

# Healthcare Communication Project, Inc.

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*Helping Patients and Professionals Communicate ♦ To Make the Most of Their Healthcare Services*

## Continuing Education Webinars For Physicians, Nurses, and Allied Health & Human Service Professionals

### Webinar 1 – Health Literacy: Helping Patients/Clients 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

Wednesday, December 8, 2010 (2pm – 3pm)

**Register online at:**

<http://www.nycharities.org/events/EventLevels.aspx?ETID=2813>

### Webinar 2 – Clinical Ethics: Applying Theory to Practice When Working With Difficult Patients/Clients

In this age of patients’ rights, health and human service professionals often find themselves wondering how they can help those of their patients/clients 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/clients;
- Look at how they may be applied by clinicians when working with difficult patients/clients and their families; and
- Review steps for building cooperation

Thursday, December 9, 2010 (2pm – 3pm)

**Register online at:**

<http://www.nycharities.org/events/EventLevels.aspx?ETID=2814>

### What Attendees Have Said About Our Webinars

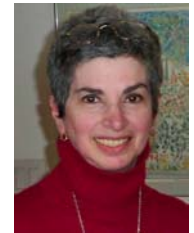
#### On Health Literacy

- *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.*
- *I found this information to be helpful*

#### On Working With Difficult Patients/Clients

- *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.*

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



Since the founding of the Healthcare Communication Project in December of 2000, Judith Greenfield has been writing and editing the *Healthcare Communication Review*. During this time she has also been developing and presenting 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 will be provided upon request.

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