Arizona's Health Literacy 2020
Applying health literacy to improve health outcomes

Virtual Conference
August 26, 2020
8:00 am - 4:00pm (MST)
About the conference

Please join us for Arizona’s first health literacy conference. You will walk away from this conference with the tools to help you in your daily work and to improve your organization’s patient interactions, programs, communication, and strategies. You will learn from and take part in discussions with national and community leaders and innovators in health literacy.

This conference is brought to Arizona by the Institute for Healthcare Advancement, a not-for-profit dedicated to improving health, in collaboration with the Arizona Department of Health Services, providers and agencies in the community.

Hear from over 8 speakers with expertise from a variety of community health and health literary principles. Here is what some of our presenters have to say.

“I look forward to sharing an innovative healthcare literacy model to remove cultural barriers to care.”

Jeanne F. Nizigiyimana, MSW, MA
Co-founder and Program Manager of the Refugee Women’s Health Clinic (RWHC) at Valleywise Health Medical Center

“Join me as we discuss the health risks of elderly social isolation and the effects on health literacy.”

Laurie Thomas, MPA
Program Manager for Healthy Aging for Maricopa County Department of Public Health
Our Sponsors

We would like to thank the support of our following sponsors that make this virtual conference possible.

**Gold Sponsor**
Crisis Response Network is a non-profit organization dedicated to helping individuals by Inspiring Hope and empowering transformation from HOPE to HEALTH through a continuum of crisis, referral and data services.

**Bronze Sponsor**
The Arizona Smokers’ Helpline (ASHLine) is an evidence-based tobacco cessation service located within the Mel and Enid Zuckerman College of Public Health, Center for Tobacco Cessation at the University of Arizona.
Leading humanity to healthy, vibrant lives

At Magellan, we have a unique vision of better and more affordable care that is helping millions of individuals enjoy improved health and brighter futures.

Proud sponsor of the Health Literacy Conference

*The Magellan Cares Foundation, Inc. is a nonprofit, charitable organization with the mission to improve the health and well-being of the lives and communities we serve.*
is proud to sponsor this year's **Health Literacy Conference 2020**

“Applying health literacy to improve health outcomes!”
Finally, a thanks to our planning committee

This virtual conference would not have been possible if it wasn’t for the efforts and support of our planning committee.

Jeanette Mallery, MA,
Health Choice Arizona, Conference Lead

Teresa Manygoats, ADHS,
Conference co-lead

Yanita Soto, ADHS,
Conference co-lead

Juan David Aristizábal Duque MBA, MSW,
Magellan Complete Care

Nydia Montijo,
Foundation for Senior Living

Jeanne F. Nizigiyimana, MSW, MA, Valleywise Health Medical Center

Annissa Reed MPH,
ACAN
## Health Literacy 2020: Applying health literacy to improve health outcomes • Register at [www.ihaconfphx.org](http://www.ihaconfphx.org)

### Agenda (8:00 am - 4:00 pm MST)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 8:45</td>
<td>Health Literacy 101</td>
</tr>
<tr>
<td></td>
<td><strong>Keynote Speakers</strong></td>
</tr>
<tr>
<td></td>
<td>Michael Villaire, MSLM</td>
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<td></td>
<td>The Institute for Healthcare Advancement, President</td>
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<tr>
<td>8:45 – 9:00</td>
<td>Break</td>
</tr>
<tr>
<td>9:15 – 10:00</td>
<td>Health Literacy: Improving Access to Care</td>
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<tr>
<td></td>
<td><strong>Moderator:</strong></td>
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<tr>
<td></td>
<td>Juan David Aristizábal Duque MBA, MSW</td>
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<td></td>
<td>Senior Community Outreach and Housing Specialist, Magellan Complete Care</td>
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<tr>
<td></td>
<td>Dr. Alicia Cowdrey</td>
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<tr>
<td></td>
<td>Outpatient Medical Director, Behavioral Health Services at Valleywise Health</td>
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<td></td>
<td>Dr. Aris Mosley</td>
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<tr>
<td></td>
<td>Medical Director of the Valleywise Health First Episode Center</td>
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<tr>
<td>10:00 – 10:15</td>
<td>Break</td>
</tr>
<tr>
<td>10:15- 11:00</td>
<td>Improving Communication Through Teach-Back</td>
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<tr>
<td></td>
<td>Rachel Roberts, MPH, CHES</td>
</tr>
<tr>
<td></td>
<td>The Institute for Healthcare Advancement,</td>
</tr>
<tr>
<td>11:00 – 11:15</td>
<td>Break</td>
</tr>
</tbody>
</table>
Agenda continued (8:00 am- 4:00 pm MST)

