

KATHLEEN KEEFE RAFFEL

KEY KNOWLEDGE AND SKILL AREAS

- Medical & gerontological social work
- College teaching
- Staff training & development
- Curriculum & instructional design
- Patient & health education
- Qualitative and mixed methods research
- Participatory research approaches
- Needs assessment & quality improvement
- Program planning & evaluation
- Mediation & conflict resolution
- Bio-ethics

ACADEMIC BACKGROUND

The Ohio State University, Columbus, OH (2009 – 2013)

Doctor of Philosophy in Social Work - GPA: 3.96

Dissertation: A Participatory, Mixed-Methods Assessment of Clinical Ethics Committees: How Might They Support Clinicians and Positively Impact Care?

Capital University Law School, Columbus, OH (2009)

Graduate Certificate in Alternative Dispute Resolution - GPA = 3.8

University of San Francisco, San Francisco, CA (1986)

Masters in Business Administration with a focus in management - GPA = 3.96

San Diego State University, San Diego, CA (1977)

Masters in Social Work with a focus in healthcare and community practice

Wellesley College, Wellesley, MA (1974)

Bachelor of Arts in psychology - Wellesley Scholar

WORK EXPERIENCE

University of San Francisco, San Francisco, CA (2013)

Adjunct Faculty, School of Public Health

- | Teaching Public Health Program Planning, Management and Evaluation and Communicating for Healthy Behavior and Social Change in a hybrid format for MPH students

The Ohio State University, Columbus, OH (2010 – 2013)

Lecturer, College of Social Work

Ohio State University, a Research 1 institution, has over 64,000 students. The College of Social Work, the longest continuously accredited public social work program in the United States, currently has about 200 BSSW, 450 MSW, and 40 doctoral level students.

- | Served as lead instructor *Social Work Approaches to Conflict Resolution* (2012). Wrote syllabus and created all assignments, handouts, classroom exercises and materials.

- | Taught *Foundations of Social Work Practice – Individuals, Families and Groups* (2010, 2011, 2012) and *Foundations of Social Work Practice – Organizations and Communities* (2011, 2012). Prepared lectures and class activities and graded papers. Average class size: 22 MSW students
- | Taught a graduate/undergraduate seminar *Family Caregiving: Contemporary Issues, Programs & Policies* (Winter and Spring 2012, Spring 2013). Enrolled students were from social work, nursing and other allied health professions. Prepared lectures and class activities and graded papers.
- | Served on the College of Social Work planning committee which was charged with redesigning the community and administrative practice curriculum (2010-2011). Developed two syllabi for masters level electives: *Strategic Planning for Organizational and Community Change* and *Social Work Approaches to Conflict Resolution*.
- | Developed and taught continuing social work education workshops: *Bioethics Through a Social Work Lens*; *KISS: Keep It Short and Simple*; and *Educate, Advocate: Social Work's Role in Addressing Low Health Literacy*
- | Took 3-credit course: *College Teaching*. Completed the *Course Design Institute* taught by the Ohio State University Center for the Advancement of Teaching
- | Honored as "An OSU Woman Who Changed My Life" for using "innovative teaching methods to drive her students to be better social workers in the future"

Mayo Clinic, Section of Patient Education, Rochester, MN (1997-2007)

Patient Education Specialist – project management

The Section of Patient Education at Mayo Clinic in Rochester, MN approves, acquires and develops all patient education materials used in Mayo's hospitals and outpatient clinics, conducts research on patient education practices and provides training for clinicians.

Staff training and development

- Served on the Training and Development Committee for 8 years.
- Conducted needs assessments then organized, wrote or taught numerous staff training programs including Patient Education Grand Rounds and staff competencies.
- Supervised Masters in Nursing students doing clinical rotations in patient education.
- Spearheaded successful campaign to make health literacy a required nursing competency for 2009.
- Presented classes on plain language communication both locally and nationally.

Program and product development

- Designed, piloted and evaluated a program for using consumer reviewers of patient education materials.
- Working within an eight-week deadline, wrote, directed and edited a 12-minute publicity video for the Section of Patient Education.
- Produced a series of online learning modules for patients with hypertension.
- Conducted in-depth interviews of patients with atrial fibrillation to assess how and what they want to learn about their disease. Findings were used to improve the content and design of a video and a brochure. Resulting materials won a national award.
- Coordinated innovative projects to improve written and oral communication between patients and providers and led Mayo Clinic's initiative to address the problem of low literacy among patients.

