

# Addressing Health Literacy Through Patient and Family Engagement

*- Key Strategies and the Power of  
Patient Perspectives*



INSTITUTE FOR PATIENT- AND  
FAMILY-CENTERED CARE

Patient-Centered  
**Primary Care**  
COLLABORATIVE

**TCPi**

Transforming Clinical  
Practice Initiative

## BEFORE WE BEGIN

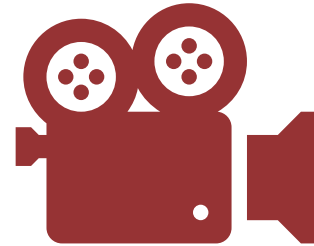
The screenshot shows the GoToWebinar interface. At the top, there are icons for Webcams, Zoom, and Screenshot. Below these is the Speaker Panel with two silhouettes. To the right is the GoToWebinar Control Panel with sections for Audio (MUTED), Talking (Handouts: 2), and Questions. The Handouts section lists 'Resources.pdf' and 'Slides.pdf'. The Questions section has a text box labeled 'Type question here.' and a 'Send' button. At the bottom, there is a Slide Show area with a title 'Exploring Peer Support in Ambulatory Care - Lessons from the Field' and a logo for Patient-Centered Primary Care Collaborative (PCPC) and Transforming Clinical Practice Initiative (TCPI). The GoToWebinar logo and 'Test 2 Webinar ID# 757-797-627' are at the very bottom.

1. Click the Handouts pane to download slides and additional resource materials.
2. Submit your questions anytime by typing in the box. We'll do Q&A at the end of each session.
3. Raise you hand (🙋) if you'd like to speak, ask questions, or participate in the conversations – You will be unmuted
4. Adjust the size of the speaker panel and the slide show

## AFTER THE WEBINAR



Please complete the post-webinar survey. Your feedback will be appreciated!



We will send you the recording and post the slides and additional materials for download at

[www.pcpcc.org/webinars](http://www.pcpcc.org/webinars)



# ABOUT PCPCC

## Patient Centered Primary Care Collaborative (PCPCC)

### Mission:

To promote collaborative approaches to primary care improvement

- ▶ Patient-Centered Care
- ▶ Person Family Engagement
- ▶ Patient Activation
- ▶ Improved Cost/Quality/Experience Outcomes

**PCPCC Support and Alignment Network (PCPCC SAN)** is a collaborative approach to improving person and family, clinician, and community strategies for engagement

**TCPi** | Transforming Clinical Practice Initiative



### Shared Principles of Primary Care



PCPCC facilitates development of webinars/learning sessions, a resource library, and tools that are being spread to a wider audience through our members and supporters.

-  **Online Initiatives Map**
-  **Patient Family Engagement (PFE) Resource Library**
-  **Size-Sized Learning Modules**
-  **Y USA Community-based Resource**
-  **PFCC.Connect by IPFCC**
-  **Parent to Parent (P2P) Raising Special Kids Program**
-  **Choosing Wisely (CW)**

Visit PCPCC website for our innovative resources at  
[www.pcpcc.org/tcpi](http://www.pcpcc.org/tcpi)

## TODAY'S SPEAKERS



- **Mary Minniti**

Policy and Program Specialist

Institute for Patient- and Family-Centered Care



- **Martie Carnie**

Senior Patient Engagement Advisor and Co-Chair of

Brigham and Women's Hospital Patient and Family

Advisory Council Steering Committee



## Objectives

- Understand the relationship between health literacy and patient and family engagement
- Explore resources and practical ideas you can use
- Learn from a patient advisor about ways their perspectives can improve health literacy approaches



- Health Literacy and Patient Engagement - Setting the Stage and Exploring Resources
- A Chat with Martie Carnie, Patient Advisor
- Q & A

