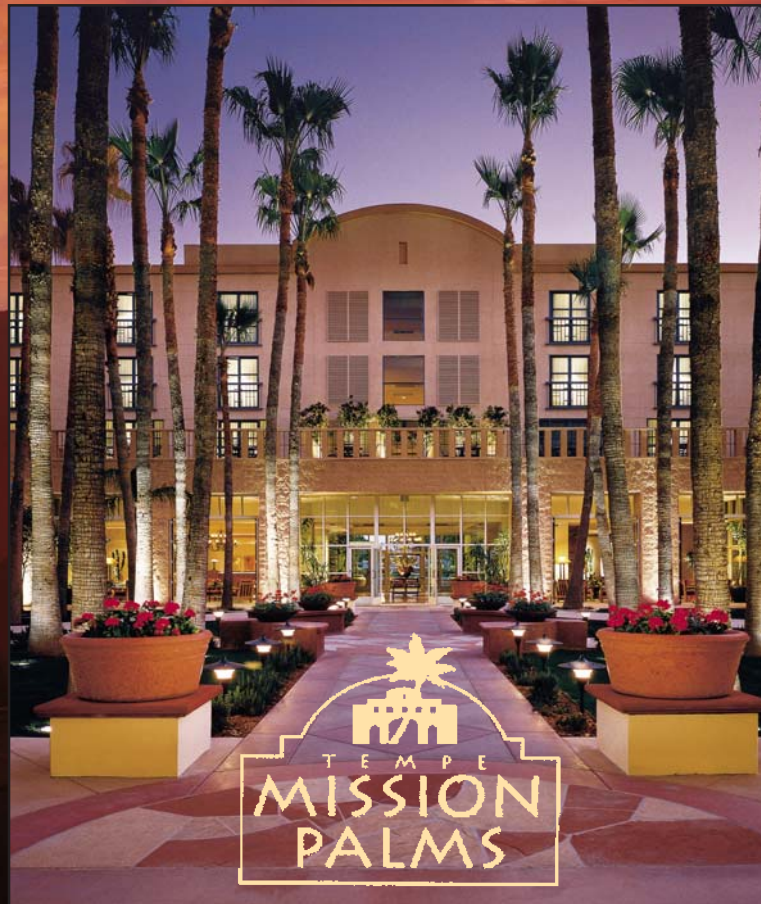


# 2008 HEALTH CARE EDUCATION CONFERENCE

Building Communities through Communication



The Premier Meeting  
for Patient, Staff and  
Community Educators

September 17 - 19, 2008

Tempe Mission Palms - Tempe AZ



Dear Health Care Education Colleagues,

It is with great pleasure that we invite you to our 11th Health Care Education Conference. This year's theme is "Building Communities Through Communication," focusing on the progress we make and power we gain through collaboration. You owe it to yourself to step out of your daily routine, and take some time to learn what others are doing, reflect on your practice, and renew your spirit to return with a new enthusiasm.

HCEA is a learning community for professionals, committed to improving health care education in organizations through excellence. With an ever-expanding membership of educators from across the nation and the world, we represent a multitude of backgrounds and work settings in health care.

In response to your feedback, we have integrated into the design of this conference more time for you to interact with peers in your field. Adult learning principles in action! This three-day event will provide you with information-packed educational sessions, time to meet vendors serving health care educators, and many opportunities to connect with colleagues. Regardless of your clinical practice, specialty, or educational focus, this conference has something for you!

We hope that you will enjoy your time in Tempe, and that you'll make a new friend or two as you shop, dine, or just explore. Even in September, it will still be warm enough to enjoy the hotel's rooftop outdoor heated swimming pool and Jacuzzi spas. If hours of sitting in a conference makes you ache, balance it with a round of tennis or basketball, hiking up a mini-mountain, or strolling around the Tempe Mission Palms' courtyards.

If you have any questions or comments, please feel free to contact us. We look forward to making this HCEA Conference the best yet!

Sincerely,

Fran London, MS, RN, Co-Chair, 2008 Planning Committee  
flondon@phoenixchildrens.com

Penny Overgaard, BA, RN, Co-Chair, 2008 Planning Committee  
povergaard@phoenixchildrens.com

Zeena Kies Engelke, MS, RN, HCEA President  
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## Health Care Education Association

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## International HCEA 2008 Conference Planning Committee

### **Fran London, MS, RN**

*Phoenix Children's Hospital - Phoenix, AZ*

### **Penny Overgaard, BA, RN**

*Phoenix Children's Hospital - Phoenix, AZ*

### **Eve Beringer-Klein, MSN, RN, PMHCNS-BC**

*UNC Health Care - Chapel Hill, NC*

### **Yvonne Brookes, RN**

*Baptist Health South Florida - Miami, FL*

### **Susanne Brooks, MSN, RN, OCN, AOCNS**

*Spectrum Health - Grand Rapids, MI*

### **Kim Crosby, MSN, RN**

*St. Louis Children's Hospital - St. Louis, MO*

### **Carol Dobos RN-C, PhD, CNAA**

*Phoenix Children's Hospital - Phoenix, AZ*

### **Nancy Forsberg, MLIS**

*Bristol-Myers Squibb Children's Hospital at  
Robert Wood Johnson University Hospital -  
New Brunswick, NJ*

