

Health Literacy

turning health knowledge into wealth

Good health means wealth – more personal wealth for employees who manage their health and lower health care costs for employers. Health literacy is the foundation of employee wellness and health consumerism but do employees have the health literacy skills to assume more responsibility for their health?

What role does health literacy play in employee health and productivity? How can employers support and enhance health literacy? And how can the business and medical community collaborate on health literacy? RHA's Fifth Annual Employer Symposium brings together health care providers, employer and government

representatives to answer these questions.

Agenda

The Importance of Health Literacy

Terry Mason, M.D., F.A.C.S.

Commissioner, Department of Public Health City of Chicago

Commissioner Mason will review the basic medical information we need to know and understand in order to maximize personal health. Commissioner Mason will also explain why closing gaps in health literacy is an important health improvement strategy.

The Business Case for Employer Health Literacy Programs

Michael S. Jacobs, R. Ph

National Clinical Practice Leader
Buck Consultants, an ASC Company

Dr. Jacobs will discuss the relationship between health literacy and employees' health and productivity, and will also outline the main components of a worksite health literacy program.

Promoting Health Literacy at Work: The Employer's Perspective

Wendy Lynn

Vice President, Benefits Consulting
CNA, Chicago

Headquartered in Chicago, CNA is the 7th largest commercial insurer and 13th largest U.S. property and casualty insurer. Ms. Lynn will discuss CNA's approach to supporting employee wellness through programs that promote health literacy.

Communication Campaigns to Raise Health Literacy: The Employer's Perspective

Marcie Meyer

Director, Health Plan Operations
Rush System for Health, Chicago

Ms. Meyer, having worked for a local large multi-state employer with diverse needs and challenges, will share her experience creating, designing, and executing a successful communication strategy and campaign to raise health literacy.

Thursday July 17, 2008

Rush University Medical Center
Professional Building, 5th Floor
1725 West Harrison Street
Chicago, IL 60612

8:30 am

Continental breakfast and exhibits

9:00 am – 12:00 pm

Program presentations

By attending this half-day symposium you will:

- Understand what health literacy is and how it impacts health outcomes
- Know what an employer based health literacy program should include
- Hear how some Chicago area employers promote health literacy
- Learn about a health literacy campaign for Chicago area employees and their family members

Who should attend?

- Human Resources and Health Benefits Decision Makers
- Wellness and Health Promotion Professionals
- Others directly responsible for the administration of employees' health benefits

Rush Health Associates is a not for profit organization whose members include Rush University Medical Center, Rush Oak Park Hospital, and approximately 730 primary and specialty care physicians who practice at its member hospitals. Rush Health Associates seeks to enhance health care quality, health promotion, preventive care and communications with patients.

Register Today!

FREE registration at Rush-Health.com or call 312-942-2748

