



Cross Cultural Communication Systems, Inc. (CCCS, Inc.)

Embracing Culture

Cordially invites you to participate in an outstanding collaborative two-part Seminar being offered through our new Webinar series entitled:

Advancing Effective Communication, Cultural Competence, and Patient-and Family-Centered Care:

Roadmap for Hospitals

By: Dr. Christina Cordero

October 4, 2011

11:00 am – 12:30 pm EST

Improving Patient-Provider Communication to Support Safety and Quality: Implementing

A Plan that Works

By: Amy Wilson-Stronks

October 18, 2011

11:00 am – 1:00 pm EST

The two-part Seminar offered through CCCS Webinar Series scheduled

October 4th and 18th 2011

allows you the opportunity to train and learn without leaving your office.

Join the interactive seminar!

Limited Space Available Per Seminar



Register early to save your space!

Register Today!

Anticipated Continuing Education Credits for Nurses This educational activity has been submitted for approval of continuing nursing education hours to the New Hampshire Nurses Association's Commission on Continuing Education, an accredited approver of Continuing Nursing Education, by the American Nurses Credentialing Center's Commission on Accreditation

Approved CEUs for Interpreters and Translators: IMIA Interpreters CEU's approved for .4 hours.
ATA Interpreters and Translators CEU's approved for 3.5 hours

Description of Seminars:

First Part of the Seminar: October 4, 2011:

Advancing Effective Communication, Cultural Competence, and patient-and Family-Centered Care: Roadmap for Hospitals by **Christina Cordero, PhD, MPH, Associate Project Director Department of Standards and Survey at The Joint Commission**

This Seminar will highlight The Joint Commission patient-centered communication standards and guidance monograph **"Advancing Effective Communication, Cultural Competence, and Patient-and Family-Centered Care: Roadmap for Hospitals."** This seminar will detail the revisions or additions addressed by each of the patient-center communication standards such as language access, s guiding principles for qualifying language interpreters, document translation directives, identifying and addressing patient communication needs, collecting patient race and ethnicity data, and patient access.

Participants will have an opportunity to ask question during the Webinar sessions as well as participate at the end of the lecture. We will also provide an e-mail to respond to questions which may not be covered during the first session on -October4, 2011.

Session Goals:

1. Identify communication as an essential component of patient safety and quality care;
2. List key areas addressed by the new patient-centered communication standards;
3. Describe available tools and resources to improve your hospital's ability to meet unique patient needs.



Second Part of the Seminar: October 18, 2011:

Improving Patient-Provider Communication to Support Safety and Quality: Implementing: A Plan that Works by Amy Wilson-Stronks, MPP, C.P.H.Q. Independent Advocate Consultant and Researcher

Abstract: As discussed in the first Seminar by Dr. Cordero, The Joint Commission adopted new hospital accreditation standards to advance patient-centered communication in an effort to better meet the needs of an increasingly diverse patient population. Background on communication-related health care disparities, the impact of poor patient-provider communication on health care delivery and research in support of practical solutions will set the state for a guided tour of practices and systems that can support effective patient-provider communication. This session will help participants recognize the need for systematic processes to support patient-provider communication at both the organization and practice levels. Focusing on patient-provider communication as a safety and quality imperative, this session will provide tools that can be used to evaluate and monitor systems and practices for supporting effect patient-provider communication.

Session goals:

- 1. Share background information on the connection between various communication vulnerabilities and the safety and quality of care;*
- 2. Create a shared understanding of practices that can support effective patient-provider communication;*
- 3. Outline process through which participants can begin to evaluate their organization's readiness to support effective patient-provider communication while meeting new Joint Commission standards for patient-centered communication.*
- 4. Share tools that are available to evaluate and monitor patient-provider communication systems and practices.*



Biographies Speakers and Organizers



Dr. Christina Cordero, Presenter (Seminar Day One)

