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KEYNOTE PRESENTATIONS

K1. How Communication and Information Technology Can(not) Enhance Clinician-Patient Communication

Richard L. Street, Jr., Ph.D., Professor, Department of Communication, Texas A&M University, College Station, Texas; Chief, Health Decision-Making & Communication Program, Center for Innovations in Quality, Effectiveness and Safety, Michael E. DeBakey VA Medical Center; Professor of Medicine, Department of Medicine, Section of Health Services Research, Baylor College of Medicine

[Live stream and discussion February 28, 12:00-1:30 pm CST]

This presentation examines the effects of communication and information technologies on clinician-patient communication. After overviewing a 'pathway' model explaining how communication in medical encounters can enhance quality of health care and improve health outcomes, the presentation will address three topics related how technology can either enhance or detract from effective communication. The first will focus on how the technology (specifically, the Electronic Health Record) can affect how physicians and patients interact with one another. The second examines patient-level factors affecting a patient's willingness to engage in online communication (via patient portals, internet or mobile technology) with health care providers. The third topic explores patient, media, and clinician factors that may determine whether online clinician-patient communication contributes to better health outcomes.

Dr. Street's research focuses on clinician-patient communication pathways linking communication to improved health outcomes, and strategies for increasing patient involvement in care. His research and teaching awards include: Outstanding Health Communication Scholar from the International Communication Association, L. Donohew Health Communication Scholar Award from the the University of Kentucky, TAMU AFS Distinguished Achievement Award in Teaching and Research, and George L. Engel Award from the American Academy on Communication in Healthcare.

K2. Health Communication: Myths and Legends and What We Learned Along the Way

Kim Nazi, Ph.D., FACHE, Program and Management Analyst, Department of Veterans Affairs (VA)

[Live stream and discussion March 1, 12:00-1:30 pm CST]

The Department of Veterans Affairs (VA) is the largest integrated health care system in the United States and has been a pioneer in using information technology to improve health care delivery. This session will provide an overview of VA's journey in implementing a patient portal tethered to its Electronic Health Record and highlight key findings and insights that have important implications for the field of health communication. Using real world examples, we'll examine some common health communications myths and legends and what can be learned from the VA experience over the last few decades.

Kim Nazi is a senior Program and Management Analyst for the Department of Veterans Affairs (VA), working in the Veterans and Consumer Health Informatics Office within the Office of Connected Care of the Veterans Health Administration (VHA).

Kim is a Board-Certified Healthcare Executive and a Fellow in the American College of Healthcare Executives (FACHE). She holds a Masters degree in Strategic Communication from Seton Hall University and a PhD in Sociology with a specialization in Communication from SUNY Albany. Kim's research interests include technology and personal health records, health communication, organizational sociology, and behavioral interventions. Kim's dissertation study focused on the use of Personal Health Records and Secure Messaging. In September 2011, Kim represented the Blue Button team that was nominated for a Service to America Medal by the Partnership for Public Service. In May 2012, Kim received the Warner Slack eHealth Award in recognition of outstanding contributions in helping to define and improve the field of eHealth. Kim is a frequent presenter on the topic of Personal Health Records and has authored multiple journal publications.

K3. The Integrated Theory of mHealth: Why Digital and Mobile Health Must Embrace Multidisciplinary Theoretical Perspectives

Sheana Bull, M.P.H., Ph.D., Professor and Chair, Department of Community & Behavioral Health, Colorado School of Public Health

[Live stream and discussion March 2, 12:00-1:30 pm CST]

Technologies aiming to promote health, prevent disease and facilitate self-management of chronic conditions are being produced at a rapid pace. Examples include calendar alarms to take medication, text messages to reinforce exercise commitments and systems combining artificial intelligence with machine learning to track social media for outbreaks of flu.

A woefully small number of over 100,000 mobile and digital health solutions have been designed with attention to theories known to facilitate behavior change despite known improvements we can realize through health behavior interventions that employ theory in design, methods and analysis, including but not limited to efficacy, uptake and dissemination.

We'll learn in this session how The Integrated Theory of mHealth has been and can be used to blend theoretical perspectives from computer and social science to guide the development of optimal digital health solutions addressing diverse considerations such as breast feeding, immunizations, cancer screening and pregnancy prevention.

Dr. Sheana Bull is a Professor in the Department of Community and Behavioral Health in the Colorado School of Public Health at the University of Colorado and is the Assistant Vice Chancellor for Digital Education for University of Colorado Denver and Anschutz Medical Campus. Her work focuses on the use of mobile and digital technologies for health promotion including the exploration of engagement and dose response with text message, app, and social media content.