### **Ronnalea Hamman, MSc**

*BC's Children's Hospital - Vancouver, B.C.,  
Canada*

### **Souheila Zouhair Ali Hassan, BS, CHES**

*Senior Officer, Health Education  
Tawan Hospital - United Arab Emirates*

### **Janette Helm, MA, RN, CHES, FAHCEP**

*St. Vincent Carmel Hospital - Carmel, IN*

### **Linda Kocent, MSN, RN**

*Children's Hospital of Philadelphia  
Philadelphia, PA*

### **Erin Kuroiwa, BA, CPST**

*Phoenix Children's Hospital - Phoenix, AZ*

### **Eileen Mitchell, MN, RN**

*Phoenix Children's Hospital - Phoenix, AZ*

### **Joan Morgan, MHA, MBA, RN**

*Cincinnati Children's Hospital Medical Center  
Cincinnati, OH*

### **Wayne Neal, MAT, BSN**

*Children's National Medical Center -  
Washington DC*

### **Kathy Ordelt, RN, CPN, CRRN**

*Children's Healthcare of Atlanta - Atlanta, GA*

### **Kathleen Werner, PhD, RN**

*Banner Baywood Medical Center  
Banner Heart Hospital - Mesa, AZ*

### **Cindy Westley, MSN, RN, BC, ANP-C**

*University of Virginia Health System -  
Charlottesville, VA*

## Overview:

### Features of the Conference:

- Keynote and Plenary Speakers
- 18 Concurrent Sessions on timely and innovative subjects
- 8 Intensive Sessions
- Poster Presentations
- Exhibit Hall
- Networking Events

## Objectives:

- Explore strategies to build systems that promote communication, collaboration, and learning between consumers, patients, families, and health care providers.
- Examine evidence-based communication strategies to use in a variety of communities.
- Explore technological advances and resources to improve health care education.
- Discuss techniques to improve the awareness of cultural beliefs, differences, and similarities, in health care education.

## Contact Hours:

Contact hours for this continuing nursing education activity have been submitted to Phoenix Children's Hospital, an approved provider of continuing education credits by the Arizona Nurses' Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation." Contact: Penny Overgaard [povergaard@phoenixchildrens.com](mailto:povergaard@phoenixchildrens.com).

## CHES Credits:

Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHCEC) for CHES Category I continuing education contact hours (CECH). Please call or email MRSI for more information at 217-529-6503 [HCEAadmin@hcea-info.org](mailto:HCEAadmin@hcea-info.org).

## Paperless Green Conference

In an effort to reduce waste and maximize resources, this conference will be paperless. Beginning September 1, 2008 registered attendees will be able to print all handouts submitted by presenters. The website is [www.hcea-info.org](http://www.hcea-info.org). An access code will be emailed to participants.

## Health Care Education Association

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# Special Interest Group Meetings

## PIPE & FHERN

**Tuesday, September 16, 2008**

All of the following events will take place at the Cohen Center of Phoenix Children's Hospital. Transportation will be provided between Tempe Mission Palms and Phoenix Children's Hospital. If you register for these events, you will be provided with details.

12:00 pm - 2:00 pm **FHERN Business Meeting**

**FHERN**, Family Health Education Resource Network, is a special interest group composed of **HCEA** members that are involved with developing and implementing Family Resource Center/Library programs.

- Review 2008 Accomplishments
- Set 2009 Goals

2:00 pm - 3:00 pm **Interactive Games for Pediatric Health Education and Behavior Change**

*Presentation by Dr. Debra Lieberman.*

*Sponsored by Phoenix Children's Hospital for FHERN & PIPE sessions.*

3:00 pm - 5:00 pm **FHERN Educational Session**

**The Path from Vision to Working in the Real World**

We are all on this journey somewhere! Some of us need to update our collection. Others want to install a new cataloging system or redesign their library. Perhaps you are being faced with budgetary challenges and are looking for advice on the best ideas around acquisition. Maybe you are just starting to develop the plan for your Center. No matter where you are on this path, this session is sure to have something for you! The panel of experts will include:

- **Prentice Beckett, BS, MLS** - Children's Hospital of Philadelphia
- **Nancy N. Forsberg, MLIS** - The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital, NJ
- **Kendall Munson, BA** - Children's Hospitals & Clinics of Minnesota
- **Dinah Smith, BA** - Self Regional Healthcare, Greenwood, SC

**The cost to attend this session is \$50.00 for non FHERN members and free for current FHERN members.**

2:00 pm - 8:30 pm **PIPE Member Meeting**

Partners in Pediatric Education (PIPE) joins professionals from the pediatric healthcare setting who specialize in Staff Development and/or Patient and Family Education. Join us at our annual Business and Networking Meeting. This meeting will give you a wonderful opportunity to network with your colleagues, benchmark your own programs, and be inspired by professionals from the finest pediatric healthcare organizations in the United States and Canada.

- **Learn** about successful strategies for topics such as, teaching staff how to teach families, competency testing in patient and family education, creating materials, and managing inventory, that have worked in other hospitals or clinics.
- **Share** ideas about the topics that we are challenged with
- **Network** with others and begin relationships that provide ongoing support throughout the year
- **Collaborate** in the development of a plan to network and share information and seek opportunities to grow professionally for all PIPE members over the next year!

