

## Continuing Education Webinars

Presented by the Healthcare Communication Project • [www.healthcp.org](http://www.healthcp.org)  
Now in Our Second Decade of Helping Clinicians and Patients Communicate

### Webinar 1 – Health Literacy: Helping Patients Understand Health Information and Instruction

More than 90 million people in America have poor literacy skills and difficulty understanding health information and instructions. This program will address how to identify and help them. Topics covered include:

- Ways to assess literacy skills;
- Use of ‘plain’ language;
- How to encourage patients/clients to ask questions when they don’t understand;
- How to assess their understanding of instructions; and
- Resources for both patients and professionals

Monday, July 11, 2011 (2 – 3 pm) EDT

**Register online at:**

<http://www.nycharities.org/events/EventLevels.aspx?ETID=3809>

### Webinar 2 – Ethical Considerations When Clinician and Patient Disagree

In this age of patients’ rights, health and human service professionals often find themselves wondering how they can help those of their patients who resist recommendations and/or refuse to follow treatment plans. This webinar program will:

- Examine the underlying ethical principles that guide today’s interactions with patients;
- Look at how they may be applied by clinicians when clinicians, patients and families disagree; and
- Review steps for building cooperation

Tuesday, July 12, 2011 (3 – 4 pm) EDT

**Register online at:**

<http://www.nycharities.org/events/EventLevels.aspx?ETID=3807>

### Webinar 3 – Building Cultural Competency

With the ever-increasing diversity of people living in the United States, the need to understand cultural groups and build competency in communicating with them is more important than ever. This webinar program will:

- Briefly review the basics of cultural competency;
- Identify useful tools for when no interpreters are available;
- Identify techniques for communicating through interpreters;
- Address issues of communication, in general; and
- Review resources for building knowledge of:
  - ◆ Diverse ethnic groups
  - ◆ Communication Models

Monday, July 18, 2011 (3pm – 4 pm) EDT

**Register online at:**

<http://www.nycharities.org/events/EventLevels.aspx?ETID=3810>

### What Attendees Have Said About Our Webinars

#### On Health Literacy

- *Well organized ideas that I can use in my attempts to clearly define what staff need to succeed in this area.*
- *Great material that was well represented by the title.*

#### On Ethical Considerations When Clinicians & Patients Disagree

- *I enjoyed this very much. Great research and knowledge base.*
- *I appreciate the practicality of the information you presented.*
- *Working in long term home care, this will definitely be of great help.*

#### On Building Cultural Competency

- *The “Links” and websites are extremely helpful to look further into needed information as we encounter questions*
- *Very interesting. Your handouts will be very helpful. Your websites sound terrific.*

### PROGRAM PRESENTER, Judith Greenfield, PhD, RN



Since the founding of the Healthcare Communication Project in December 2000, Judith Greenfield has been writing and editing their FREE publication, the *Healthcare Communication Review*. During this time she has developed and presented educational programs for both the lay and professional communities.

For this work, she draws on her past experience as a bedside nurse, a health educator, Executive Director of the Hospice Association of Ulster County, and a teacher of biomedical ethics at both SUNY New Paltz and the New School University’s Graduate School of Management. Perhaps more importantly, she draws on her own experience as a patient and a patient advocate.

### The fee for each webinar is \$29/person.

Certificates of Participation and Program outlines provided FREE upon request.

Please note the availability of webinars for healthcare institutions interested in arranging continuing education programs for staff.

Inquiries regarding group presentations (via webinar or in person) may be addressed to [info@healthcp.org](mailto:info@healthcp.org).

Program fees for group presentations may be found at [www.healthcp.org/pro/inservices-inquiry.html](http://www.healthcp.org/pro/inservices-inquiry.html)

To learn more about the Healthcare Communication Project, visit [www.healthcp.org](http://www.healthcp.org).