GENERAL PRESENTATIONS

P1. An Interpretative Phenomenological Analysis on an Online Support Group for Adults with Cysyc Fibrosis
Presenter: Gina Miller, Alaska Pacific University
Category: Best Practices

This presentation will discuss how social support is communicated in online support groups for adults living with Cystic Fibrosis, a genetic disease that affects the cells that produce mucus, sweat, and digestive fluids. While support was communicated in a variety of ways, researchers found, most notably, that forum participants described unsatisfying health care encounters and sought alternative advice or emotional confirmation as a result.

Please note that while the data for this presentation is specific to adult CF online support groups, the results and discussion are relevant to all online support groups for people living with chronic illness.

P2. Chronic disease prevention in college students: assessment of perception and intention to use a health management app
Presenter: Souleymane Coulibaly, Colorado State University
Category: Breakthroughs

The relationship between intention to use a hypothetical health management app and other variables from a conceptual framework of the Health Belief Model (HBM) and extended Unified Theory of Acceptance and Use of Technology (UTAUT2) was assessed using a convenience sample of college students. The self-reported online survey measured perceived susceptibility and seriousness, cues to action, social influence and intention to use, on 5-point Likert type scales adapted from previous studies. Multiple linear regression was used to determine relationships between the predictor variables and criterion variable. The results of the data analysis showed that individually there were a low perception of susceptibility to current chronic diseases, except for mental health problems, and a high perception of seriousness of those diseases, cues to action, social influence and intention to use the app. However, only social influence had a significant influence ($P = 0.000$) on intention to use the app.

P3. Communicating Health Information on Private Social Media: Citizens Protecting Their Community During a Flood
Presenters: Keri K. Stephens, Jing Li, Brett Robertson, Roth Smith, and Dhiraj Murthy, The University of Texas at Austin
Category: Breakthroughs

When wide-scale flooding occurs in a community not accustomed to floods, health concerns emerge. While official organizations tasked with communicating emerging health information exist, the proliferation of social media makes it possible for average citizens to participate in this conversation. This study used a combination of semi-structured interviews and photo elicitation techniques to explore how citizens used private social media sites to share health information. We found two main categories of health concerns: existing medical conditions and water-created. We further identified seven themes that describe the common approaches average citizens used to share health information: Narrating a personal experience, presenting it as a Public Service Announcement, downplaying the contribution, bringing a credible source into the conversation, including external links and sources, and using humor. Together, these findings suggest that in private social media, community members who share health information often are trying to ensure credibility and tap into a shared community identity.

P4. Finding Momentos: How Design Thinking Led to a Mobile Teen Pregnancy Prevention Platform for Hispanic Parents
Presenter: Julie Yegen, Westat
Category: Breakthroughs

Research shows that Hispanic parents in the U.S. rarely communicate openly about sexuality and contraception with their teens. Yet, those teens are more likely than their peers to view parents as influential in their decisions about sex. Using design thinking, we developed the first-ever technology-based, culturally appropriate tool for Spanish dominant parents. Momentos is a text messaging program that provides Hispanic parents with practical guidance to effectively teach their children about sexual health. This presentation will review the design thinking process—a user-centered approach to innovative problem solving—how it led to Momentos, and results from the pilot program that demonstrate behavior change, including 91 percent of survey respondents using content to initiate conversations with their teens. Further, we will highlight the mobile-first platform, SABEResPODER, who helped Momentos connect to its national network of Spanish-dominant members and achieve click through rates 3X above industry average.

P5. Health Communication: Self-Care Confidence in Management of Chronic Diseases
Presenter: Barbara Arnoldussen, International Technological University
Category: Barriers

Besides the digital divide's socio-economic factors, personal characteristics form barriers to using online resources for health information. Research has identified twenty obstacles blocking the full potential of the Internet. Patient activists confirmed the singular importance of self-care confidence. Responses from the 2015 California Health Interview Survey were analyzed for participants with three chronic diseases. Findings indicated that from 23% to 41% of individuals with asthma, diabetes, and heart disease were not very confident to manage their clinical conditions. Women reported less confidence than men. People with physical limitations felt less confident than those without disabilities. Individuals with poorer health expressed less confidence. A survey of subject matter experts, people with chronic diseases, evaluated proposed interventions. Suggested activities included patient education, clinician awareness, and ongoing patient assessment. Half the SMEs judged the best approach for them personally was to ask them to rate their self-care confidence levels at provider office visits.