**The cost to attend the annual meeting is \$50.00 for non PIPE members and free for current PIPE members.**

# HEALTH CARE EDUCATION CONFERENCE

## Building Communities through Communication

### Schedule of Events

**Wednesday, September 17, 2008**

7:30 am – 4:00 pm      **Registration**

## Pre-Conference

9:00 am – 10:00 am      **Pre-Conference Session**  
and 10:30 - 11:30 am      **Same Session offered two different times**

**Each session is limited to 40 participants**

### **What Makes Health Messages Suitable? A Dialogue**

*Speaker: Leonard and Cecilia Conrath Doak, MPH*

Community building requires clear and suitable communication. This session of Q&A and dialogue will present responses to health related communication problems raised by the audience. Special emphasis will be given to including patients and public with limited literacy skills, and from many cultures. Strategies will be discussed on how to make health messages suitable in: content, literacy demand, visuals, layout, motivation and learning and culture. Len and Cecilia Doak are a husband and wife team who work together testing the literary skills of patients, writing books, and consulting with hospitals, medical schools and pharmaceutical companies on health literacy. They are authors of the seminal health literacy textbook, *Teaching Patients With Low Literacy Skills*.

**\$35.00 Fee  
for Pre-Conference**

## General Conference

7:30 am – 4:00 pm      **Registration**

11:00 am - 2:00 pm      **Vendor / Poster Presentation Set-up**  
1:00 pm – 1:15 pm      **Conference Opening and Welcome**  
*HCEA President Zeena Kies Engelke MS, RN*

1:15 pm – 2:15 pm      **Keynote Session**  
**Igniting Evidence-Based Practice in Health Care Education**

*Bernadette Mazurek Melnyk, PhD, RN, CPNP/NPP, FAAN, FNAP*

This presentation will provide an overview of the key steps of evidence-based practice (EBP), along with barriers and facilitators to EBP implementation. Innovative strategies to accelerate EBP by health care educators and to stimulate system-wide implementation of EBP will be highlighted. Dr. Melnyk is a nationally/internationally recognized expert in evidence-based practice as well as in child and adolescent mental health. Dr. Melnyk's record of extramural research and educational funding, including grants from the National Institutes of Health, the Agency for Healthcare Research & Quality, and HRSA, totals more than 8 million dollars. Her record of scholarship includes over 110 publications, including two recently published books entitled *Evidence-Based Practice in Nursing & Healthcare: A Guide to Best Practice* and the *KySS Guide to Child and Adolescent Mental Health Screening, Early Intervention and Health Promotion*.



## Wednesday, September 17

2:15 pm – 3:00 pm

### Vendor Panel

This is your chance to meet representatives from exhibiting companies. Participating vendors will have the opportunity to introduce themselves and give a brief description of their products/services.

3:00 pm – 3:30 pm

### Refreshment Break with Exhibitors

Visit the vendors to learn more about their companies, products and services. Also, take this opportunity to sign up for the Dine-Around.

3:30 pm – 4:45 pm

### Concurrent Sessions

#### CC1. We are Family: Developing Your Team

*Leslie Catron, RN, BSN; Ashley Ave, MA*

**Track: Patient Education, Professional Development**

This interactive session will help the participant focus on the development of the team with the patient family education committee acting as the connectors who thread the change and reinforce the standards. The message is starting with one member, one unit, one family and one step, then using performance improvement methodology to facilitate transition from disconnected well-intentioned individuals to a cohesive on-target collaborative.

#### CC2. Improving Communication through Cultural Awareness

*Cindy Westley, RN-BC, MSN, ANP-C*

**Tracks: PIPE, FHERN**

The main message is that the results of our unrealized biases impact how patients perceive the health care system and can negatively affect the quality of patient outcomes – longer visit, delay in care, decreased satisfaction, etc. We must adapt care by applying research done on cultural awareness to clinical practice and teaching. The ultimate aim of cultural awareness programs is to reduce racial and ethnic disparities in health care.

#### CC3. Planning to Succeed: Basic Educational Process and Design

*Beverly Vandyke Schalk, RN, BS, MEd*

**Track: Patient Education, Staff Education**

Don't let the success of your classes be left to chance. By following an educational process, writing clear objectives and applying basic educational design principles, your classes will hit the mark. Whether you teach clinical skills or a consumer health class, come learn how to apply educational design principles so you can communicate your message more clearly and effectively.

#### CC4. Accentuating the Positive to Enhance Performance Development through the use of Appreciative Coaching

*Anne Walker, MEd*

**Tracks: Professional Development, Staff Education**

The goal of this presentation is to introduce preceptors and managers to the process of Appreciative Coaching to create positive change. Appreciative Coaching differs from problem solving by its emphasis on present strengths, building on those strengths, imaging what might be and identifying steps to implement your plan. The basic premise is that individuals will go in the direction they are led. Taking a positive approach will lead a person to positive results.

4:45 pm – 6:00 pm

### Exhibit Hall/Poster Session

Take advantage of this opportunity to visit with vendors and view the Poster Presentations. Poster Presenters will be available during this time for questions and discussion.

