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.
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