Continuous improvement

- Designed and conducted a benchmarking survey on behalf of editorial staff. Wrote an analysis highlighting best practice standards and recommendations for improving both the writing process and the readability of patient materials.
- Conducted a cost/benefit analysis of mailing education materials to patients on request. Findings were published and also presented at a national meeting

- Worked with International Medicine and Marketing Research surveying patients to determine when to translate written educational materials for selected, local, non-English speaking groups. Findings were used to make optimal use of limited budget.
- Coordinated the production of translated patient education materials. Participated on a formal continuous improvement team to identify better strategies for delivering translated materials to patients in heterogeneous clinical and hospital situations.
- Conducted a study to determine why patients fail to attend prescribed health education classes. Results were used to improve marketing and scheduling procedures.

- Worked with Marketing and Survey Research to design and administer a client satisfaction survey. Analyzed data then wrote and presented recommendations to management and staff. Recommendations were used to adjust staffing levels and enhance inter-department communication strategies.

San Francisco Department of Public Health, San Francisco, CA (1980-84)

Health Educator; Field Instructor University of California Berkeley

- Working in partnership with community agencies and racially diverse populations, planned, implemented and evaluated innovative health education programs.
- Served as a social work field instructor, University of California Berkeley.
- Developed grant funded, award winning, health education materials.
- Received the Community Programs award from the American Heart Association, San Francisco chapter, for excellence in program planning and development.

Sharp Rehabilitation Center, San Diego, CA (1979-80)

Medical Social Worker; Field Instructor San Diego State University

Mercy Hospital, San Diego, CA (1977-1979)

Medical Social Worker; Field Instructor San Diego State University

SELECTED COMMUNITY INVOLVEMENT (1993-2013)

Family Caregiver Alliance, San Francisco, CA (2013-)

Board Member; Programs Liaison

OhioHealth Ethics Advisory Committee for Community-Based Services, Columbus, OH

Community Representative; Member Education Committee (2009-2013)

- Developed monthly education programs for ethics committee members (2009 – 2011)
- Led annual retreat on role of low health literacy in ethical dilemmas (2009)
- Coordinated annual retreat on cultural issues in ethical disputes (2010)

Keefe Family Foundation, (Columbus, OH office) (1989 - present)

Vice-president; Manager

- Held primary responsibility for overseeing the creation of this private foundation and the management of operations and budget (1989-2000).
- Advise small non-profits on effective grant writing skills. Review grant applications and make funding decisions (1989 - present).

Ohio Hospice and Palliative Care Organization, Columbus, OH (2008)

Intern, Capital University School of Law, Certificate in Alternative Dispute Resolution

- Assessed learning needs of Ohio healthcare providers related to the use of a new "do not resuscitate" protocol. Drafted plan for implementing state wide education.
- Worked on bill to implement Medical Orders for Life Sustaining Treatment in Ohio.

Mediation and Conflict Solutions, Rochester, MN (2006-2007)

Board Member; Mediator

- Worked on strategic planning and budgeting for this newly formed organization.
- Developed the organization's marketing plan and oversaw production of a website and all print materials.
- Assessed mediator training needs and helped organize a series of classes and workshops for volunteer mediators.
- Provided mediation for moderate and low-income residents of southeast Minnesota.

B'nai Israel Synagogue, Rochester, MN (1995-2007)

Religious School Board President; Instructor; Member Board of Trustees

- As a religious school board member and leader, established annual educational objectives, chose curriculum materials, planned and coordinated school wide events and supervised school instructors.
- Taught pre-school, kindergarten, first and second grade. Developed a weekly lesson plan as well as classroom materials and activities.

Rochester Independent School District, Rochester, MN (1995-2004)

Community Representative

- Served as a community representative on the district's Curriculum and Instruction Council (1995-1997) providing input on the mathematics curriculum to be used K-12.
- Designed syllabi, created materials and taught math, literature and creative writing classes for elementary school gifted and talented students.
- Tutored middle school, high school, and adult English as a Second Language students.

