne Brookes, RN

Clinical Learning Programs Coord.
Patient Education Liaison
Baptist Health South Florida
Miami, Florida

President- Elect:

Vacant

Treasurer:

Diane Moyer, MS, BSN, RN

Program Manager – Consumer
Health Education
The Ohio State Univ. Medical Center
Columbus, Ohio

Secretary:

Vicky Hall, MS, OTR/L

Occupational Therapist
George E. Wahlen VA
Salt Lake City, Utah

Board Members at Large:

Kathy Cambareri, MSN, RN, CS, CPHQ

Director, Quality & Education
George Washington Univ. Hospital
Washington,

Lynne Miller, MS, BSN, RN

Education Coordinator
McGuire VAMC
Richmond, Virginia

Linda Kocent, MSN, RN

Coordinator of Patient-Family Education
The Children's Hospital of Philadelphia
Philadelphia, Pennsylvania

Sandra Cornett, PhD, RN

Dir. of AHEC Health Literacy Program
The Ohio State University
Columbus, Ohio

Past President:

Charlyn Snow, MBA, MT (ASCP)

Director of Education
Northwest Texas Healthcare System
Amarillo, Texas

Jackie A. Smith, PhD

Associate Professor, Clinical
University of Utah College of Nursing
Salt Lake City, Utah

An Invitation to Join



HEALTH CARE EDUCATION ASSOCIATION

The Health Care Education Association (HCEA) is the premier organization for health care staff and patient educators in North America. We support and mentor health care educators for small and large staffs, and in rural and metropolitan settings. Our mission is to provide a learning community for professionals committed to improving health care and the organizations they serve through education.

HCEA Membership Benefits Include:

- Representation by a professional association
- Significant discounts to the Annual Health Care Education Institute (Continuing Education Credits Available)
- Opportunities to Network with other professionals
- A timely and topical Newsletter with up-to-date information on important issues such as JCAHO and HIPAA, and the latest trends and products in Patient and Staff Education (Open to member submissions)
- Complimentary materials for National Health Care Education Week
- An informative web-page with a Members Only Directory
- Access to Listservers and The Best Practices Network
- Discounts on HCEA products and services

Who Are the Members of HCEA?

- Staff Development Educators
- Patient and Community Educators
- Education Department Directors
- Training/Organization Development Professionals
- Quality Improvement Professionals
- Managed Care Professionals
- Consultants and Vendors Serving Education Professionals

They are Health Care Educators who work in every health care setting.

HCEA Corporate Membership Program

HCEA's Corporate Membership Program provides your company/institution with the opportunity to forge a mutually beneficial relationship with this important group of professionals. For a full description of all the benefits included in the program, please contact the National Office.

For More Information:

Health Care Education Association

P.O. Box 50603

Amarillo, TX 79159-0603

Phone: 888-298-3861 Fax: (806) 354-1656

Email: hcea03@cox.net

Web: www.hcea-info.org

Registration

Mail or fax your registration to:

Health Care Education Association
P.O. Box 50603 - Amarillo, TX 79159-0603
Phone: 888-298-3861 Fax: (806) 354-1656
or register online: www.hcea-info.org

For More Information contact the
HCEA office at 888-298-3861
or via email at hcea03@cox.net.

REGISTRATION FORM

Name: _____

Degrees: _____ Title: _____

Use my: Home Address Work Address

Employer: _____

Address: _____

City: _____ State: _____ Zip: _____

Country if other than USA: _____

E-mail (to send confirmation): _____

Phone: (____) _____ Fax: (____) _____

- Current Member New Member Non-Member
 Speaker Poster Presenter
 Add me to the Roommate Search List

Register me today!

EARLY REGISTRATION FEE

(by 8/19/04)

- Pre-Conference \$85
The pre-conference session is not included with registration. You must pre-register and pay the additional fee.

- HCEA Members \$395
 Non-Members (See Below) \$465
 One Day Registration \$240
 Thurs Fri Sat

REGULAR REGISTRATION FEE

(after 8/19/04)

- Pre-Conference \$85
The pre-conference session is not included with registration. You must pre-register and pay the additional fee.

- HCEA Members \$445
 Non-Members (See Below) \$515
 One Day Registration \$260
 Thurs Fri Sat

Attention Non-Members!

- Yes! I want to become a member of HCEA for an additional \$25. (Add to Full Non-Member Registration Rate. For new members only, **not valid** for 1-day Registration)

Total Payment:

Payment Information: HCEA's Federal Tax ID #: 23-2956629

- Check Enclosed (Made payable to HCEA)
 Charge my credit card - Visa Mastercard

Card Number: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

Lighting the Fire of Health Care Education

September 16-18, 2004
The University of Utah
Salt Lake City

Cancellations:

Phone cancellations must be confirmed in writing within 7 days. Cancellations received on or after August 19, 2004 and before September 9, 2004 will be assessed a \$100 processing fee. No refunds will be given after September 9.

Tax Deductible Expense:

Expenses of training: tuition, travel, lodging and meals incurred to improve or maintain skills in your profession may be tax deductible. Consult your tax advisor.

TAX ID#: 23-2956629.

For Information Contact:

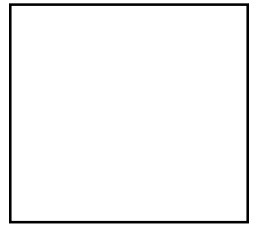
HCEA office at 888-298-3861
or register online at:
www.hcea-info.org

Register Now and Save!

Take Advantage of
Our Special Rate
for Early Registration.



Health Care Education Association
P.O. Box 50603
Amarillo, TX 79159-0603



Register Now and Save!

*Take Advantage of Our Special Rate
for Early Registration.*



2004 HEALTH CARE EDUCATION INSTITUTE

Lighting the Fire of Health Care Education

The Premier Meeting for Patient, Staff and Community Educators

September 16-18, 2004 • Salt Lake City

The University of Utah



SPONSORED BY THE
HEALTH CARE EDUCATION ASSOCIATION