



Center for Health Ethics
University of Missouri
School of Medicine



12th Annual Health Ethics Conference

DigiHealth 2016: Health Ethics and Storytelling in a Digital Age

September 29 - October 1, 2016 ~ Columbia, MO

The MU Center for Health Ethics is excited to partner with DigiHealth, a multidisciplinary team of digital storytellers.

From Facebook to Electronic Health Records, the ever-expanding forms of digital media bombarding clinicians, educators, and health care consumers pose complex ethical challenges.

Join us as we engage in practical application, academic inquiry, and pure storytelling delight as we explore the ethical and unethical practices of digital media in the area of health.

Conference Objectives

- Network with renowned storytellers, educators, clinicians and researchers who are changing the healthcare landscape through digital media, narrative medicine, innovative health technologies, and related neuroscience research.
- Explore how digital media is being utilized to enhance health education and service delivery in order to promote patient-centered care and shared decision making.
- Discuss concerns related to unethical use of digital storytelling and media which may result in exploitation, personal gain, and manipulation of vulnerable populations.

Thursday, September 29

Medicine Grand Rounds

12:00 – 1:00pm, Acuff Auditorium

Your Brain on Story - Kendall Haven, Story Consultant, Author, Master Storyteller

Registration not required

Pellegrino Lecture

7:00 - 9:00pm

Country Club of Missouri (1300 Woodrail Ave, Columbia, MO)

7:00 **Death Wishes - Documentary Trailer and Conference Overview** - Lea Brandt, OTD, MA, OTRL, Co-Director, MU Center for Health Ethics, University of Missouri

7:15 **Dispatches from the Other Kingdom: the Dark Illuminations of Illness Narratives** - Joseph Sobol, Storyteller, Music-maker, Folklorist and Author ; Professor, East Tennessee State University, Johnson City, Tennessee

Registration is not required and there is no fee to attend.

Thursday, September 29

Multi-Media Storytelling Workshop:

The How To's of Telling Your Health Story

9am – 4pm, Reynolds Journalism Institute

Katina Bitsicas, Assistant Professor, English Department, University of Missouri

This workshop provides an introduction to media literacy and basic concepts in digital storytelling. We will introduce ethics in storytelling, how to find your story and digital storytelling production, with an emphasis on gaining agility with audio and digital video technologies through applied experiences. Participants will receive hands on training in planning, production and developing the tools and practices in lighting, sound recording, and image capturing.

This workshop is limited to 40 pre-registered participants. The workshop fee is \$50. You may register for the workshop online IF you are also registering for the main conference. If you are registering for only the workshop, you will need to use a paper form and fax or mail to the address listed on the form.

Friday, September 30

DigiHealth: Health Ethics and Storytelling in a Digital Age Hampton Inn, Columbia, MO

AM

8:00 **Welcome & Announcements**

Richard Oliver, PhD, FASAHP, Dean Emeritus and Associate Professor, MU School of Health Professions, University of Missouri

8:15 **Keynote - Your Brain on Story: Using the Neural Science of Story to Persuade, Inspire, Influence, and Teach** - Kendall Haven

Agenda continued on reverse

9:35 Plenary I – Health Ethics and Storytelling in a Digital Age Panel Discussion: What ethical obligations exist for the storyteller?

Panelists (invited): Joseph Sobol; Jon Stemmler, Associate Professor, School of Journalism, University of Missouri; Lise Saffran, MPH, MFA, Director, of Public Health Program, University of Missouri; Diana Keough, CEO, Founder and Editor-in-Chief, ShareWIK, Atlanta, Georgia

10:50 Snack Break

11:10 Plenary II - Death Wishes - An intimate look at efforts by patients, families, and practitioners to improve emotionally charged end-of-life conversations- from painful past memories to hopeful models for the future.

Shane Brethowr, Founding Principal, Overflow Storytelling Lab, Kansas City, Missouri; **Overflow Storytelling Team**, Diana Keough, Lea Brandt

PM

12:30 Lunch Break

1:30 Keynote - How Virtual Reality Will Change Us

Sarah Hill, Chief Storyteller, StoryUP, Columbia, Missouri
Objectives:

- Define VR and explain when it should be used.
- Discuss VR's use cases for storytellers.
- Specify when VR should be used.
- Identify the ethical implications for VR storytellers.
- Compare the use of VR video stories as opposed to fixed frame stories.

2:50 Breakout Session I

A. Teaching Students to Deliver Patient-Centered Care through Computer-Based Simulations

Clint Johnson, MA, CCC-SLP, CHSE, Vice-President, SimuCase Education, West Palm Beach, Florida

B. University of Missouri Health Care Strategic Communications and Media Relations

3:45 Break

4:00 Breakout Session II

C. Using Stories to Teach Learners About Stigma

Melissa Griggs, Professor, MU School of Medicine; **Rachel Brown**, Associate Dean for Student Programs and Professional Development, MU School of Medicine

D. Molly's Story - Richard Oliver, Molly Rolan, Student, University of Missouri; **Madison Brophy**, Student, University of Missouri

5:00 Adjourn

Saturday, October 1

AM

8:00 Welcome & Announcements - Lea Brandt

8:15 Plenary III: University of Missouri Digital Stories

Susan Hollingsworth, Director, Academic Support Center, University of Missouri; **Susan Cameron**, MU Video Production Services

9:20 Plenary IV: Developing a Content Market Strategy for a Health Care System: Insights from a Summer Project - Jim Flink, Assistant Professor, Strategic Communications, MU School of Journalism, University of Missouri; **Brian Hensel, PhD, MSPH**, Assistant Professor, Health Management and Informatics, University of Missouri; **Olivia Picht**, Student, University of Missouri