Dr. Cordero is an Associate Project Director in the Department of Standards and Survey Methods, Division of Healthcare Quality Evaluation at The Joint Commission. Her current focus is on standards development projects for the hospital and laboratory accreditation programs. She previously developed the patient-centered communication standards and The Joint Commission monograph *Advancing Effective Communication, Cultural Competence, and Patient- and Family-Centered Care: A Roadmap for Hospitals* as part of a grant-funded initiative supported by The Commonwealth Fund. Dr. Cordero has also provided research and technical support to The Joint Commission's *Hospitals, Language, and Culture: A Snapshot of the Nation* study, and she is a contributing author of *One Size Does Not Fit All: Meeting the Health Care Needs of Diverse Populations*. Prior to joining The Joint Commission, Dr. Cordero conducted basic science and public health research at Northwestern University's Feinberg School of Medicine. Dr. Cordero earned both her Doctor of Philosophy in Immunology and Microbial Pathogenesis, and her Master of Public Health degrees from Northwestern University, Chicago, IL.



Amy Wilson-Stronks, M.P.P., and C.P.H.Q., Presenter (Seminar Day Two)

Ms. Wilson-Stronks is an independent advocate, consultant, and researcher. She has spent more than twenty years working on the best way to improve health care delivery. While all the answers have yet to appear, her experience as a health policy researcher in the Division of Standards and Survey Methods at The Joint Commission as well as the principal investigator of The Joint Commission's *Hospitals, Language and Culture: A Snapshot of the Nation* study, has awarded her insight into the system-level challenges and supports that can improve a hospital's ability to deliver safe, high quality and equitable care to all patients. Ms. Wilson-Stronks earned her Master of Public Policy in Health Policy and Graduate Certificate in Health Administration and Policy from the University of Chicago and is a Certified Professional in Healthcare Quality (CPHQ).



Aida Cases, BS, Business Education (Moderator)

Aida is a lifelong advocate for equal access to healthcare, education and justice. Aida's background is in business education with additional training in bilingual education. She has been a consultant to various organizations and has contributed to published works such as: *Guide for Educators for Identifying NELB/LEP Students*, *Vermont Folk Life - History of Families in Vermont* and selected other works. Ms. Cases has also published "***Guide for Hispanic/Latino families seeking Mental Health Access***" and "***Providing Outreach to Hispanic/Latino families with Mental Health Illness***" under an Endowment for Health/NAMI grant. In 2005, Aida Cases was one of the first members in a group of 17 to serve under the first NH Governor Lynch's Advisory Commission on Latino Affairs. She has also served as a board member to the Nashua Community Mental Health Center as well as the NCIHC Board.



Zarita Araujo-Lane, LICSW (CCCS, Inc. ,President and Owner)

Ms. Araujo-Lane, LICSW, is the founder and President of Cross Cultural Communication Systems, Inc. Embracing Culture (CCCS). She has over 25 years experience designing, implementing, supervising and training interpreter programs in the Boston area. She has authored multiple articles for the American Translation Association on Medical Interpretation. She taught at Bentley College and Cambridge College courses on Medical Interpretation. Ms. Araujo-Lane is a nationally recognized leader in the interpreting field and has presented many workshops nationally as well as internationally.



To Register for Part I and Part II, please click this link:

<https://mssmgmt12.webex.com/mssmgmt12/onstage/g.php?p=0&t=m>

Total cost for both Seminars: \$299 – payable upon registration. For active CCCS, Inc. customers, a special 10 % discount will be refunded after completion of both programs for groups of 3 or more. Once you have registered, your connection identification information will be forwarded to your individual e-mail.

Registration Terms and Conditions:

CCCS, Inc. is an accredited New Hampshire Post Secondary Career School.

(a) Any student can cancel this transaction any time prior to midnight of the third business day after this transaction for registration. (per RSA 188-D: 23) (Pos 1103.07 (j) 1, 2)

(b) A student who registers in advance and decides not to attend webinar must submit a written request to CCCS at e-mail CCCSwebinars@embracingculture.com

(c) An administrative fee of \$14.95 will be collected and not reimbursed for all cancelled registrations. This administrative fee shall not exceed fifty dollars or five percent of the contract price, whichever is less, and is outlined on the Enrollment Form.