## Poster Session

1. Anatomy of Effective Visual Communication  
*Rita Kang, MEd; Jenna Wiens, BD; Phyllis Mancini, MA; Elke M. Ruthig RN, BScN, CIC*
2. Facilitating Nursing Student Learning: Scattered vs. Consolidated Student Placements  
*Maureen O'Brien-Cagney, MSN, CRRN*
3. Banner Arizona Perinatal Academy for New Nurses in the Women's and Infants Service  
*Christina Tussey, MSN, RNC, CNS; Elizabeth Gilbert, RNC, MS, FNP-bc, CNS*
4. Providing Care for a Child with a Trach  
*Amanda Vitale, RN, CPN*
5. Community Health Education Center: Inform, Empower, Connect.  
*Beverly Vandyke Schalk, RN, BS, MEd*
6. The Impact of Pain Management Education on Patient Satisfaction  
*Aida E. Amado, RN, MSN, OCN*
7. Greening the Future of Nurses: A Model for Workplace, Professional and Self Advocacy  
*Joyce Benjamin, RN, MSN*
8. The Lived and Educational Experience of Mothers Having an Infant with Neonatal Jaundice  
*Margaret (Meg) Brethauer, MSN, RN*
9. It Takes a Village to Reduce Aggression in a Pediatric Hospital: A House-wide Approach To Teaching Staff how to Minimize the Use of Restraint and Seclusion  
*Mary Fimian, BS*
10. A Strategic Partnership between a Hospital and a College to Address the Shortage of Nursing Faculty  
*Theresa Ann Middleton Brosche, MSN, BSN, RN, CCRN*
11. Bumps in the Road to Providing Culturally and Linguistically Appropriate Teaching Materials.  
*Jennifer R. Hoxsey, MSN, RN*
12. Knowledge is Key: Patient Education Survey on General Medical Units  
*Judith A. Gullage, RN, BSN*
13. Health Literacy Awareness  
*Doris A. Doherty*
14. Teenage Driving, A National Crisis  
*Maria A. Wojtczak, BA*
15. Roadmap for Teaching Nurses to Teach the High Risk Antepartum Woman on Bed Rest  
*Kelly Helland, RN*
16. Evidence Based Teaching/Learning and Creative Instructional Strategies  
*Susan A. Boyer, MEd, RN*
17. Bibliotherapy for Healing  
*Gwen Rosen, MLS*
18. Creating an Innovative Approach to Precepting - The Faculty Preceptor Model  
*Melitta Auclair, RN, MS, SPHR*
19. The Family/Patient Care Notebook: Empowering Families to Manage Important Records and Care for their Child with Special Needs  
*Amy Clawson*

## 7:00 pm

## Dine-Around

The Dine-Around is your chance to meet new colleagues, get reacquainted with old ones, and explore Tempe's dining scene. We will offer you several nearby restaurants to choose from, with a range of menus and prices. Sign-up sheets, available during breaks, will tell you when and where to meet your group leader.

## 7:30 am – 8:30 am Continental Breakfast/Exhibit Hall/Poster Session

Take advantage of this opportunity to visit with vendors and view the Poster Presentations. Poster Presenters will be available during this time for questions and discussion.

The Intensive Workshops (IW) and Concurrent Sessions (CC) run simultaneously within each educational time block. Intensive Workshops, which offer more in-depth experiences, are several hours in length. Concurrent sessions are 75 minutes long. Within each educational time block you can choose either one intensive workshop or two concurrent sessions.

## 8:30 am – 11:15 am Intensive Workshops (Break from 9:45 – 10 am)

### IW1. Actively Engaging Learners through Simulation Education & Training

*Kathleen T. Werner, Ph.D.; RN, Carol Noe, MS; Maria A. Wojtczak, BA*

**Tracks: FHERN, Patient Education, Staff Education, PIPE**

Simulation can be a valuable teaching tool with both teens and adult learners if the principles and technology are understood and effectively utilized. This presentation will focus on the application of simulation education in the clinical setting and in the community. The principles of simulation will be applied and demonstrated to two different settings. Presenters will give a brief overview of simulation history and the new technologies available. They will distinguish between procedure/task training and scenario/team training. They will provide templates for planning a simulation scenario and describe the learning that is enhanced by effective debriefing. These issues will be presented in relation to simulation for driver's education and in relation to simulation for clinical education of physicians and nurses. Presenters will discuss practical issues related to planning a large simulation center and a small "mini" sim-lab in clinical settings and they will describe ideas for preparing clinical educators to incorporate simulation into their clinical instruction.

### IW2. Redesigning Your Life - Voices of Illumination

*Jeanne MacLaughlin - Certified Life Coach; Barbara Horton, Hypnotherapist*

**Track: Professional Development**

Voices of Illumination is a world class organization committed to the health industry. Participants will learn a unique and powerful technology to help their patients heal, or cope more quickly and effectively, no matter what the health issues are. This unique technology uses a mind, body, spirit approach through helping your patients create a vision board and a powerful self-prescribed script which is then recorded to the back drop of transformational music. We use a simple technique to record their new affirmative health story onto a CD that they get to listen to everyday. Participants leave with tangible audio and visual tools.