## How We'll Spend Our Time





‘Blockbuster  
Drug’  
Patient  
Engagement

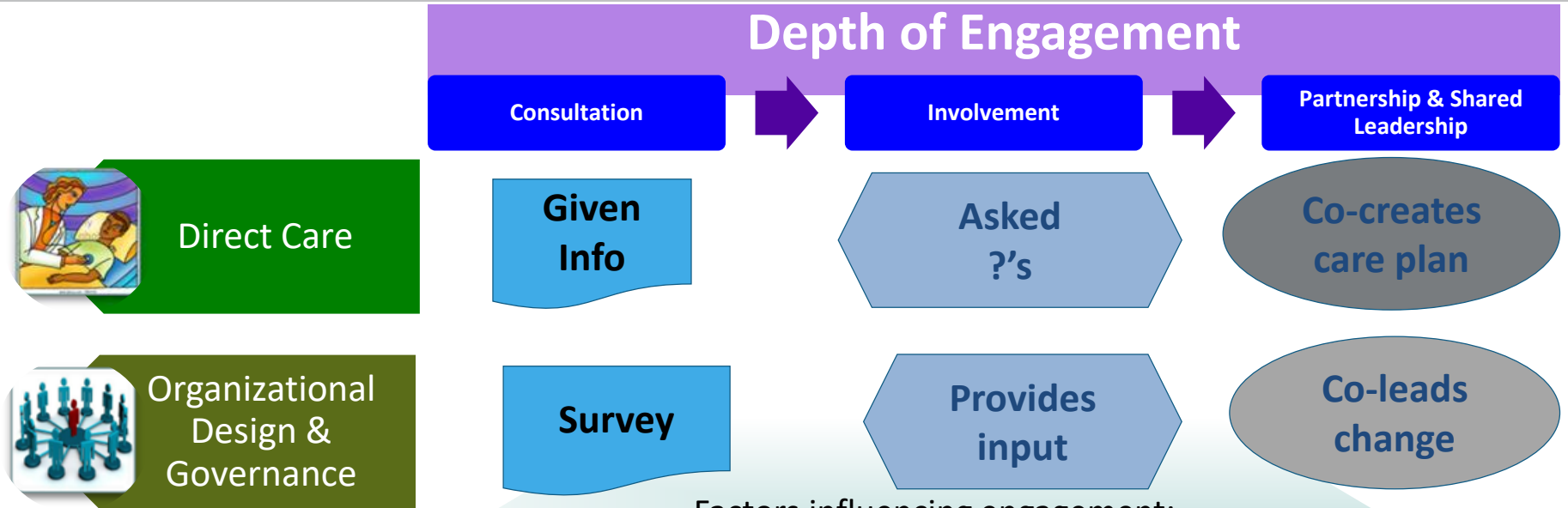
“Engagement broadly defined is an  
**active partnership**

among individuals, families, health  
care clinicians, staff, and leaders to  
improve the health of individuals  
and communities, and to improve  
the delivery of health care.”

*Health Affairs, 32(2) 2013*



# Continuum of Patient Engagement



## Factors influencing engagement:

- Patient (beliefs about their role, health literacy, education)
  - Organization (policies and practices, culture)
  - Society (social norms, regulations, policy)

Information plays  
a fundamental  
role in  
empowerment  
and engagement

- Strong relationships are built through a foundation of continuity and connectedness.
- A well-informed patient is:
  - Comfortable asking questions.
  - Highly confident in making decisions.
  - Has explanations in ways they can understand.
- Given clear information – eight in 10 – say they'd like an equal role in health care decision-making

# Did You Know?

- **36%** of US population has basic or below health literacy
- The incidence of low health literacy is higher for:
  - Individuals whose first language is not English,
  - Seniors,
  - Those eligible for Medicaid,
  - People with chronic conditions,
  - Racial and ethnic populations and
  - Those with low economic status or low literacy
- Most of what we care about is impacted by health literacy issues:
  - Quality and patient outcomes
  - Unnecessary costs and services

## Low Health Literacy is Widespread!

“9 out of 10 US adults have difficulty using the everyday health information that is available in our health care facilities, retail outlets, media and communities.”

(National Action Plan to Promote Health Literacy 2010)

<https://health.gov/communication/initiatives/health-literacy-action-plan.asp>



Studies have shown that **40-80%** of the medical information patients are told during office visits is **forgotten immediately**, and **nearly half** of the information retained is **incorrect**.

# Health Literacy Resources

# Consensus: Universal Precautions

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## 32 Best Practices Ranked by 25 HL Experts


### Top Five:


1. Avoid using medical jargon
2. Routinely use teach back or show me techniques
3. Use patient-centered communication “What questions do you have or What matters to you?”
4. Use universal precautions in oral/written communication
5. Routinely recommend use of medically trained interpreters for those whose preferred language is not English



# AHRQ Health Literacy Tools

**AHRQ  
Health Literacy  
Universal  
Precautions Toolkit**



 **AHRQ**  
Agency for Healthcare Research and Quality  
Advancing Excellence in Health Care • [www.ahrq.gov](http://www.ahrq.gov)