11:15 – 12:15  Improving Refugee Maternal and Child Health Outcomes through Integrated Care Model

Moderator:
Maria Puerta, RN, BSN, MHA
Director, Care Management, Health Choice Arizona

Jeanne F. Nizigiyimana, MSW, MA
Co-founder and Program Manager of the Refugee Women’s Health Clinic (RWHC) at Valleywise Health Medical Center

12:15 – 12:30  Break


Moderator:
Jeanette Mallery M.A.
Cultural Competency Administrator, Health Choice Arizona; Conference Lead

Laurie Thomas, MPA
Program Manager for Healthy Aging for Maricopa County Department of Public Health

1:15 – 1:30  Break
Agenda continued (8:00 am- 4:00 pm MST)

1:30 – 3:00  Panel Discussion Best Practices in Improving Access to Care & Care Coordination

**Moderator:**

**Juan David Aristizábal Duque MBA, MSW**
Senior Community Outreach and Housing Specialist, Magellan Complete Care

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**Panel 1**

**Rural Health: Access, Coverage, Policy & Politics as November Nears**

**Daniel Derksen, MD**
Daniel Derksen, MD - is the University of Arizona Health Sciences; Associate Vice President for Health Equity, Outreach & Interprofessional; Activities. He is a tenured Professor of Public Health in the Community; Environment & Policy Department, Mel and Enid Zuckerman College of Public Health, with joint appointments in the Family Medicine Department at the College of Medicine-Tucson and in the College of Nursing

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**Panel 2**

**Striving for Health Equity Through Integration**

**Jill Rowland, M.Ed, LPC**
Jill Rowland is the Chief Clinical Officer for AHCCCS and is responsible for overseeing the public behavioral health system and its major initiatives, including continuing work to improve services for our members with SMI, GMH/SU, and children and their families as well as furthering integration of physical and behavioral health services

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**Panel 3**

**Arizona Center for Tobacco Cessation, ASHLine – Telephonic Coaching for Tobacco Cessation**

**Mark P. Martz, PhD**
Mark Martz serves as the Director of the Arizona Center for Tobacco Cessation and is an Assistant Professor of Practice in the Mel and Enid Zuckerman College of Public Health at the University of Arizona.

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**Panel 4**

**Cancer and Health Literacy**

**Annissa Reed, MPH**
Annissa Reed, Arizona Action Network – Annissa Reed is an Arizona Grassroots Manager at the American Cancer Society Cancer Action Network, the advocacy arm of the American Cancer Society. She works with volunteers to fight for local, state, and federal legislation that supports cancer patients and their families.
Agenda continued (8:00 am- 4:00 pm MST)

3:00 – 3:15  Break

3:15 -4:00  Care Coordination for the Homeless
Moderator:
Juan David Aristizábal Duque MBA, MSW
Senior Community Outreach and Housing Specialist, Magellan Complete Care

Rafael Martinez
Director of Behavioral Health – Circle the City

Thank you and Information about Evaluation
Health Literacy 101

Presentation Summary

This workshop will provide an overview of the scope of low health literacy, including frequencies among the general population, general characteristics, abilities and challenges of persons with low health literacy, and the cost of poor health literacy (both in terms of human suffering and dollars).

Michael Villaire, MSLM

Michael is President and Chief Executive Officer for the Institute for Healthcare Advancement, a nonprofit healthcare 501(c)(3) public charity dedicated to empowering people to better health, with a major mission emphasis on health literacy.

Mr. Villaire has written numerous articles on various aspects of health literacy, and lectures nationally on health literacy. He is co-author of the textbook, Health Literacy in Primary Care: A Clinician’s Guide, published by Springer in 2007, and the self-help health book, What To Do When Your Child Is Heavy, published by IHA in 2009. His background includes 20 years as managing editor for peer-reviewed journals in nursing and medicine, hospital publications, physician news magazines, and an online healthcare portal experiment for WebMD. He has helped redesign and launch several medical and nursing journals and managed the development of a multimedia, interactive curriculum in critical care.