P6. Online Social Support and Health Outcomes: Theoretical and Empirical Findings
Presenter: Liza Ngenye, George Mason University
Category: Best Practices

Numerous studies over the past two decades suggest that people with a variety of health concerns are increasingly turning to online networks for social support. This has led to the rise of online support groups/communities for people facing health concerns. Researchers have found that these groups/communities provide patients, disease survivors, and caregivers a number of advantages and disadvantages in terms of mobilizing social support for their health-related concerns.

P7. Optimizing Online Learning and Communication in Healthcare: Examination of Mode, Engagement, and Knowledge Retention
Presenter: M. Courtney Hughes, Relias
Category: Best Practices

Online training and communication for healthcare professionals are becoming more commonplace due to such factors as convenience, economies-of-scale, and improved online offerings. We report the results of two research studies examining learner engagement and knowledge retention strategies for online training on HIPAA and social media and back injury prevention. Data collected from 80 healthcare professionals at six community health or skilled nursing facilities in the U.S. indicated that the optimal mode of learning (story-

based video vs. text and diagram) might not be the most costly and sophisticated and that learners desire and enjoy receiving knowledge retention questions subsequent to initial learning. With a growing number of online communication and training options available, program developers and researchers should examine which advanced tools make economic sense and where low-cost, simple approaches are feasible and potentially enable greater reach.

P8. Physicians, Electronic Health Records, and the Emergence of Scribes
Presenter: Ann L. Bryan, University of Illinois at Urbana-Champaign
Category: Breakthroughs

The employment of medical scribes to assist physicians in managing mandated electronic health records has been well documented in terms of financial and productivity outcomes, but not in terms of the processes of interaction between scribes, electronic health records, and physicians. This presentation reports initial findings of an observational study of the interaction of physicians, electronic health records, and the use of medical scribes in the ophthalmology and digestive health departments of a community hospital. Initial conclusions include 1) implementation of scribes differed substantially between departments; 2) physicians have idiosyncratic workflows that they do not think about and do not document; 3) scribes' work is an extension of physicians' work and depends on the scribe's tacit acquiescence to the physician; 4) and stable routines depend on the existence of prior work arrangements. Implications of these findings for future studies and for theorizing institutional change involving work and technology are discussed.

P9. 6 DPO, #ttcsisters, and TMI: Instagram-based Infertility Treatment Advice and Support
Presenters: Bethany Johnson and Margaret M. Quinlan, University of North Carolina at Charlotte
Category: Barriers

Medical advice and information in #ttc and (in)fertility communities on Instagram addresses medicine use and reactions, knowing signs of pregnancy and miscarriage, and advice on testing, treatment and particular REI practices. The broad impact/outcomes of this advice are unknown at this time. However, there is some evidence that individual Instagram users may make health decisions based on Instagram interactions.

P10. Tweeting health information: Reviewing framing and priming of uterine fibroids tweets lead by those most effected
Presenter: Sydney Dillard, PhD, DePaul University
Category: TBD

Abstract to come.

P11. User Satisfaction with Health Management Information System: A Study of Users in Rural Healthcare System of Tamilnadu, India
Presenters: Dr. K. Bhagya Lakshmi and Dr. T. Muthupandian, P.S.N.A College of Engineering and Technology
Category: Best Practices

User acceptance level of Health Management Information System (HMIS) was measured and evaluated which shows a satisfactory result towards actual use of HMIS. In the field of Information System (IS) research, only in few industries the Technology Acceptance level of users is being measured. The application IS theories may also vary from one single industry to another, with restricted set of environments. With the aim of evaluating the usage behavior and behavior intention of users of HMIS in rural health care system of Tamilnadu, India, this study presents the results obtained from a survey of the perceived ease of use and usefulness which in turn leads to attitude and behavior intention towards HMIS by selected users. For this purpose, a survey with Technology Acceptance Model (TAM) questionnaire was performed with 960 health workers from Dindigul, Palani, Trichy and Madurai districts of Tamilnadu, using the theory of TAM developed by Davis et. al. (1989). The collected data were quantified and underwent SPSS statistical analysis, which showed a clear perception of usage

behavior and behavior intention of HMIS users. The present findings also showed that perceived ease of use and perceived ease of usefulness positively influence the attitude, usage behavior and intention in turn has positive impact on actual use of HMIS, thus health workers/staffs are satisfied with outcome of HMIS.

P12. Exercise, the key to self-management
Presenter: Yaozong He, University of Illinois at Urbana-Champaign
Category: Best Practices

Health is based on the lifestyle that people choose to live; gradual shift to healthier lifestyle is based on self-management; enjoyable exercise is the key of the beginning.