**Second Edition**

## Quick Start Guide

<b>1</b>	<p><b>Watch a short video.</b></p> <p>This 6-minute health literacy video was sponsored by the American College of Physicians Foundation and has some vivid examples of why addressing health literacy is so important.</p>	
<b>2</b>	<p><b>Pick a tool and try it.</b></p> <p>Link to one of these tools and review it. Pick a day and try it out on a few patients.</p>	
	<p>I want to be confident my patients are taking their medicines correctly.</p>	<p><a href="#">Conduct Brown Bag Medicine Reviews</a></p>
	<p>I want to be confident that I am speaking clearly to my patients.</p>	<p><a href="#">Communicate Clearly</a></p>
	<p>I want to be confident that my patients understand what they need to do regarding their health when they get home.</p>	<p><a href="#">Use the Teach-Back Method</a></p>
<b>3</b>	<p><b>Assess your results.</b></p> <p>How did it go? Do you need to make some adjustments? Do you want to address another statement from the list above and try another tool? Or, you may want to be more systematic and implement "Tools to Start on the Path to Improvement," Tools 1, 2, and 3).</p>	



# Additional Health Literacy Resources

 NC Program on Health Literacy 



- Home
- About Health Literacy
- Program Services Provided
- Literacy Assessment Instruments
- Health Communication Aids
- Quick Start Guides
- ▶ **Teaching Aids**
- Presentations
- Health Literacy Universal Precautions Toolkit
- Contact Us

## Teaching Aids

**The Teach Back Method:**

Teach Back Video--a technique for te...  



0:00 / 4:45   YouTube 

Download movie in Windows Media format [here](#)

<http://nchealthliteracy.org/teachingaids.html>



# Ask Me Three®

Cada vez que hable con un prestador de servicios médicos

## HÁGALE LAS 3 PREGUNTAS

**1**

**¿Cuál es mi problema principal?**



**2**

**¿Qué debo hacer?**

**3**

**¿Por qué es importante para mí hacer eso?**

**Ask Me 3**  
Preguntas para su buena salud

   
TOGETHER FOR SAFER CARE

[ihi.org/AskMe3](http://ihi.org/AskMe3)

Ask Me 3 is a registered trademark licensed to the Institute for Healthcare Improvement. © 2010 IHI. Ask Me 3 materials available for distribution. Use of Ask Me 3 materials does not mean that the distributing organization is affiliated with or endorsed by IHI.

**Write your health care provider's answers to the 3 questions here:**

**1. What is my main problem?**

\_\_\_\_\_

\_\_\_\_\_

**2. What do I need to do?**

\_\_\_\_\_

\_\_\_\_\_

**3. Why is it important for me to do this?**

\_\_\_\_\_

\_\_\_\_\_

**Asking these questions can help me:**

- Take care of my health
- Prepare for medical tests
- Take my medicines the right way

I don't need to feel rushed or embarrassed if I don't understand something. I can ask my health care provider again.

When I Ask 3, I am prepared. I know what to do for my health.

**Your provider wants to answer 3**

Are you nervous to ask your provider questions? Don't be. You may be surprised to learn that your medical team wants you to let them know that you need help.

Like all of us, health care providers have busy schedules. Yet they want you to know:

- All you can about your condition.
- Why this is important for your health.
- Steps to take to keep your condition under control.

**Bring your medicines with you the next time you visit a health care provider.** Or, write the names of the medicines you take on the lines below.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Like many people, you may see more than one health care provider. It is important that they all know about all of the medicines you are taking so that you can stay healthy.

Ask Me 3® is an educational program provided by the Institute for Healthcare Improvement / National Patient Safety Foundation to encourage open communication between patients and health care providers.