Rolling Readers USA, Los Angeles, CA (1993-1995)

Volunteer Coordinator

- Provided leadership in establishing the Los Angeles branch of this organization whose mission is to improve literacy among economically and socially disadvantaged children.
- Recruited, trained and supervised volunteers.
- Named "Volunteer of the Year" in 1994.

LICENSES, CREDENTIALS & PROFESSIONAL MEMBERSHIPS

California Community Colleges, *Instructor Credential – Public Services Administration*
State of Ohio, *Licensed Independent Social Worker - Supervisor, License # I 800246*
Academy of Certified Social Workers
Collaborative Institutional Training Initiative (CITI) certificate

National Association of Social Workers
Bioethics Network of Ohio
Association for Practical and Professional Ethics

RESEARCH

Research assistant:

Study: *Why do mental health agencies de-adopt evidence-based family therapy approaches?*

A qualitative study using in-depth interviews of mental health agency administrators

Conducted interviews, coded data. Wrote article on factors impacting sustainability of evidence based practices at the agency level

Study: *Exploring well-being to support success of LGBTQ and Questioning students at OSU*

A mixed methods, participatory research study using concept mapping

Worked on recruitment materials, survey design, and data analysis

Research skills: Concept mapping process facilitation (certified through Concept Systems Global); participatory action research; interviewing; qualitative data analysis (Atlas.ti); structural equation modeling (LISERL)

PUBLICATIONS

- **Raffel, K.**, Lee, M. Y., Dougherty, C. V., Greene, G. Making it work: Administrator views on sustaining evidence-based interventions. *Administration in Social Work*, 37(5), 494-510. <http://www.tandfonline.com/eprint/ygDGQaCb6QN7ZGJuWhsy/full>
- **Raffel, K.**, Dierkhising, R., & Ivnik, M. (2002). Health information mailed on request: Impact on users, considerations for the provider. *Journal of Hospital Librarianship*, 2(1), 41-56.
- Rabin, J., **Keefe, K.**, & Burton, M. (1986). Enhancing services for sexual-minority clients: A community mental health approach. *Social Work*, 31(4), 294-298.
- Snyder, B. & **Keefe, K.** (1985). The unmet needs of family caregivers for frail and disabled adults. *Social Work in Health Care*, 10(3), 1-14.

SELECTED PEER-REVIEWED AND INVITED PRESENTATIONS (2000-2014)

- *Who should serve? Research-based recommendations on ethics committee membership.* Paper. Association for Practical and Professional Ethics, 23rd International Meeting (2014)
- *Untangling conflict: Strategies for finding better solutions.* Invited three hour workshop. Ethics Education Day, OhioHealth, Columbus, OH (2012)
- *Health literacy: Implications for the ethics committee.* Seminar. Ethics Advisory Committee for Community-Based Services annual retreat, Columbus, OH (2009)
- *Addressing low health literacy: Practical skills to improve patient understanding.* Conference session. Hospice and Palliative Care Conference, Columbus, OH (2009)
- *Addressing health literacy to improve patient safety.* Practice Initiative Education online training program. Department of Nursing, Mayo Clinic, Rochester, MN (2007)
- *To translate or not: Health information in a multicultural world.* Paper. American Academy of Family Physician's 23rd Annual Conference on Patient Education (2002)
- *Lack of understanding: Whose responsibility is it?* Workshop. American Academy of Family Physician's 23rd Annual Conference on Patient Education (2002)
- *Patient education classes: Patient-perceived barriers to attendance.* Poster.

- Mayo Clinic Conference on Quality (2002); Mayo Clinic Nursing Poster Fair (2002)
- *Patient education: Are mailed information packets effective?* Poster. Won prize for the best poster presentation at American Academy of Family Physicians 22nd Annual Conference on Patient Education (2001); Mayo Conference on Quality (2001)
 - *What patients say about how they learn best.* Poster. American Academy of Family Physicians 22nd Annual Conference on Patient Education (2000)
 - *Testing our assumptions: How patient-centered research can shape patient education practice.* Paper. American Academy of Family Physicians 22nd Annual Conference on Patient Education (2000)