
THE UNIVERSITY OF TENNESSEE
Continuing Education and Professional Development



Date: January 10, 2017

To: Prospective Exhibitors

Re: Exhibiting at the Health Literacy Summit

UT Graduate School of Medicine

1924 Alcoa Highway, D-116

Knoxville, TN 37920-6999

Tel: (865) 305-9190

Fax: (865) 305-6823

The University of Tennessee Graduate School of Medicine and the UT Medical Center are presenting an upcoming continuing medical education activity, **Second Annual Health Literacy Summit**. The conference will be held **June 2, 2017** at the **Holiday Inn World's Fair Park** in **Knoxville, Tennessee**.

You are invited to exhibit at this event. Each booth is \$600 (made payable "The University of Tennessee Graduate School of Medicine"), which includes the exhibit booth and one company representative. Each additional representative will be \$50 each.

The exhibit space is staged outside the conference session room. Many companies are being asked to attend. Space is limited. **We are anticipating approximately 100 participants at this event.**

Health literacy has been a topic for research and discussion for more than a decade, especially since the American Medical Association recognized that low health literacy can impact patients and formalized a policy in 1998 to help raise awareness of this issue. Health literacy is knowing how to find information, evaluate and use it in regards to health in everyday life. Clear communication between patients and their health care providers plays an important role in health literacy. In addition, it is important to note that anyone can have low health literacy, including people who are well-educated and read well. Health literacy affects people of all age, race and income levels. In addition, people are responsible for making their own health decisions every day. Therefore, it is important that they not just understand the information, but learn how to effectively use the health information.

The Summit will include information about health literacy issues in health care as well the "Ten Attributes of Health Literate Healthcare Organization". It will also report on the process of applying the Health Literacy Environment of Hospitals and Health Centers assessment tools to the University of Tennessee Medical Center, and the discoveries made during the process.

The target audience for the Summit will be those that can help to realize change in their respective areas of health care systems, such as healthcare administrators, primary care physicians, physician assistants, allied health professionals, pharmacists, nurses, nurse practitioners, public health administrators, government officials, and students.

As the accredited provider (ACCME), The University of Tennessee appreciates your consideration of this request for exhibit space. For reporting purposes, our federal tax ID number is 62-6001636.

To register, please visit: <https://www.surveymonkey.com/r/VS628GH>

Sincerely,

Jennifer Russomanno, MPH, CHES, CMP
CME Coordinator

Second Annual Health Literacy Summit

June 2-3, 2017
Holiday Inn World's Fair Park
Knoxville, Tennessee

FRIDAY JUNE 2, 2017

7:15 – 8:15 am

Registration & Continental Breakfast

8:15 – 8:30 am

Opening Remarks

Sandy Oelschlegel, MLIS, AHIP

Course Director

8:30 – 10:00 am

Ten Attributes of Health Literate Health Care Organizations

Cynthia Baur, PhD

Director

University of Maryland School of Public Health

Horowitz Center for Health Literacy

10:00 – 10:15 am

Break & Visit Exhibits

10:15 – 11:45 am

The Health Literacy Environment of Hospitals and Health Centers (HLEHHC)

Rima E. Rudd, PhD

Co-Author of Health Literacy Environment of Hospitals and Health Centers

Harvard T.H. Chan School of Public Health

11:45 am – 12:45 pm

Visit Exhibits & Lunch (provided)

12:45 – 2:15 pm

Panel One: Discussion of UTMC's use of HLEHHC Assessment

- *Robert E. Heidel, PhD*
Assistant Professor
Department of Surgery, Division of Biostatistics
University of Tennessee Graduate School of Medicine
- *Kelsey Leonard, MSIS, AHIP*
Assistant Professor, Librarian
Health Information Center University of Tennessee Medical Center
- *Sandy Oelschlegel, MLIS, AHIP*
Associate Professor, Director
Health Information Center University of Tennessee Medical Center
- *Jennifer Russomanno, MPH, CHES*
Continuing Education Coordinator
University of Tennessee Graduate School of Medicine

2:15 – 2:30 pm

Break & Visit Exhibits

2:30 – 3:30 pm

Improving Resident Oral Communication Skills Using Medical Simulation

Paul J. Huffstutter, MD

Co-Director

University of Tennessee Center for Advanced Medical Simulation

Assistant Professor

Department of Surgery

University of Tennessee Graduate School of Medicine

3:30 – 4:30 pm

Panel Two: Evaluating Print Patient Education

- *Cynthia Baur, PhD*
Director
University of Maryland School of Public Health
Horowitz Center for Health Literacy
- *Mary Ellen Bond-Cox, PharmD*
Pharmacist Specialist Patient Education Committee Chair
University of Tennessee Medical Center
- *Laura Bullock, PharmD, BCPS*
Program Director
Pharmacy Residency
University of Tennessee Medical Center

4:30 – 4:45 pm

Day One Wrap up

6:00-8:00 pm

Reception

University of Tennessee Medical Center Health Information Center

SATURDAY JUNE 3, 2017**7:30 – 8:00 am**

Continental Breakfast

8:00 – 9:30 am

Breakout Sessions

Option 1: Applying Health Literacy Environment of Hospitals and Health Centers to your Organization

- *Rima E. Rudd, PhD*
Co-Author of Health Literacy Environment of Hospitals and Health Centers
Harvard T.H. Chan School of Public Health

Option 2: Improving Oral Communication with Patients Using Simulation

- *Nicole Kissane-Lee, MD*
Assistant Medical Director
University of Tennessee Center for Advanced Medical Simulation
- *Melinda Klar, RN*
University of Tennessee Center for Advanced Medical Simulation

Option 3: Evaluating Print Patient Education Material

- *Kelsey Leonard, MSIS, AHIP*
Assistant Professor, Librarian
Health Information Center University of Tennessee Medical Center
- *Cynthia Beeler MLIS, AHIP*
Associate Professor, Librarian
Health Information Center University of Tennessee Medical Center

9:30 – 9:45 am

Break

9:45 – 11:15 am

Repeat Breakout Sessions

11:15 – 11:30 am

Closing Remarks

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) University of Tennessee	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input checked="" type="checkbox"/> Other (see instructions) ▶ University	Exemptions (see instructions): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____
	Address (number, street, and apt. or suite no.) 301 Andy Holt Tower City, state, and ZIP code Knoxville, TN 37996 List account number(s) here (optional)	Requester's name and address (optional) UT Graduate School of Medicine Continuing Education 1924 Alcoa Highway, Box D116 Knoxville, TN 37920

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number	
[] [] [] - [] [] - [] [] [] []	
Employer identification number	
6 2 - 6 0 0 1 6 3 6	

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶	Date ▶ 11/16/2016
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. The IRS has created a page on www.irs.gov/w9 for information about Form W-9, at www.irs.gov/w9. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the

withholding tax on foreign partners' share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.