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Northern California Cancer Center hosts Second Annual Conference
Cultural Influence on Medical Decision Making: Strategies for Health Care Professionals
Thursday, September 27
South San Francisco Conference Center
www.nccc.org

Make your practice more patient-friendly through health literacy.

20 September 2007 -- San Francisco, CA: How does one's cultural perspective affect end-of-life care decisions? That question, and others of importance to patients and medical professionals alike, will be explored next week at a landmark conference sponsored by the esteemed **Northern California Cancer Center** (www.nccc.org).

Recently awarded by the National Cancer Institute with its "cancer center" designation through its partnership with the Stanford Cancer Center, NCCC hosts its second annual conference for health professionals on **Thursday, September 27, 8am until 2:30pm**, at the South San Francisco Conference Center (255 South Airport Boulevard, Salons G-I). Entitled ***Cultural Influence on Medical Decision Making: Strategies for Health Care Professionals***, the conference will provide health care providers, professionals, and medical office staff with innovative and practical strategies to help raise awareness about how culture influences medical decision making. The conference is co-sponsored by Mills-Peninsula Health Services and the Stanford Cancer Center.

"We will explore the medical decision-making process from two important perspectives – that of the patient and family member and that of the physician / medical provider," said **Pamela Priest Naeve, NCCC Director of Community Education**. "This year's conference highlights include cross-cultural communications, interpreter/translator services, an overview of cultural strategies to enhance health care services for multicultural populations, and a discussion of culture and end-of-life care decisions." The Conference will also provide a literacy relevant assessment and materials to take back and use in your practice.

Founded in 1974 by the deans of the medical schools at University of California, San Francisco, Stanford University and by the president of the California division of the American Cancer Society, NCCC is a nationally recognized leader in understanding who gets cancer and why, and how to improve the quality of life for individuals living with cancer. NCCC's new website builds on its rich history of research and extensive network of collaborations to provide a one-stop shop of vital resources for cancer prevention, survivorship and information.

“The purpose of this conference is to provide health care providers, professionals, and medical office staff with innovative and practical strategies to help raise awareness about the influence of culture on medical decision making,” Priest Naeve continued. “Participants will receive valuable information, resources, and training on how to improve their cross-cultural communications and develop a more patient-friendly practice among other tools”

Conference attendees will have the opportunity to participate in hands-on, interactive group exercises to assist them in integrating what they learn into their practice. The program is designed to meet the educational needs of primary care and oncology care physicians, nurses, social workers, therapists, health educators, researchers, medical office staff, students and other health care professionals who provide services to ethnically diverse populations and their families.

The fee for general registration is \$75 for health providers/professionals and \$25 for students. Continuing Education units will be offered for nurses, health educators, and social workers for an additional \$15. Credit card reservations may be made online at www.acteva.com/go/NCCC .

For more information about the conference contact: education@nccc.org or call 1-888-315-5988.