(d) According to New Hampshire law an attendee who withdraws or is dismissed after the period of time identified under NH Pos 1111.03(a) has passed, but before completing 50% of the potential units of instruction in the current time period, shall be entitled to a pro rata refund, less any amounts owed by the student for the current time period, less a one-time application fee not exceeding \$500 or 20% of the program tuition, whichever is less.

(e) Refunds will not be honored if students have attended 50% or more if you terminate this agreement during the first quarter of the program, you will receive a refund of at least seventy-five percent of the tuition, less the actual administrative fee cost described in paragraph above.

(f) According to New Hampshire law Pro rata refund shall be the ratio of the number of units remaining after the last unit completed by the student to the total number of units in the time period, rounded downward to the nearest 10 percent. Pro rata refund is the resulting percent applied to the total tuition and other required costs paid by the student for the current time period.

(g) According to New Hampshire law No refund shall be required for any student who withdraws or is dismissed after completing 50% of the potential units of instruction in the current time period unless a student withdraws due to mitigating circumstances, in which case refunds shall be calculated based on the pro rata method described in Pos 1111.05(a).

(h) The 50 percent completion limitation does not apply in cases where the student cannot complete the program due to action taken by the school. Examples of school's action shall include school closing or bankruptcy, or cancellation of the program. In these and similar situations, refunds and fees shall be based on the pro rata method described in Pos 1111.05 (a) for up to 100 percent of the tuition paid.



- (i) The information provided by the applicant shall remain confidential.
- (j) Certificate of Attendance will be given to students who comply with workshop's policy and have paid their balance in full.
- (k) The company reserves the right to offer the seat to other paying participant without prior notice.
- (l) CCCS reserves the right to cancel any course for insufficient number of applicants or due to faculty emergency.
- (m) Students whose absences exceed 10% of each Webinar may not receive a certificate of attendance. CCCS must comply with each CEU accreditation criteria

Course Fee

\$299.00 total for part one and two. Full payment is due upon registration. For active CCCS, Inc. customers, a special 10% discount will be refunded after completion of both programs for groups of 3 or more. Once you have registered, your connection information will be forwarded to your individual e-mail. Please note that all participants must register individually.

Termination of academic services

- Termination from the program may occur due to nonpayment.
- Termination from the program may occur due to failure to comply with CCCI rules and regulations as defined in the Student Handbook.

Continuing Education Activity: To receive approved Continuing Education credit, you must register, pay in full and complete part one and two of workshop. Indicate on your registration application below whether you are requesting continuing credit and for which entity (ies) (i.e., Nurse, interpreter, and translator).

Nursing CE: "This educational activity has been submitted for approval of continuing nursing education hours to the New Hampshire Nurses Association's Commission on Continuing Education, an accredited approver of Continuing Nursing Education, by the American Nurses Credentialing Center's Commission .
Interpreters and Translators: IMIA Interpreter CEU's approved for .4 hours. **ATA Interpreters and Translators CEU's** approved for 3.5 hours.

Evaluation: Your feedback is important to us. An evaluation request will be submitted electronically upon completion of each webinar.

Disclosure: The presenters, planning coordinators and registered nurse have disclosed that there is no conflict of interest to the audience and information will be presented fairly and without bias.



For additional questions, please contact:

Linda Demmons at e-mail: cccswebinars@embracingculture.com or at (781) 497-5066

Webinar Collaborating Organizations:



Cross Cultural Communication Systems, Inc., (CCCS, Inc.) is a minority owned organization in MA and New Hampshire whose mission is to provide qualified cultural-linguistic services to healthcare, educational, legal and business, by creating a seamless environment of teamwork and collaboration between our customers, freelancers and staff members, so that together we can continue providing innovative, respectful, and reliable quality interpretation, translation and training services to a diverse population with regional, organizational and individual needs. In addition, CCCS believes in being an active member of professional associations at a multidisciplinary level in order to support our quality services.

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