**Preregistration required**

**Limited to 40 participants**

### IW3. Imagine. Believe. Achieve

*Geri Schimmel, RN, MS, LHRM*

**Track: Staff Education / Leadership**

These three words are the pillars of Baptist Health South Florida's philosophy of patient safety. Our innovative involvement of our Patient Safety Champions established a linchpin and grassroots approach to patient safety/patient safety communication. The goal to enhance the culture of patient safety through frontline staff inspires all to **imagine** a world without medical errors; **believe** in change; and **achieve** goals through collaboration. This train-the-trainer session will enable the participant to establish a patient safety champion program for their organization - establishing, ensuring and sustaining a culture of patient safety.



## 8:30 am – 9:45 am Concurrent Sessions

### CC5. Get Fit Maryland™ - Building a Healthy Community

*Anne D. Williams, RN, MS*

**Tracks: FHERN, Patient Education**

The Get Fit Maryland™ is a fun, “fit-friendly” program which educates Marylanders about obesity and encourages daily physical activity. This pedometer-based program will be described in depth for participants. Measures of success and lessons learned will be presented as well. Participants will have an opportunity to begin to develop their own action plan for a community-based health program. There will be some discussion of current research and how this was applied to practice as well.

### CC6. Building Communities Through Positive Communication: The Appreciative Inquiry Approach

*Naomi Hoffer, MA, CHES*

**Track: Patient Education**

The process of needs assessment, gathering people to talk about the best aspect of their community, and building from that can be an intervention in itself. Creating reality together as a group through a shared positive vision of what the community is like when it is at its best. This is the Appreciative Inquiry Approach (commonly applied only to organizational development but one which can be applied to patient and community health education).

## 9:45 am – 10:00 am Break with Exhibitors

## 10:00 am – 11:15 am Concurrent Sessions

### CC7. The Elephant in the Room - Talking With Seriously Ill Children About Death

*Philene Cromwell, RN, MS, PNP*

**Tracks: PIPE, Staff Education**

When a child asks, “Am I dying?” are you prepared to answer? Many of the clinicians who work with critically and terminally ill children struggle when talking with children and their families about death and dying. Children who are dying have a precocious understanding of the concepts of death. They are often aware of their impending death even if not told and are often further isolated when information is withheld. In this presentation, I will identify children’s concepts of death and discuss the evolution of these concepts, which are likely to be hastened if the child is terminally ill. Professional vignettes will illustrate the significance of discussing death with children within a cognitive developmental framework.

### CC8. Building a Patient Education Culture

*Miu-Lin Wong, MEd; Phyllis Mancini, MA; Rita Kang, MEd*

**Tracks: Patient Education, Staff Education, PIPE**

This presentation will highlight communication strategies of the Patient Education department at Toronto Western Hospital. It will outline some of our services that incorporate communication strategies for patient education. Highlights will include:

- ♦ Plain Language Training and Consultations
- ♦ Branding of Written Information
- ♦ Translation and Interpretation
- ♦ Graphics and Visual illustration
- ♦ Patient and Family Library – Tailored Information Searches
- ♦ Internet Presence – Health Information Pages/ Webcasts
- ♦ Monthly Health Talks/ Telehealth
- ♦ Communication Cards
- ♦ Community outreach

## 11:15 am – 12:30 pm Celebration of Excellence Luncheon

The Intensive Workshops (IW) and Concurrent Sessions (CC) run simultaneously within each educational time block. Intensive Workshops, which offer more in-depth experiences, are several hours in length. Concurrent sessions are 75 minutes long. Within each educational time block you can choose either one intensive workshop or two concurrent sessions.

## 12:30 pm – 3:30 pm Intensive Workshops (Break from 1:45 - 2:00 pm)

### IW4. In Plain Words: Creating Easy-to-Read Handouts for Patients, Families and Consumers

*Kathy Ordelt, RN, CPN, CRRN; Wayne Neal, RN-BC, MAT; Sandy Cornett, RN, PhD*

**Tracks: FHERN, Patient Education, PIPE**

Participants will learn plain-language writing techniques through the use of interactive writing activities. Skills learned can improve and enhance health education handouts, consent and medical record forms, directions, and other healthcare related documents.

### IW5. Communicating Your Message Straight to the Heart of Your Learner: Using Stories to Teach

*Amy Vega, MBA, MHA, RHEd*

**Tracks: Patient Education, Professional Development, Staff Education**

This presentation's message is that the use of story in health care education can transform practice. Stories are easy to develop and are well-received by learners as they entertain, inspire, and educate at the same time. Any health care educator can immediately begin incorporating stories into lesson plans, and will witness results that include happy learners and greater retention of information.

**Preregistration required  
Limited to 25 participants**

### IW6. Developing Community Awareness of Palliative Care Via Excellent Nursing Communication

*Mary Whitmer, MSN, FNP, APRN-BC PC; Kathryn M. Bond, MPA, RN-BC, OCN*

**Track: Professional Development**

Many of the 2.4 million Americans that die each year experience pain and other symptoms common at the end of life, often without emotional and spiritual support. Health care teams often have difficulty individualizing support to families who have different cultural or spiritual beliefs from their own. The ethical and legal issues that arise are often compounded by the health care team's lack of knowledge or inability to communicate effectively about advance directives, code status, or shared treatment goals. The American Nurses Credentialing Center (ANCC) and the City of Hope have developed the End of Life Nursing Education Consortium (ELNEC) program to educate nurses about end of life care. This intensive workshop will provide participants with information about the basics of palliative care, treatment of pain and other common symptoms at end of life, as well as care of patients and families at end of life, with cultural considerations woven throughout.