P13. Frontline Employees in the Health Clinic: Impression Management Multiplexing When Performing in-the-Round
Presenters: Millie A. Harrison, W. Roth Smith, Mackenzie R. Greenwell, and Keri K. Stephens, The University of Texas at Austin
Category: Best Practices

This presentation discusses a health and organizational communication study recently accepted for publication at Communication Monographs. We explore the staged performances of frontline employees (FLEs) at a Federally Qualified Health Center (FQHC), and our qualitative analysis highlights three overarching themes in which FLEs' communication compounds frontstage and backstage practices: performing on a multidimensional stage, enacting scripted and improvisational roles, and incorporating regulatory strategies to accomplish their work. We argue these communicative practices culminate into the proposed theoretical concept of impression management multiplexing (IMM). Implications for clinic FLEs, patient care, and patient privacy are considered.

P14. Health Literacy and the Emergency Medical Services
Presenter: Maria Shila Clarion Caraan, Dubai Corporation for Ambulance Services
Category: Best Practices

BACKGROUND/OBJECTIVES:
The action plan to improve health literacy in an organization is a set of health literacy priorities to be addressed to the Emergency Medical Services (EMS) organizations based on the ten attributes of health literate health care organization.

METHODS:
Survey was done to 200 staffs in the field on health literacy level of EMS personnel and realignment of health literacy program within the organization's training and continuing education and recruitment process.

RESULT:
Highest level of health literacy of the EMS organization personnel will cause a high level of influence of patient care and safety that will result to a high standard quality of patient care services and consumer satisfactions.

P15. Survive then Thrive: Why Threat Management is more important than Change Management
Presenter: Brad Kolar, Avail Advisors
Category: Best Practices

The healthcare industry is undergoing massive transformation. Changes in government and private reimbursement, the Affordable Care Act, and the move to electronic medical records has created on-going change and uncertainty. Why do big changes fail? That question has been answered over and over. Yet, we are still asking it. Many change models focus on the enablement part of change – give people a good reason, the right rewards, and the necessary information, tools and support and they'll change. These models assume a rational decision maker going through the change process. However, humans are often irrational. Our brains are

programmed to survive and then to thrive. Rational models of enablement miss the first part of the equation. Before people care about the reasons, tools, and rewards, they need to know the will "survive". Survival isn't just about losing a job. Survival could be emotional, social, or financial. In this discussion we'll address five key threats that must be neutralized before someone is ready to change. In addition, we will talk about the freeze, flight, or fight reactions that all animals have to threats. Understanding how these reactions show up in a work environment will help you better gauge each person's "threat level" so you can respond accordingly.

P16. A Grounded Practical Theory of Military Veterans' Communication Transitioning from Deployment to Civilian Life
Presenter: Christopher J. Koenig, San Francisco State University
Category: Best Practices

Objective: To describe returning veterans' transition experience from military to civilian life and to educate healthcare providers about culture-centered communication that promotes readjustment to civilian life.

Methods: Qualitative, in-depth, semi-structured interviews with 17 male and 14 female Iraq and Afghanistan veterans were audio-recorded, transcribed verbatim, and analyzed using Grounded Practical Theory.

Results: Veterans described disorientation when returning to civilian life after deployment. Veterans' experiences resulted from an underlying tension between military and civilian identities consistent with reverse culture shock. Participants described challenges and strategies for managing readjustment stress across three domains: intrapersonal, professional/educational, and interpersonal.
Conclusions: To provide patient-centered care to returning Iraq and Afghanistan veterans, health care providers must be attuned to medical, psychological, and social challenges of the readjustment experience, including reverse culture shock. Culture-centered communication may help veterans integrate positive aspects of military and civilian identities, which may promote smooth reintegration into civilian life.

P17. Communicating Mental Health Information to College Students: What We Need to Know
Presenter: Alyssa Hollander, University of Texas at Austin
Category: Best Practices

An increased demand for mental health services across American campuses has been met with varying ideas on how to effectively communicate mental health information. This research looks at the current college student experience with mental health information, factors contributing to information overload, and coping mechanisms. The project highlights the importance of recognizing different experiences with mental health information prior to entering college, as well as identifies themes that can help guide healthcare providers and campus mental health centers to effectively disseminate information.

