Tufts/Emerson Health Communication Graduate Program

20th Anniversary Celebration

September 19–20, 2014
Schedule of Events

Friday, September 19, 2014

6:00–8:00 pm  
Cocktail Reception  
Tufts University  
School of Dental Medicine (15th floor),  
1 Kneeland Street

Saturday, September 20, 2014

8:00–9:30 am  
Networking Continental Breakfast  
Emerson College  
Piano Row  
Multipurpose Room,  
150 Boylston Street (Ground Floor)

9:45–10:45 am  
Workshop: Implications of Obamacare for Health Communicators  
Emerson College  
Bordy Theater,  
216 Tremont Street (Ground Floor)

The Affordable Care Act (ACA) has increased the number of Americans with health insurance coverage. There are numerous provisions in the ACA that will necessarily call for health communicators. Some of the areas include insurance outreach and enrollment, health information, shared decision-making, and public health promotion. This session will provide an overview of the ACA and the provisions related to health communication.

11:00 am–12:00 pm  
Workshop: Health Literacy  
Emerson College  
Bordy Theater,  
216 Tremont Street (Ground Floor)

Facilitator: Professor Sabrina Kurtz-Rossi (TUSM Faculty)  
Expert Participants: Amy Behrens (CommunicateHealth, Tufts alumna); Kristin Erekson (Boston Children’s
Luncheon and Awards Ceremony

Hosts: Professor Sue Gallagher (Tufts) and Dr. Tim Edgar (Emerson)
Welcome from Administration: Dean Aviva Must (Tufts) and Dr. Greg Payne (Emerson)
Reflections from the Founders: Dr. Scott Ratzan (Emerson) and Professor Emeritus Jim Hyde (Tufts)
Presentation of Awards: Professor Sue Gallagher and Dr. Tim Edgar
Keynote Speaker: Ami Schmitz (Senior Medical Producer, NBC News)

Social Media Workshop

Facilitator: Dr. Lisa Gualtieri (TUSM Faculty)
Expert Participants: Benn Grover (Health Care Without Harm, Emerson alumnus); Bridgette Collado Hausman (Eliza Corporation, Emerson alumna); and Lauren Becker (Lahey Health, Emerson alumna)

Twenty years ago, no one knew what social media was but now some people can’t live without it. Nonetheless, it is hard to imagine a health communication initiative that doesn’t include social media as part of an outreach and engagement strategy. The panelists will discuss their personal experiences with effectively using social media.