## 12:30 pm – 1:45 pm Concurrent Sessions

### CC9. Building a Patient Education Community Across a Hospital System

*Theresa Lindahl, RN; Jean Neiner*

**Track: Patient Education, PIPE, Staff Education**

Whether you are a 25 bed facility or a 600 bed facility, there are commonalities that exist in providing patient education. How do you build a patient education community across a system that is not only diverse in size, but population, literacy, clinical expertise and resources? The purpose of this program is to share strategies that were used in developing a system wide patient education program that covered 7 states and 20 acute care facilities. It will discuss a standardized approach to building your team, identification of available educational tools and bridging from the paper world to the EMR. It will discuss how you can reduce the risk in providing education to your patients. Most importantly, it will discuss our approach to having the resources available to bedside nurses.

### CC10. What if Hospitals Were Schools? The Role of the Patient Environment as Teacher

*Susan E. Mazer, BA, MA*

**Track: Patient Education**

Not unlike the one-room school house, the patient room plays a critical role in patient education, being both teacher and teacher's assistant. This presentation will outline practical strategies to support the environment as a continual teaching aid and support patient experience, patient learning and education. Looking at the environment in which patients receive critical medical information and directives as well as understanding retention of medical information, will be assessed. In addition, specific tools for optimizing patient learning will be offered.

**1:45 pm – 2:15 pm**      **Break with Exhibitors**

**2:15 pm – 3:30 pm**      **Concurrent Sessions**

**CC11. BEST: Better Experiences Through Superior Teamwork: Strategies to Improve Service and Safety at Phoenix Children’s Hospital**

*Carol Dobos, PhD, RN, CNA, BC; Caroline Lathrop RN, MSN, CPHQ*

**Tracks: Staff Education, Professional Development**

Phoenix Children’s Hospital’s is working diligently to improve our culture to promote patient safety and customer service. To that end, a program was created by a group of Directors in the spring of 2007 named BEST (Better Experience through Superior Teamwork). The program is an organizational movement that is structured around two critical pillars of Safety and Service. Each quarter the whole organization focuses on two or three safety and service initiatives. Education materials are created, and are presented to head coaches (Directors), managers, supervisors, and peer coaches in both clinical and non-clinical areas. Integration of our own results/outcomes makes the information come alive and increases the ability to strengthen ownership and accountability.

**CC12. Learning Center Network Planning Meeting**

*Nancy Goldstein, MPH; Linda Kocent, RN, MSN; Deborah Roisen, RN, MSN, OCN; Robin Moushey, MSN, RN; Mary Alice Maslar RN, BA*

**Track: Patient Education, PIPE**

This session will include a discussion for people interested in the Learning Center Network. Our plan is to set goals and objectives for 2008/09. We identified some possibilities in a conference call such as setting up a regular group email system and preparing written resource materials/articles to help others who might wish to set up a Learning Center in their hospital. We also wanted to identify key focus areas for discussion during this next year.

**3:30 pm – 3:45 pm**      **Break with Exhibitors**

**3:45 pm – 5:00 pm**      **Concurrent Sessions**

**CC13. Technology Panel**

*Beverly Vandyke Schalk, RN, BS, MEd; Dr. Pierre Olivier Nadeau; Jeannine Mequi, BSN, RN*

**Tracks: Patient Education Staff Education**

The dynamics of the teaching process can be enhanced with the introduction of technology into patient and health education. The session will highlight techniques that health educators have used to integrate technology into the teaching experience. Participants will hear from panelists who have created video learning material and utilized novel internet resources to teach staff and patients. Specific examples will be shared and opportunities for questions will occur at the end of the panel discussion.

**CC14. Publish Your Work!**

*Fran London, MS, RN*

**Track: Professional Development**

If you have something to say, you can publish it. Attendees will learn how to identify a topic to write about, the market it applies to, and who might publish it. Attendees will learn how to present their content to optimize its opportunities for acceptance, and how to respond to rejection.

**5:00 pm – 7:30 pm**      **Dine Around**

Tonight’s Dine-Around is a networking opportunity. Choose between:

- New Member orientation
- Staff Education
- FHERN
- Fellows of the Academy of Health Care Education Professionals (AHCEP) - present and future
- Patient Education
- PIPE
- Planning our next HCEA conference

Sign-up sheets, available during breaks, will tell you when and where to meet your group leader.

## 7:00 am – 8:15 am Breakfast/Networking Tables

Enjoy breakfast while networking with colleagues. Topics at the tables include:

- New Member orientation
- Fellows of the Academy of Health Care Education Professionals (AHCEP)
- PIPE
- FHERN
- Patient Education
- Staff Education
- Planning our 2009 conference

## 8:30 am – 9:30 am

### Plenary Session

#### Health Coaching...A Fresh, New Approach that Enhances Patient Self-Management and Improves Outcomes!



*Speaker: Melinda Huffman, BSN, MSN, CCNS*

This presentation reveals why the interest in health coaching is skyrocketing, what it is, how it works, how it's different from traditional patient education, and the strategies that make health coaching so successful!

