Deaf Strong Hospital: A Role-Reversal Exercise Emphasizing Cultural Competency and Awareness. Jennifer L. Mathews, Amy L. Parkhill, Matthew J. Starr, Deirdre A. Schlehofer, Steven Barnett, and Robert Pollard, \textit{Wegmans School of Pharmacy, St. John Fisher College}; \textit{National Center for Deaf Health Research, University of Rochester Medical Center.} Deaf Strong Hospital (DSH) is a role-reversal exercise which was initially designed for first-year medical students. Students are “patients” in a simulated health-care setting in which the “health care professionals” are volunteers from the local Deaf community. DSH was designed to teach the first-year students about techniques for overcoming communication barriers as well as some of the specific challenges in communicating with deaf or hard-of-hearing patients. In collaboration with the National Center for Deaf Health Research, at the University of Rochester Medical Center, the program was adapted for use with the first-year Pharmacy students as part of the required Diversity course. This collaboration marked the first time the program was offered outside of the University of Rochester, and more specifically, applied to a different set of future health care providers. When asked to respond to the statement “My Deaf Strong Hospital experience is likely to positively impact my attitudes and behavior in future interactions with patients who do not speak English”, 97% of the students stated they either agreed or strongly agreed with the statement (n=65). This program was funded by the Walgreen’s Diversity Grant.