



**Health Literacy: Communication Techniques to Improve Patient Outcomes:  
Practical Strategies**



Sponsored by New York Medical College, Health Sciences Library  
and School of Health Sciences and Practice

Monday April 25, 2011

8:45 a.m. – 12:15 p.m.

New York Medical College  
School of Health Sciences and Practice  
Center for Interactive Learning  
Valhalla, NY 10595

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**Disclosures:**

- Speaker Helen Osborne, M.Ed., OTR/L, has disclosed that she has no financial interest or other relationship with any manufacturer of commercial products or services.
- Project Managers: Diana J. Cunningham, MLS, MPH, AHIP, Associate Dean and Director of the Health Sciences Library and Amy Ansehl, RN, MSN, FNPC, Executive Director Partnership for a Healthy Population have disclosed that they have no financial interest or other relationship with any manufacturer of commercial products or services.

**Target Audience:** Health professionals, providers of care, community leaders and librarians currently working in healthcare settings. Leaders include professional employees in public health departments, nurses, health/medical faculty and educators, and medical librarians from throughout the Middle Atlantic Region (NY, NJ, Pennsylvania and Delaware).

**Objectives:** At the completion of this CME activity, participants should be able to:

- Describe the 6 factors that affect health understanding
- Explain at least 5 of the 8 ways to improve health communication
- Explain how health communication is based on effective learning and teaching
- Discuss how metaphors provide a familiar context for unfamiliar information
- Draft their first step to put health literacy ideas into action

**Accreditation Statement:** New York Medical College is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

New York Medical College designates this live activity for a maximum of 3.5 *AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.