Melinda Huffman, BSN, MSN, CCNS is a Principal of Miller & Huffman Outcome Architects, LLC, nationally recognized experts in home health outcomes and disease management. She's a former Director of Disease Management with Amedisys, Inc. and Director of Nursing Education for Motlow College. Her book, *Implementing Outcome-Based Homecare* is a homecare best seller, and her latest book, *Home Health – Pay for Performance-Outcomes and Disease Management: Gold Nuggets for Success!* has received excellent reviews.

The Intensive Workshops (IW) and Concurrent Sessions (CC) run simultaneously within each educational time block. Intensive Workshops, which offer more in-depth experiences, are several hours in length. Concurrent sessions are 75 minutes long. Within each educational time block you can choose either one intensive workshop or two concurrent sessions.

## 9:45 am – 12:45 pm Intensive Workshop (Break from 11:00 - 11:30 am)

### IW7. On-line Patient Education: Creating Empowered Families

*Caroline Lathrop, RN, MSN, CPHQ; Deb Shade, RN*

**Tracks: FHERN, PIPE, Patient Education**

Discussion of the concepts utilized in the development of an on-line resource for families of children with cancer. We will take into consideration:

- Principles of on-line content development
- Integration of printed patient education materials with on-line resources
- The healthcare community's role in on-line information usage
- How on-line information can be incorporated into the patient education process
- How Web 2.0 is changing the on-line landscape
- How healthcare providers can utilize technology more fully to meet the ongoing needs of patients and families

### IW8. A Fresh Approach to Designing Training: Letting Go So We Can Take the Leap!

*Sandy L. Fritz, MT-ASCP, CCNA*

**Tracks: Staff Education, Patient Education**

Presentation will include discussion of traditional vs. alternative training models and strategies employed to engage employees in the learning experience to increase learning and retention. This event will focus on alternative methods to consider when designing training content, such as case scenarios and studies, training basics and use of interaction and story-telling as means to engage the learner (doing vs. telling). The presentation will also include a discussion of linear vs. adaptive learning content to better meet the learner's needs.



## 9:45 am – 11:00 am Concurrent Sessions

### CC15. Innovative Practices for Staff Development/Education

*Kathleen T. Werner, PhD., RN; Peggy Martin, MSN, RN; Melanie Glaze, RN, BSN, PCCN; Erika Sewell, MSN, RN*

#### Track: Staff Education

This presentation will be a series of three different strategies clinical educators could use to promote staff development. The moderator will briefly introduce each topic and the link to adult education principles. One presentation will focus on linking unknown information to known through the use of analogies. A second presentation will demonstrate the use of journaling with new graduates as a means of supporting their role transition. A third presenter will describe a program and the outcomes for developing nurses' aides: CNA Boot Camp. Participants will have the opportunity to develop an analogy, to experience a journaling exercise, and to share their best practices with each other related to the practices presented.

### CC16. Applying Adult Learning Principles to the Politics of Patient Education in the Building of a New Patient Education Program: A Humorous Case Study

*Dolores Isham-Colvard, PhD, RN*

#### Tracks: Patient Education, Professional Development

This presentation tells the humorous story of one woman's journey, dragging her hospital along with her, to develop and implement a systematic approach to patient education. The organization had patient education towers of excellence and swamps of confusion. Both successful and unsuccessful strategies used to develop a systematic patient education program will be presented with humor. A series of vignettes will address creating a systematic approach to patient education, including strategies for program development, strategies for obstacle removal or circumvention, implementation success, and implementation failures.

## 11:00 am – 11:30 am Break

## 11:30 am – 12:45 pm Concurrent Sessions

### CC17. Emergency Nurses Internship a Rural Setting

*David Hodgins, RN, MSN, CEN, Mark Wilson, RN, BSN, CEN*

#### Tracks: Staff Education, Professional Development

Given limited resources it is possible to provide training to nurse seeking to work in an emergency department. The course uses a combination of adult learning principles, critical thinking, case reviews and clinical time under the director of an experienced preceptor to provide the novice nurse the opportunity to apply newly gained clinical knowledge to patients in an actual work setting.

### CC18. Encouraging Critical Thinking in New Nurses: A New Developmental Model for Higher Order Thinking

*Joanne (Jody) Stevens, PhD, RN, FNP-C, WHP-C*

#### Track: Staff Education

This presentation is primarily about developing critical thinking in nursing students and new nursing graduates. It will introduce a new developmental model created to guide preceptors' mentorship of novice nurses' orientation experiences. The presentation provides a simple applicable peer interactive design, framed by developmental and cognitive theory to implement during orientation to new roles. This teaching learning activity is meant to foster relativistic and committed thinking for quality nursing practice.

## 12:45 pm – 2:00 pm Business Meeting & Lunch

We encourage all attendees, HCEA members and non-members, to learn about all that HCEA has to offer. Get the most out of your membership. Learn about the progress of the organization over the past year and help us to plan our goals for 2009. This is your organization. Help us make it the best it can be!

