

Day of Understanding Agenda

Wednesday, May 7, 2003

The National Press Club
529 14th St., N.W.
Washington, D.C.

9:00 a.m. – 12:15 p.m. American Medical Association Foundation Media Briefing

9:00 – 9:20 a.m.

Welcome and Introductions

- Joseph A. Riggs, M.D., Board of Trustee Member, American Medical Association, Chicago, Ill.
- Karen Katen, Executive Vice President, Pfizer Inc; President, Pfizer Global Pharmaceuticals
- Moderator: Arlene Bierman, M.D., Senior Research Physician, Center for Outcomes and Effectiveness Research, Agency for Healthcare Research and Quality (AHRQ), Rockville, Md.

9:20 – 9:50 a.m.

Prevalence of Poor Health Literacy: Scope of the Problem

- David W. Baker, M.D., Chief, Division of General Internal Medicine, Northwestern Memorial Hospital, Chicago, Ill.

9:50 – 10:20 a.m.

Economic Impact of Poor Health Literacy

- Robert Friedland, Ph.D., The Center on an Aging Society, Georgetown University, Washington, D.C.

10:20 – 11:10 a.m.

Low Health Literacy from the Patient's Point of View

- Terry Davis, Ph.D., Professor of Medicine and Pediatrics, Louisiana State University Medical Center, Shreveport, La.
- Ann and Charlie Martin; Betty Walker

11:10 – 11:40 a.m.

Health Literacy and Cultural Competency

- Aliza A. Lifshitz, M.D., Private Practice, Cedars-Sinai Medical Center, Los Angeles, Calif.

11:40 – 12:10 p.m.

Strategies for Optimizing Patient-Physician Communication

- Darren A. DeWalt, MD, Robert Wood Johnson Clinical Scholars Program, Internal Medicine and Pediatrics

- 12:30 – 1:45 p.m. Luncheon Presentation sponsored by the Partnership for Clear Health Communication**
- 12:30 p.m.-12:40 p.m. **Luncheon Begins**
- 12:40 p.m. -12:45p.m. **Welcome and Introductions**
Janet Ohene Frempong, M.S., President
JO Frempong and Associates
- 12:45 p.m.-12:50 p.m. **Message from the Surgeon General (Video Statement)**
- 12:50 p.m. -1:05 p.m. **A Patient’s Perspective**
Toni Cordell-Seiple, former broadcast journalist
- 1:05 p.m.-1:25 p.m. **Introduction of the PCHC National Action Agenda**
- Sharon Allison-Otley, M.D., Board of Trustees
Chair, Health Literacy Task Force
National Medical Association
- First Deliverable: Ask Me 3 Awareness and Education Program**
- Barbara DeBuono, M.D., M.P.H., Senior Medical Director
Public Health/Pfizer Pharmaceuticals Group, Pfizer Inc
- Bringing Ask Me 3 and Clear Health Communication to Local Communities**
- Donna Phillips, Vice President
The National Council on the Aging
- 1:25 p.m.-1:35 p.m. **A Clear Health Communication Call-To-Action**
- U.S. Senator John Breaux
(Note – depending on Senator Breaux’s arrival time, we may take Q & A first)
- 1:35 p.m. - 1:45 p.m. **Q&A Session**
- 1:45 p.m.- 1:50 p.m. **Closing Remarks**
- Janet Ohene Frempong, M.S.
- 2:00- 3:00 pm Health Literacy Principles Training**
- Janet Ohene-Frempong, M.S., President
JO Frempong and Associates