Mr. Villaire earned his baccalaureate degrees in English (Journalism) and in Communications from Western Michigan University, Kalamazoo, Mich. He earned his Master’s of Science in Organizational Leadership and Management from the University of La Verne, La Verne, Calif., in 2006. His thesis examined health literacy in community clinics in regard to adequacy of patient education materials.
Health Literacy Techniques used in Creating Trust and Improving Health in Behavioral Healthcare Setting – Valleywise Health First Episode Center

Presentation Summary

The Valleywise Health First Episode Center was developed in 2017 to support young people experiencing the beginning of psychosis or schizophrenia. This evidence-based medicine approach uses a coordinated specialty care model, which emphasizes person-centered care, shared decision making, education, and recovery, for both the young person and their family. Using health literacy techniques and creating trust with the young people we serve has allowed for tremendous treatment improvements and health care outcomes.

Alicia Cowdrey, MD

Doctor Alicia Cowdrey is the Outpatient Medical Director of Behavioral Health Services at Valleywise Health. She also serves as Associate Program Director of the Adult Psychiatry Residency Program, training the next generation of psychiatrists through Creighton University Arizona Health Education Alliance. Prior to her current work, she was the Medical Director of the First Episode Center. Prior to medical school, she worked in the valley community health mental health system in a variety of roles, including case management, program development, ACT teams, and administration. She values person-centered care, shared decision making, education, and recovery, as her primary health care philosophies.

Aris Mosley, MD

Aris Mosley, MD is the Medical Director of the Valleywise Health First Episode Center. She is board certified in both adult psychiatry and child and adolescent psychiatry. Her goal when working with individuals that have a brain health disorder is to allow them to take an active role in their treatment and recovery through shared decision making.
Improving Communication Through Teach-Back

Presentation Summary
As we know, low health literacy is especially prevalent among older adults, refugees, immigrants, and those who speak English as a second language. For these populations, low health literacy increases the risk that health information gets lost in translation. This, in turn, affects patients’ ability to care for themselves or for loved ones. To address this concern, providers use teach-back. This communication method provides insight into how well patients understand the information they’ve been given, and it allows providers to make adjustments as necessary. In addition to offering an overview of teach-back, this session will show you how to craft clear messages—and how to check for understanding.

Rachel Roberts, MPH, CHES
Rachel is the Community Health Engagement & Strategy Manager at the Institute for Healthcare Advancement (IHA) where she is responsible for creating self-care education programs, identifying research opportunities, evaluating programs, and acting as a liaison for the Move More, Eat Healthy (MMEH) initiative. She also assists with creating and rewriting low-literacy patient and consumer health-related materials.

Rachel received her Bachelor’s Degree in Health Science and Master’s Degree in Public Health from California State University, Long Beach, with an emphasis in community health education. She is also a Certified Health Education Specialist (CHES). As a bilingual health educator, Rachel has worked alongside healthcare professionals and providers to design disease management and health promotion programs. She has taught a variety of topics ranging from prenatal care to diabetes management. Over the years, Rachel has worked in a various clinical and community-based settings including the Orange County Health Care Agency, Mission Hospital’s Camino Health Center, Orange County Community Clinics and the American Diabetes Association.

In addition to working at IHA, Rachel is a part-time faculty member at California State University, Fullerton where she teaches in the Public Health and Kinesiology departments. Over the last 13 years, Rachel has taught numerous courses including program design in kinesiology and health promotion, children’s health, and worksite health promotion.
Improving Refugee Maternal and Child Health Outcomes through Integrated Care Model

Presentation Summary

Using an Integrated Care Model, the Refugee Women’s Health Clinic at Valleywise Health delivers culturally-grounded, linguistically-appropriate, locally-accessible, comprehensive reproductive health services encompassing obstetric, gynecologic, and preventive healthcare. The RWHC employs Cultural Health Navigators (CHNs), facilitates a multidisciplinary team-based approach to healthcare delivery, intensive care-coordination and outreach that engenders trust, ensures continuity of care, and empowers women towards culturally enhanced health literacy and self-efficacy in navigating the healthcare system. The programs are promoting health equity by implementing best practices that take into account social determinants of health to eliminate health disparities and cultural barriers to care.

Jeanne F. Nizigiyimana, MSW, MA

Jeanne is the Co-founder and Program Manager of the Refugee Women’s Health Clinic (RWHC) at Valleywise Health Medical Center in Phoenix, AZ where she also chairs the Refugee Women’s Health Community Advisory Coalition (RWHCAC). Originally from Burundi, her refugee journey and resilience inspire a passionate work that impacts the lives of underserved women globally. Her work involves the design and coordination of culturally-grounded health literacy projects, community partner for research activities that are co-designed and co-implemented by an interdisciplinary, multicultural staff, volunteers and community members. In this capacity, she launched a robust and innovative team of Cultural Health Navigators, nationally recognized and a first of its kind in Arizona to ensure a seamless transition for refugees in navigating the health care system. Additionally Ms. Nizigiyimana developed a Train the Trainer Curriculum and adapted screening and assessment tools for Intimate Partner Violence (IPV) and Sexual and Gender Based Violence (SGBV) Advocates to adequately address intimate partner and sexual violence in Minority and Refugee Populations. She facilitated a community partnered approach to implement the use of Refugee Health Screener (RHS-15) to assess and evaluate refugee women for behavioral health concerns.