## Accommodations/Transportation

### Hotel Information:

The Tempe Mission Palms Hotel  
60 East Fifth Street - Tempe, Arizona

[www.missionpalms.com](http://www.missionpalms.com) 800/547-8705 or 480/894-1400

The Tempe Mission Palms is our host hotel. The rate is \$155 single; \$155 double; \$165 triple; \$175 quad, plus a daily hospitality fee of \$10.95 as well as 12.7% hotel tax. The Hospitality Fee Includes: airport transportation, wireless high speed internet access, fitness center, and other amenities.

**Make your hotel reservations by calling Tempe Mission Palms Hotel direct at 800/547-8705 or 480/894-1400 or online at [www.missionpalms.com](http://www.missionpalms.com). Mention HCEA when making your reservations or refer to our Group Code 2TD42F.** Reservations need to be made prior to August 15, 2008. After August 15, 2008 any remaining rooms in the block will be released and reservations will then be subject to availability. Hotel check-in time is after 3:00 pm. Checkout time is 12:00 noon.

### Transportation Tips

The Tempe Mission Palms Hotel is at 60 East Fifth Street in Tempe, Arizona. It is just 10 minutes from Phoenix Sky Harbor International Airport and all major highways in and around Phoenix and Scottsdale, Arizona. The Tempe Mission Palms Hotel offers complimentary transportation to and from Phoenix Sky Harbor International Airport. Shuttle transportation is available every half hour from 6:00 am - 11:00 pm. Courtesy phones are located in the baggage claim area or, you can call the hotel at 480/894-1400 to request shuttle transportation.

Getting Around Town - If you do not have a car, you can find a bus route information at [www.valleymetro.org/Bus](http://www.valleymetro.org/Bus).

### What to Wear

Temperatures in Arizona in September average 97 during the day and 72 in the evening. A sweater is recommended as it may feel cool outside in the evening as well as inside the conference facility.

### Things To Do

The Tempe Mission Palms Hotel is located within walking distance to Old Downtown Tempe's shopping, dining, and entertainment district. The hotel is across the street from Arizona State University. Downtown Tempe offers all types of entertainment. Within a one-mile radius you can:

- experience a Broadway show at a Frank Lloyd Wright-designed theatre,
- see an NFL football game,
- choose from more than 75 places to eat,
- shop at independent and brand name stores,
- climb a mini-mountain,
- kayak on a two-mile lake,
- see an independent film,
- view works of art, and
- stroll under shady trees.

For a more extensive list of things to do in Arizona, go to our website at [www.hcea-info.org/html/events.html](http://www.hcea-info.org/html/events.html).



# 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

PIPE Member  FHERN Member

Speaker  Poster Presenter

## EARLY REGISTRATION FEE

(by 8/20/08)

Pre-Conference \$35

*The pre-conference session is not included with registration. You must preregister and pay the additional fee.*

HCEA Members \$395

Non-Members (See Below) \$465

One Day Registration \$240

Wed  Thurs  Fri

## REGULAR REGISTRATION FEE

(on or after 8/21/08)

Pre-Conference \$35

*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

Wed  Thurs  Fri

## Conference Sessions Requiring Pre-Registration

Yes, please register me for the Pre-Conference Session  9AM  10:30 AM

Yes, Please register me for Intensive Workshop #2

Yes, Please register me for Intensive Workshop #5

## PIPE Session - September 16, 2008

Yes! I want to attend the Session - \$50 for non PIPE Members

Yes! I want to attend - Complimentary for members of PIPE

Yes! I am an HCEA member and want to join PIPE - \$35

I am not an HCEA member, but would like to join HCEA and PIPE - \$130

## FHERN Session - September 16, 2008

Yes! I want to attend the Session - \$50 for non FHERN Members

Yes! I want to attend - Complimentary for members of FHERN

Yes! I am an HCEA member and want to join FHERN - \$35

I am not an HCEA member, but would like to join HCEA and FHERN - \$130

## Discounts for Speakers & Poster Presenters

Intensive Workshop - \$225  Concurrent - \$125  Poster - \$75  Board Member - \$95

*Discounts apply to one presenter per presentation and one per person. Discount amount is subtracted from registration fee.*

## Attention Non-Members!

Yes! I want to become a member of HCEA for an additional \$25.

*(Add to Full Non-Member Registration Rate. 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: \_\_\_\_\_

# Building Communities Through Communication

September 17 - 19, 2008

Tempe Mission Palms

Tempe, Arizona

## Cancellations:

Phone cancellations must be confirmed in writing within 7 days. Cancellations received before August 13, 2008 will be assessed a \$100 processing fee. No refunds will be given after August 14.

## Tax Deductible Expense:

Expenses for 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.**

**Register Now and Save!**

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

For More Information contact the HCEA  
office at 217-529-6503

or via email at

[HCEAadmin@hcea-info.org](mailto:HCEAadmin@hcea-info.org)

Mail or fax registration to:

Health Care Education Assn.  
3085 Stevenson Drive - Suit 200

Springfield, IL 62703

Fax: 217-529-9120

Register on-line at:  
[www.hcea-info.org](http://www.hcea-info.org)



Health Care Education Association  
3085 Stevenson Drive - Suite 200  
Springfield, IL 62703

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Early Registration.*

# HEALTH CARE EDUCATION CONFERENCE

**Building Communities through Communication**

The Premier Meeting  
for Patient, Staff and  
Community Educators

**September 17 - 19, 2008**

Tempe Mission Palms - Tempe AZ

