



WEBINAR

The Science of Communication

(W2055)

Date: **Wednesday, May 4, 2022**

Time: **2:00 p.m. – 3:00 p.m. CT**

Speaker:

Elizabeth Edwards – Founder of Volume PR & Engagement Science Lab

Cost: \$195 (per hospital, no charge for additional lines, recordings available up to 60 days after the webinar)

Target Audience

Chief Executive Officer, Chief Medical Officer, Chief Nursing Officer, Compliance Officer, Emergency Department Personnel, Joint Commission Coordinator, Medical Records, Quality Improvement personnel, Risk Manager, Legal Counsel

Course Curriculum

Health care communication can easily overwhelm and trigger confusion. New behavior and neuroscience research is showing how health communicators can tune their words and campaigns to increase participation, increase understanding, and nudge behavior change. In this riveting workshop, learn the fascinating new science of behavioral engagement and how to speak to audiences from the Frequency of Understanding.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Define how to avoid triggering misunderstanding in health care communication.
- Describe how to tune communication to work in concert with how the mind is wired to make decisions.

- Recall the top five considerations to include in health care communication to deepen understanding and memory.

Speaker Bio

Elizabeth Edwards is the founder of Volume PR, Engagement Science Lab, and the Frequency of Understanding movement. She is a strategist and futurist who has dedicated her award-winning career to closing the gap between the study of the mind and the business of engaging it.

Edwards makes the complex world of human motivation, behavioral science, and neuroscience relatable and easy to apply to communication. She trains and supports organizations and institutions with complex communication objectives, such as Blue Cross Blue Shield, Novartis Pharmaceuticals, BMW, Transamerica, Arizona State University (ASU), Allstate, and Charter.

Edwards was named a 2021 Visionary Top Woman in Communication by PR Daily and a 2019 International Women Economic Forum (WEF) Woman of Excellence for the global professional, corporate, and humanitarian impact of her work.

Before founding Volume PR, Edwards was with Ogilvy PR and the Boeing Company's aerospace division. She is a graduate of Pepperdine University and served as the 2018-2019 Public Relations Society of America (PRSA) Technology Section Chair.

This speaker has no real or perceived conflicts of interest that relate to this presentation.