Ms. Nizigiyimana serves on several boards, earned various awards with the most recent being Non-Physician Finalist for Health Care Heroes in 2019, and Outstanding Woman in Business in 2020 by the Phoenix Business Journal.
Health Risks of Social Isolation in the Elderly: How Health Literacy Plays a Part

Presentation Summary

The complexity of health care delivery continues to grow, creating challenges that are magnified for older adults, given that age is one of the highest reasons for low health literacy. Add to this the recent social isolation of older adults with COVID-19. Research has linked social isolation and loneliness to higher risks for a variety of physical and mental conditions: high blood pressure, heart disease, obesity, a weakened immune system, anxiety, depression, cognitive decline, Alzheimer’s disease, and even death. What is the shared responsibility between healthcare systems, teams and families of older adults to help navigate discussions of dementia, chronic disease, loneliness, insurance, doctor’s appointments, hospitalizations, pharmacology and Medicare?

Laurie Thomas, MPA

A 30-year healthcare professional, Laurie Thomas is committed to helping individuals make healthy choices. She currently serves as Program Manager for Healthy Aging for Maricopa County Department of Public Health. Laurie is passionate about aging issues such as Alzheimer’s and related dementias, caregivers, falls, chronic disease, housing and emergency food and utilities. Most recently, she has been assigned to the emergency COVID response team for the 7,500 individuals sheltered and unsheltered experiencing homelessness in Maricopa County. Previously, she managed healthcare issues at the state and county levels, educating about the risks of tobacco and nicotine use, the benefits of smoking cessation, keeping tobacco away from underage kids and promoting smoke-free indoor air.

Laurie also has a background in hospital administration in marketing, physician relations and community outreach. In addition to being published in scholarly journals, Laurie has served on several healthcare boards, coalitions and workgroups. Laurie earned a Master of Public Administration from Western International University and a bachelor’s degree in communications from Brigham Young University,
Rural Health: Access, Coverage, Policy & Politics as November Nears

Presentation Summary
Dr. Derksen will discuss the top health policy issues on voters’ minds for the fall election.

Daniel Derksen, MD
Dr. Daniel Derksen is the University of Arizona Health Sciences Associate Vice President for Health Equity, Outreach & Interprofessional Activities. He is a tenured Professor of Public Health in the Community, Environment & Policy Department, Mel and Enid Zuckerman College of Public Health, with joint appointments in the Family Medicine Department at the College of Medicine-Tucson and in the College of Nursing.

Dr. Derksen is the Walter H. Pearce Endowed Chair and Director of the Arizona Center for Rural Health and the Acting Director of the Arizona Area Health Education Center Program. He leads the U Arizona Health Sciences Strategic Plan initiative on Interprofessional Education. He served as president of the Arizona Academy of Family Physicians (2017-18) and is currently on its Board of Directors, chairing the AzAFP Legislative Task Force. He is a member of the Arizona Medical Association, the Arizona Public Health Association, and the Arizona Hospital and Healthcare Association – where he is on the AzHHA Small Rural Hospital Constituency Group. He serves on the Arizona Rural Health Association Board of Directors. Dr. Derksen was born in Phoenix, attended the University of Arizona for both his B.S. (1979) and M.D. (1984) degrees, completed his family medicine residency at the University of New Mexico (1987), and served on the UNM School of Medicine Family & Community Medicine Department faculty for 25 years. He returned to the University of Arizona as faculty in 2012. In 2018 he received the UNM Napolitano Alumni Award, and in 2019 was awarded the 2019 University of Arizona College of Medicine Alumnus of the Year.

As principal investigator of state, federal, foundation, contracts, and grants of over $65 million in his academic career, Dr. Derksen’s service, research and education activities include informing legislative, regulatory, and program policy to improve health equity; increasing health insurance coverage; reducing the uninsured; narrowing health disparities; developing, implementing and evaluating interprofessional serving-learning sites; and working to assure a well-trained and distributed health workforce to meet the health needs of all Arizonans.
Striving for Health Equity Through Integration

Presentation Summary

Arizona Health Care Cost Containment System is working through their Managed Care Contractors to improve upon the whole health of Arizona Medicaid members by increasing physical and behavioral health care coordination through various delivery systems integration initiatives. This presentation will provide a brief history of integration in the state of Arizona, as well as what is coming up next for the future of integration. Additional information will cover projects and programs aimed at improving health equity through Whole Person Care and other Quality Improvement strategies.