10:30 Panel & Discussion: Social Media Ethics Consultation Cases

Moderator: Win Phillips, PhD, MBA, Associate Teaching Professor, Department of Health Management and Informatics, University of Missouri

Panelists (invited): David Fleming, MD, MA, FACP, Chairman, Internal Medicine; Professor, Clinical Medicine; Co-Director, MU Center for Health Ethics; **Clayton Clark (nursing)**, Theresa McDonald, Social Worker, Care Connection, University of Missouri; **Glen Cameron**, Professor, School of Journalism, University of Missouri

12:00 Adjourn

CONFERENCE CHAIRS

Lea Brandt, OTD, MA, OTR/L, Co-Director, Center for Health Ethics; Associate Clinical Professor, MU School of Health Professions; Director, MHPC OTA Program

Richard Oliver, PhD, FASAHP, Dean Emeritus, Associate Professor, MU School of Health Professions

PLANNING COMMITTEE

Katina Bitsicas, MFA, Assistant Teaching Professor, University of Missouri

G. Michael Chippendale, BS, MS, PhD, Professor Emeritus, MU OED

Shirley Farrah, PhD, RN-BC, Assistant Dean, MU Nursing Outreach, MU Sinclair School of Nursing

David Fleming, MD, MA, FACP, Chairman, Internal Medicine; Professor, Clinical Medicine; Co-Director, MU Center for Health Ethics

Megan Gill, Communication Director, MU School of Health Professions

Ron Green, Executive Director, digiSTORY KC, Kansas City, Missouri

Joanna Hearne, PhD, Director and Associate Professor, MU Department of English, Digital Storytelling

Brian Hensel, PhD, MSPH, Assistant Professor, Health Management and Informatics, University of Missouri

Matt Morgan, MHA, Center Administrator, MU Center for Health Ethics

Lynelle Phillips, RN, MPH, Instructor, Field Placement Coordinator, MU MPH Program, MU Sinclair School of Nursing

Win Phillips, PhD, Associate Teaching Professor, MU Health Management & Informatics

Lori Popejoy, PhD, APRN, GCNS-BC, FAAN, Associate Professor, John A. Hartford Foundation Claire M. Fagin Fellow, MU Sinclair School of Nursing

Marjorie Sable, DrPH, MSW, MPH, Director and Professor, MU School of Social Work

Karen Schmidt, BFA, Senior Media Producer, Office of Continuing Medical Education and Physician Lifelong Learning, University of Missouri

Jon Stemmler, Associate Professor, MU School of Journalism

Cynthia Stephens, MS(N), RN, Nurse Planner/Clinical Instructor, MU Nursing Outreach, MU Sinclair School of Nursing

Ron Turner, PhD, UM System Executive Vice President (retired)

IMPORTANT INFORMATION

ACCREDITATION:

Physician: The Office of Continuing Education, School of Medicine, University of Missouri is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The Office of Continuing Education, School of Medicine, University of Missouri, designates this live educational activity for a maximum of 11.0 (7.25 credits on Friday; 3.75 on Saturday) AMA PRA Category 1 Credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Nurse: University of Missouri Sinclair School of Nursing is an approved provider of continuing nursing education by the Midwest Multistate Division, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Midwest Multistate Division Provider number 716-VII.

Up to 10.91 (7.16 credits on Friday; 3.75 on Saturday) Contact hours will be awarded to all individuals who attend the entire conference and complete the evaluation.

Social Work: Credits (requesting)

REGISTRATION INFORMATION:

To register, please complete and return the registration form with payment to the Continuing Medical Education office address listed at the bottom of the registration form. You may also register by faxing your registration form to the CME office at 573-882-5666, or by completing an online registration at <http://medicine.missouri.edu/cme/ethics16-registration.html>. A registration form is also included on our website.

PAYMENT METHODS:

Registration fee may be paid by cash, check or any major credit card (Discover, MasterCard, Visa or American Express). Checks should be made payable to University of Missouri.

LOCATION AND LODGING:

The conference will be held at Hampton Inn & Suites-Columbia at the University of Missouri, located at 1225 Fellows Place, Columbia, MO 65201. Guest rooms have been reserved for Thursday, September 29 and Friday, September 30, 2016, at the Hampton Inn, phone number 573/214-2222 or toll free 1-800-HILTONS. Nightly rate is \$114 plus tax. Reservations made after August 29, 2016, will be on a space available basis only. Please refer to the group code UMC when reserving your room.

SUBSTITUTION AND REFUND POLICY:

A full refund of fees less a \$20 administrative fee will be made if notice of cancellation is received, in writing, prior to Friday, September 22, 2016. No refunds will be made after September 22, 2016.



12th Annual Health Ethics Conference
DigiHealth 2016: Health Ethics and Storytelling in a Digital Age

Presented by
MU Center for Health Ethics
MU School of Journalism
MU Sinclair School of Nursing
MU Extension
MU Office of Continuing Medical Education &
Physician Lifelong Learning

We thank the following sponsors:

Mizzou Advantage
MU School of Medicine
MU Sinclair School of Nursing
University of Missouri Health Care
MU School of Social Work
MU MPH Program

*If you would like to be a sponsor for this event,
please contact Karen Schmidt
at (573) 882-3458
or schmidtk@health.missouri.edu*

Questions? Call (573) 882-4105

 an equal opportunity institution