Dear friends,

Personally for many of us—and organizationally for all of us—we have been through an intense period of transitions. With the close of 2014, IHC parted ways with the College of Family Physicians of Canada, bringing our Canadian operations into the direct sphere of our New Haven, Connecticut office. Sandy Reifsteck, our long-time Director of Development and Quality Outcomes in Human Healthcare, retired at the end of the first quarter of 2014. Birth, death, engagement, graduation: all have visited us during this time, lending both sweetness and sadness in generous measure.

In the U.S., the momentum toward patient-centered medical care and value-based payment continues, stimulating growing awareness of the central importance of effective communication in healthcare. In both the U.S. and Canada, healthcare provider organizations face mounting pressures to figure out how to thrive--and, for some, survive--in this strange new landscape. We are profoundly grateful to our partner organizations with enduring and growing commitment to sustained support for communication training.

With warm wishes,

Kathleen
IHC in the news

Advancing Communication Excellence (ACE)

Patient Engagement Webinars, hosted by the Center for Care Innovation and with support from Blue Shield of California Foundation, provide real-world, in-depth discussion of the triumphs and challenges of safety net primary care clinics involved in the Advancing Communication Excellence (ACE) program. IHC training is a cornerstone of the broad service enhancements undertaken by a number of California clinics. Link

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Faculty News

CONGRATULATIONS, SANDY!

Sandra W. Reifsteck RN, MS Ed, FACMPE, recently retired IHC Director of Development and Quality Outcomes in Human Healthcare, was awarded Life Membership in the Medical Group Management Association (MGMA) at the association’s October, 2014 Annual Meeting. This is in recognition of her contributions as a past Board Chair at MGMA. Sandy was also honored with the Harry J. Harwick Award for displaying a lifetime of outstanding contributions to the field of health care delivery, administration, and education with particular attention to medical group practice.

MGMA is the leading professional association for healthcare administration management and medical practice managers. There are more than 22,000 members of MGMA across the U.S.

DR. BROOME CONTRIBUTES TO MEDICAL EDUCATION NATIONWIDE

IHC Master Trainer and Director of the Communication Skills Program at the University of Miami Miller School of Medicine, Monica Broome, FACP, FAACH, MD, has accepted an invitation from the National Board of Medical Examiners (NBME) to write exam questions for Steps 2 and 3 of the U.S. Medical Licensing Examination.

Dr. Broome’s two-year appointment is part of NBME’s commitment to strengthen new physicians’ communication skills.
Congratulations & welcome, new faculty

*Strangers in Crisis: Communication for Emergency and Hospital-Based Clinicians*
*September 22-25, 2014, Nanaimo, British Columbia*

Left to right: Tanya Kuc, Jackie Demmy, Carol Tinga, Cathy Edwards, Darin Abbey, Michele Nanchoff, Kelly van Blanken, Nichola Mason, Carol Goguen. Missing: Heather Coburn

✦ ✦ ✦ ✦ ✦

*Treating Patients with C.A.R.E.*
*October 14-16, 2014, Los Angeles, California*

Back row, left to right: Jeanne Marie Foster, Chinhnam Hathuc, Nick Taylor, Cassandra Evans, Arash Nafisi, Rick Tennant, Jake Hutchinson, Velia Macias, Hilary Rose Prime, Daniel Gonzalez-Baltazar, Elizabeth Morrison. Front, row left to right: Michele Nanchoff, Susan Thorn, Meagan Mulligan, Gina Marie Brown, Melissa McGervey, Emerald Avila, Rita Sanchez, Jackie Wald, Claudia Garcia, Karissa Bartholme. Missing: Jade Marvan, Katheryne Stewart
Treating Patients with C.A.R.E.
November 3-5, 2014, Oakland, California


Strangers in Crisis: Emergency and Hospital-Based Clinicians
December 2-4, 2014, Glastonbury, Connecticut

Left to right: Patty Holaday, Jeff Hopkins, Michael Tang, Michael Marks, Peter Jensen, Michele Nanchoff, Robert Marra
Clinician-Patient Communication to Enhance Health Outcomes
March 16-19, 2015, Atlanta, Georgia

Treating Patients with C.A.R.E
March 25-27, 2015, Edmonton, Alberta
News & views

The impressive reach of IHC!

Across North America—and beyond!—IHC has trained tens of thousands of individuals in our evidence-based, experiential communication training programs.

<table>
<thead>
<tr>
<th></th>
<th># Faculty Trained</th>
<th># Workshops</th>
<th># Workshop Learners</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA +</td>
<td>1,625</td>
<td>12,500</td>
<td>200,000</td>
</tr>
<tr>
<td>Canada</td>
<td>975</td>
<td>3,600</td>
<td>45,000</td>
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<tr>
<td>TOTAL</td>
<td>2,600</td>
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New for Canadian faculty

The workshop reporting process has changed!