Jill Rowland, M.Ed, LPC

Jill Rowland is the Chief Clinical Officer for AHCCCS and is responsible for overseeing the public behavioral health system and its major initiatives, including continuing work to improve services for our members with SMI, GMH/SU, and children and their families as well as furthering integration of physical and behavioral health services.

Jill has extensive clinical and executive leadership history working in the public behavioral health system in Arizona. Most recently she served as the Chief Operations Officer for Marc Community Resources and the Director of Medical Management and Assertive Community Treatment (ACT) for Partners in Recovery (PIR). She has 25 years experience across the Managed Care Organizations in Arizona Medicaid, working for the previous Maricopa RBHAs Magellan and Value Options as well as Mercy Care Plan-ALTCS. Jill has her Master of Education and is a Licensed Professional Counselor (LPC) in Arizona.
Arizona Center for Tobacco Cessation, ASHLine – Telephonic Coaching for Tobacco Cessation

Presentation Summary

This presentation provides an overview of the efforts the Arizona Center for Tobacco Cessation, Arizona Smokers’ Helpline (ASHLine) is taking to utilize health literacy strategies to reach and engage individuals and communities who would like to quit tobacco and become nicotine free. A specific focus will be to highlight the importance of continuously evolving our strategic approach to ensure the health literacy strategies we employ are impactful over time.

Mark Martz, PhD

Dr. Mark P. Martz, serves as the Director of the Arizona Center for Tobacco Cessation and is an Assistant Professor of Practice in the Mel and Enid Zuckerman College of Public Health at the University of Arizona. Prior to joining the University of Arizona in November 2018, Dr. Martz served for five years at the Arizona Department of Health Services. While at the Arizona Department of Health Services, Mark served as a policy consultant, contract manager, and as the Office Chief for Tobacco Prevention and Cessation. Mark received his master’s in public administration from Wichita State University in 2007 and doctorate in public administration and policy from Arizona State University in 2013. Dr. Martz’s research and applied practice focus area centers on developing, implementing, and analyzing systems-level interventions that improve health and well-being at an individual, community, and population level.
Cancer and Health Literacy

Presentation Summary

You have cancer” is one of the scariest sentences that someone can hear. What are the treatment options? What will my insurance plan cover? How do I tell my loved ones? We know that cancer patients have better outcomes when they have insurance, but knowing how to use it is another factor.

A lot of people think that the fight against cancer starts in a lab or a doctor’s office, but it often starts with your lawmakers. Learn how health policies affect cancer patients, and how advocacy efforts can improve access to care and health outcomes for individuals who are battling cancer.

Anissa Reed, MPH

Anissa Reed is an Arizona Grassroots Manager at the Arizona Cancer Action Network, the advocacy arm of the American Cancer Society. She works with volunteers to fight for local, state, and federal legislation that supports cancer patients and their families.

Anissa previously worked at the American Lung Association as a Health Promotions Manager, Mercy Care as a Transition-Age Youth Coordinator, and Valle del Sol as Transition Facilitator Team Lead. Her experience working in behavioral health inspired her to fight for policies that support vulnerable populations. Anissa currently serves on the board of the Arizona’s Children Association, and is a volunteer mentor at New Pathways for Youth. Anissa received her Master’s in Public Health from the University of New England, and her Bachelor’s degree from the University of Arizona. Anissa lives in Phoenix, AZ with her cat named Meatball, dog named Panini, and husband.
Care Coordination for the Homeless

Presentation Summary

Providing care for the homeless at our Circle the City sites is only the first step in meeting the multiple needs of our patients. To meet longer term needs, our team works together to connect patients with health insurance, medication, housing resources, mental health and substance use treatment services and specialty medical services. Rafael will discuss how Circle the City utilizes a multidisciplinary approach to meet these important needs.

Rafael Martinez, MSW

Rafael is the Director of Behavioral Health at Circle the City, an agency that provides high quality, holistic healthcare to people experiencing homelessness in Maricopa County. Rafael has been with Circle the City since January of 2020, and has worked in local agencies that serve the Phoenix Metro community since graduating from ASU in 1995 with a Masters in Social Work. The agencies include NOAH, Chicanos Por la Causa, Hospice of the Valley, The Crisis Nursery and Department of Children’s Services.