

Healthcare Communication Project, Inc.

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An Educational Resource For Helping Patients Manage Their Conditions As Partners In Care

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

Webinar 1 – Building Cultural Competency

With increasing awareness of the impact of culture on healthcare outcomes, it is critical for healthcare professionals to become culturally competent. This webinar program will:

- Review broadened definitions of cultural groups;
- Identify barriers to cultural competency;
- Help participants identify assumptions that influence their own interactions with patients/clients (review of DMIS continuum);
- 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 cultural competency.

Weds. March 10, 2010 (2pm – 3:30pm)

Register online at:

www.nycharities.org/events/EventLevels.aspx?ETID=1037

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

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, March 11, 2010 (2pm – 3:15pm)

Register online at:

www.nycharities.org/events/EventLevels.aspx?ETID=1039

Webinar 3 – Health Literacy: Helping Patients/Clients Understand Health Information and Instruction

More than 90 million people in America have poor literacy skills. Helping them understand health information and instructions is a major challenge for health and human service professionals. Topics covered in this webinar program include:

- Ways to assess literacy skills;
- How to identify and use 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, March 22, 2010 (3pm – 4:15pm)

Register online at:

www.nycharities.org/events/EventLevel.aspx?ETID=1042

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.

Program Length: 1 hour PLUS time for Q & A.

Certificates of participation will be sent to attendees.

The fee for each webinar is \$25/person.

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

Inquiries regarding topics and fees for group presentations may be addressed to info@healthcp.org.

To learn more about the Healthcare Communication Project, visit www.healthcp.org.