PRIOR TO A WORKSHOP
When you schedule a workshop, you can register the event with the IHC online at the following link: http://healthcarecomm.org/faculty/ ... It’s that easy! The form to request workbooks is also available at this link.

FOLLOWING A WORKSHOP
The presenting faculty member (or his/her designate) should submit the following materials to the IHC:
1. Workshop Cover Form (also online at: http://healthcarecomm.org/faculty/)
2. Workshop evaluations and participant information forms (from workbook).

As soon as possible after each workshop, please mail, fax or e-mail materials to:

Mary Barrett  
Institute for Healthcare Communication  
171 Orange Street, 2R  
New Haven, CT 06510-3111, USA  
Fax: (203) 772-1066 E-mail: mbarrett@healthcarecomm.org  
You can expect the following from Mary Barrett after she receives your materials:  
a) A summary of the evaluations,  
b) Certificates of attendance e-mailed to your learners, and  
c) Follow-up survey request e-mailed to your learners.

COST-EFFECTIVE ALTERNATIVE FOR WORKSHOP MATERIALS  
You now have an option to request an ANNUAL PRINT AGREEMENT from the IHC to allow  
for local printing of your workbooks, as an alternative to purchasing workbooks and  
paying for shipping. For many organizations this results in significant cost savings!  
Request your Print Agreement from Laurie Mansfield (lmansfield@healthcarecomm.org).

NEW CONTACT COORDINATES  
Katheryne Stewart welcomes your messages at her new email address (kstewart@healthcarecomm.org) and telephone number (toll-free: 1-844-825-4226).

What’s the big deal about accreditation?

Accreditation, a kind of “seal of approval” for educational programming, signals to  
interested organizations and prospective learners that IHC designs and conducts its  
educational activities in accordance with the highest standards for quality and ethics.  
IHC, along with medical schools, professional associations, provider organizations and  
systems, medical malpractice carriers and more, must regularly demonstrate its  
adherence to standards that are updated periodically. Accrediting bodies seek assurance  
that the people who plan and carry out educational programming are not biased by any  
connections to financial interests. Toward that end, every IHC curriculum planner and  
master trainer and faculty member must disclose any and all potentially relevant  
financial interests in order to participate in any aspect of IHC training.

Accrediting bodies grant accreditation for varying periods of time, depending on the level  
of adherence to published standards. IHC is proud to be accredited by the Accreditation  
Council for Continuing Medical Education (ACCME) at the highest possible level: “with  
commendation.” IHC also awards Prescribed Credit under the terms of its accreditation  
from the American Academy of Family Physicians (AAFP), and has a joint providership  
arrangement with the University of Pittsburgh School of Nursing, accredited as a provider  
of continuing nursing education by the American Nurses Credentialing Center’s (ANCC)  
commission on accreditation. In Canada, IHC programming is accredited by the College  
of Family Physicians of Canada.

IHC is currently engaged in an exhaustive “self study” process for reaccreditation by  
ACCME, due in July 2015.

What about continuing education credits for professionals other than physicians and  
nurses? While IHC regrets it is not possible for us to pursue accreditation for every  
possible profession that participates in our training programs, fortunately there is a time-  
honored mechanism for seeking continuing education (CE) credits. Diabetes educators,
podiatrists, pharmacists, paramedics and many other providers apply for CE credits individually to their respective professional licensing bodies, submitting the certificate of attendance provided by IHC upon completion of an IHC program, along with any other documentation that may be required. IHC is happy to help learners navigate this individual process.

New coaching course yields immediate benefits!

While initially I thought the … session would not be relevant for me, I ended up taking away some wonderful new techniques for working with people I speak to … I even used the concept of open-ended questions on my flight home - I was seated next to a Delta pilot who was flying to N.Y. where he would then pilot a plane. I asked him what were his funniest experiences as a pilot and got some great responses!

-Grace Goldstein, Chief Operating Officer, The Carcinoid Cancer Foundation, Inc.

IHC Master Trainer Nancy Corkle, MEd, MCC and Director of Grants and Projects Barbara Andrews, MPPM, MPH created a communication and coaching skills workshop for patient advocates who work with people diagnosed with neuroendocrine tumors. Ipsen, a biopharmaceuticals company with U.S. headquarters in Basking Ridge, N.J., engaged IHC to develop and pilot a brief, non-CE/CME workshop. The pilot, held in Miami, Fla. in April, proved a rich learning experience for all involved.