



10-03-2017 Health Literacy: Opportunities and Tools to Further Beneficiary- and Family-Centered Care (CCSQ Grand Rounds Enduring Webinar)

Continuing Education (CE) Activity Information & Instructions (Enduring Activity #: WE-E10032017)

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Continuing Education Credit Information

Continuing Education Credit

Accreditation Council for Continuing Medical Education (ACCME)

The Centers for Medicare & Medicaid Services (CMS) designates this **enduring activity** for a maximum of 1 AMA PRA Category 1 Credit™. Physicians should only claim credit commensurate with the extent of their participation in the activity. Credit for this course expires at midnight on October 3, 2018.

International Association for Continuing Education and Training (IACET)

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer 0.1 Continuing Education Unit (CEU) for this activity. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires at midnight on October 3, 2018.

Accreditation Statements

[Please click here for accreditation statements.](#)

Activity Information

Activity Description

This Grand Rounds event defined health literacy, identified strategies to improve understanding, described the relationship between health literacy and patient engagement, and identified opportunities for health literacy improvement.

Target Audience

This activity is designed for physicians and other health care professionals.

Learning Objective

By the end of this presentation, participants should be able to:

- Identify reading level mismatch
- Recognize the benefit of shared decision making
- Identify strategies to improve understanding
- Define health literacy

Participation

Register for the webinar, participate in the webinar, and access and complete the assessment and evaluation.

Speaker Bios & Disclosures

No one in a position to control the content of this activity has anything to disclose. The planners/developers of this activity have signed a disclosure statement indicating any relevant financial interests. This activity was developed without commercial support.

Cindy Brach, MPP, presenter, is a Senior Health Care Researcher in The Agency for Healthcare Research and Quality's (AHRQ's) Center for Delivery, Organization, and Markets. In this role, she

conducts and oversees research on health systems improvement in the areas of health literacy, cultural and linguistic competence, chronic care, and children's health care. Ms. Brach also leads AHRQ's health literacy activities, coordinating the Agency's work in developing measures, improving the evidence base, and creating implementation tools. Her health literacy projects have included the development of the AHRQ's "Health Literacy Universal Precautions Toolkit," "Making Informed Consent an Informed Choice: Training Modules for Health Care Leaders and Professionals," CAHPS® Item Sets for Addressing Health Literacy, and the Patient Education Materials Assessment Tool (PEMAT).

Ms. Brach serves on the National Academy of Medicine's Roundtable on Health Literacy, where she led an effort to define the attributes of a health literate organization. She is a Subject Matter Expert in cultural and linguistic competence. Her work in this area includes overseeing the development of the "TeamSTEPPS Limited English Proficiency (LEP) Module" and the "Re-engineered Discharge Toolkit," which addresses the needs of diverse patients. Ms. Brach's work on Medicaid and the State Children's Health Insurance Program (SCHIP) includes overseeing the five-year evaluation of the Children's Health Insurance Program Reauthorization Act (CHIPRA) Quality Demonstration Grant Program. She also worked to improve chronic care, overseeing the development of "Integrating Chronic Care and Business Strategies in the Safety Net: A Toolkit for Primary Care Practices and Clinics," and co-authoring the "Primary Care Practice Facilitation Curriculum."

Ms. Brach is a frequent speaker at National conferences and webinars. She has published book chapters and articles in journals, such as Health Affairs, the Journal of General Internal Medicine (JGIM), the Journal for Healthcare Quality, the Journal of Health Communication (JHQ), Medical Care, Medical Care Research and Review (MCRR), and Pediatrics. She is a Founding Member of the Editorial Board of Health Literacy Research and Practice. Ms. Brach's earlier experience includes serving as a Mental Health Policy Research Director, a Welfare Reform Consultant, Provider of Technical Assistance, a State-Level Administrator, and a Municipal Policy Analyst.

Ms. Brach earned her Master of Public Policy degree from the University of California, Berkeley, where she also advanced to Doctor of Philosophy (PhD) degree candidacy.

Hardware/Software Requirements

[Please click here for hardware and software requirements.](#)

CMS Privacy Policy

[Please click here for CMS' Privacy Policy.](#)

Help

For questions regarding the content of this activity or for technical assistance contact grandrounds@econometricainc.com.

Recording: Due to technical difficulties the presentation have been divided into two recordings. Please copy and paste the below URLs into your web browser to view the recordings. The post-activity assessment will appear following the Part II recordings.

Part I: <https://econometrica.webex.com/econometrica/onstage/playback.php?RCID=a4cfd522d7d2cf021cba45796d34e32e>

Part II: <https://econometrica.webex.com/econometrica/onstage/playback.php?RCID=ca36c8d9be5eab60f0ef35551664e6b3>