

**Mark your calendars for the Annual Insurance Symposium
Wednesday, May 26th, 2010 at the Auburn Hills Marriott
From 7:30 AM until 12:30 PM**

Agenda will include:

**Breakfast & Display Table Browsing
Insurance Plan Presentations
OPNS Updates
Workshop on Health Literacy**

Don't miss this very important educational opportunity!

**Learn why it is important for all physician practices to understand health literacy.
So what is health literacy?**

Health literacy is the ability to read, understand, and act on health care information.

Background

According to the American Medical Association, poor health literacy is "a stronger predictor of a person's health than age, income, employment status, education level, and race" (Report on the Council of Scientific Affairs, Ad Hoc Committee on Health Literacy for the Council on Scientific Affairs, American Medical Association, *JAMA*, Feb 10, 1999). In *Health Literacy: A Prescription to End Confusion*, the Institute of Medicine reports that ninety million people in the United States, nearly half the population, have difficulty understanding and using health information. As a result, patients often take medicines on erratic schedules, miss follow-up appointments, and do not understand instructions like "take on an empty stomach".

Health literacy problems affect people from all backgrounds, especially those with chronic health problems.

Vulnerable populations include:

- Elderly (age 65+) - Two thirds of U.S. adults age 60 and over have inadequate or marginal literacy skills, and 81% of patients age 60 and older at a public hospital could not read or understand basic materials such as prescription labels (Williams, MV. *JAMA*, December 6, 1995).
- Minority populations
- Immigrant populations
- Low income - Approximately half of Medicare/Medicaid recipients read below the fifth-grade level (<http://www.medicarerights.org/maincontentstatsdemographics.html>)
- People with chronic mental and/or physical health conditions

This workshop will help increase your ability to communicate clearly with patients and insure that they are receiving understandable, high quality care.