P18. Exploring Healthcare Information Access Challenges for Older Adults with a Visual Impairment
Presenter: Lyndsie Koon, University of Illinois Urbana-Champaign
Category: Barriers

According to the US Census (2016), nearly 4.5% of adults aged 65-74, and almost 9.7% over age 75 reportedly have a visual disability. Individuals who developed the visual impairment earlier in life are aging with an impairment, and may experience the most challenges. We conducted structured interviews to understand everyday activities among older individuals (age 60-79) who had a vision impairment prior to age 50 (N = 60). The focus here is on health care communication issues. Five participants reported that they had the most difficulty when attempting to access healthcare information online, or when contacting Medicare/insurance and advocacy groups for health resources. We observed from a thematic analysis of their interviews that they responded to these challenges by relying on family, friends, and care providers. Attempts to use technology

(e.g., screen reader) were not successful. Technology supports are needed to ensure this population has access to important healthcare information.

P19. Patient Engagement through Application of the Behavioral Sciences in Pharmacovigilance
Presenter: James Duhig, PhD, AbbVie
Category: Breakthroughs

The term 'patient centricity' is used increasingly throughout healthcare. The intended meaning of this term is vague and suffers from a lack of research about the behaviors that exemplify patient centricity at an organizational level. This research examines a specific attempt to improve organizational patient centricity through the development and implementation of an experiential learning program. Patients Take the Lead Summit series is a strategic organizational culture initiative intended to ingrain patient-centricity efforts and tactics throughout the drug development life cycle and promote departmental collaboration and alignment around the patient perspective at a biopharmaceutical company, AbbVie. Patients Take the Lead Summit series provides a forum for patient engagement by moving teams through a series of exercises intended to improve ability and skills with regard to patient centered concepts. This paper demonstrates how one organization is operationalizing patient centricity to spur cross-functional communication, build team relationships and ultimately to improve benefit/risk outcomes for patients. Outcomes include subjective feedback and participant program evaluations. Patients Take the Lead Summit series is helping to shape continuous process improvement in AbbVie's patient-centric thinking and culture, and contributes to shifting patient centricity from abstract discussions to meaningful behavioral change.

P20. Race and Research: Health Communication Strategies to Increase Minority Recruitment and Participation
Presenter: Jalysa King, Indiana University-Purdue University Indianapolis
Category: Barriers

According to the Alzheimer's Association, older African-American adults are about twice as likely to have the disease (Alzheimer) as older whites. We know that because of the history within the US in regards to research, and people of color as participants; it is no surprise that there is hesitancy to join in studies. Clinical Trial participation is particularly low in medically underserved communities, including African American groups and people who live in rural areas.

P21. Addressing the Opioid Epidemic as a Healthcare System: A Case Study of Edward-Elmhurst Health
Presenter: Aaron S. B. Weiner, Edward-Elmhurst Health
Category: Best Practices

The opioid epidemic is a genuine public health emergency in the United States, currently the leading cause of accidental death and claiming over 50,000 lives in 2016. As projected mortality rates continue to grow, initiatives to combat the epidemic have been launched at numerous levels, including federal, state, county, as well as by individual communities and organizations. Edward-Elmhurst Health, based in Naperville, Illinois, launched a broad-based set of communication initiatives and clinician tools in January 2018 including 1) comprehensive prescribing guidelines, 2) patient and provider education strategies, 3) pain clinic restructuring, 4) expanded access to medication-assisted, 5) electronic medical record (EMR) modifications to assist providers with clinical decision-making, and 6) EMR-based outcome management to provide accountability. Specific details related to these initiatives will be presented and discussed, with recommendations on how other multi-site healthcare systems can employ similar strategies to shift how both physicians and patients understand and utilize opioids.

P22. A literature review investigating relationships between clinical workflow challenges and approaches to facilitate safer and more efficient health care delivery
Presenter: Sheila Parinas, University of Illinois at Urbana-Champaign

Category: Barriers

Abstract to come.

P23. **Chilean Teacher's Intentions to Include Anti-obesity Messages in their Teaching Activities**
Presenter: Claudia Montero-Liberona, Pontificia Universidad Católica de Chile
Category: Barriers

Like many other countries in the world, Chile has a significant obese population (WHO, 2014). Several national healthy lifestyle programs and campaigns have been implemented to address obesity in Chile. However, obesity rates have not decreased as expected (Goverment of Chile, Ministry of Health 2013). The present study is a first attempt to explain the unsuccessful efforts to include anti-obesity messages in Chilean schools based on teachers' intentions to include them in their teaching activities. In particular, a nonmandatory health campaign message was studied using the TPB model (Ajzen, 1985) in three types of Chilean schools: Municipal schools, Private state-subsidized schools and Tuition based schools. A total of 10 schools and 245 teachers participated in this study. Findings revealed that TPB model is an appropriate theoretical framework to study health messages at the teachers' level in Chile. Possible generalization of this results are recommended to be studied in the future.

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