**Ask Me 3**  
Good Questions  
for Your Good Health

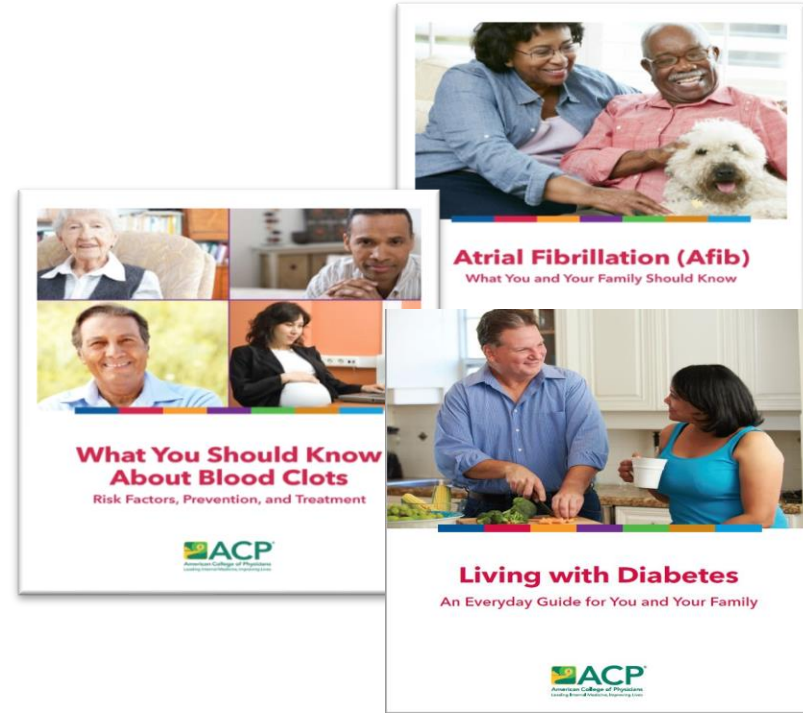
   
TOGETHER FOR SAFER CARE

[www.npsf.org/askme3](http://www.npsf.org/askme3)

Video and Downloads available

# ACP Patient and Family-Centered Resources

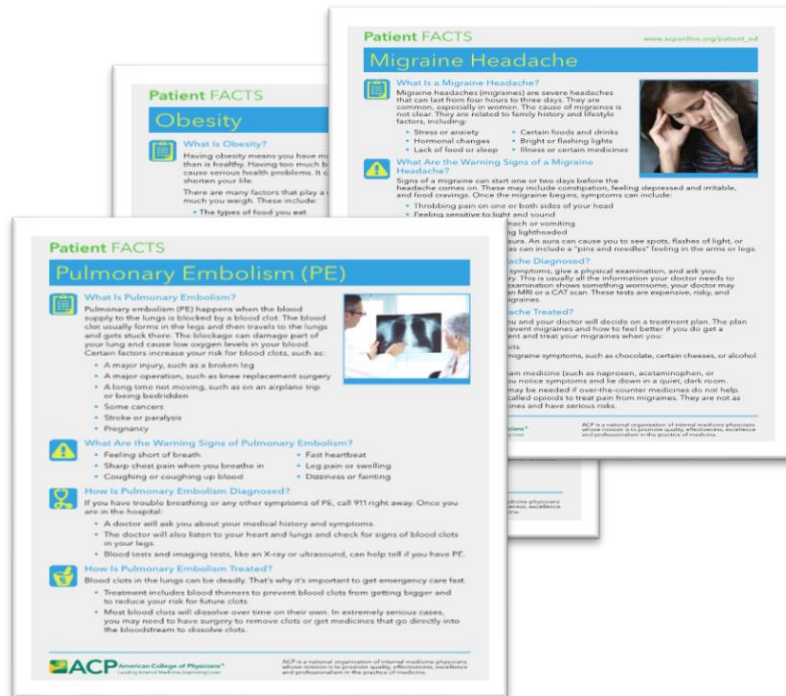
- HL Principles for patient education
- Self-Management Guides
  - 7 existing guides- Atrial Fibrillation, VTE, Diabetes, Weight Loss, Heart, RA, COPD
  - VERY Popular - over 50,000 disseminated in the last 6 months
  - Over 1.3 million Diabetes Guides in circulation
- Guidebook series won 2017 Institute for Healthcare Advancement's (IHA) Health Literacy Award for print materials



# ACP Patient and Family-Centered Resources

- Patient FACTS (over 50 topics)
- DVDs – Teaching self-management skills
- Nothing goes out without patient stamp of approval

[www.acponline.org/patient\\_ed](http://www.acponline.org/patient_ed)





# Health Literacy Survey - Clinics

- Created October 1, 2015
- 31 supplemental questions
- The items address the following five topic areas:
  - ✧ Communication with provider
  - ✧ Disease self-management
  - ✧ Communication about medicines
  - ✧ Communication about test results
  - ✧ Communication about forms
- HL9: Provider gave all the health information patient wanted
- HL10: Provider encouraged patient to discuss health questions or concerns
- HL14: Provider asked patient to describe how patient was going to follow instructions
- HL18: Blood test, x-ray, or other test results were easy to understand

# Taking Action



# Getting Started



Improvement Aim: Increase the follow-up appointments with patients whose HgbA1c are > 9

- Small team QI Advisor, Population Coordinator and Education Department formed
  - Coordinated with diabetes providers re: input and clinical language
  - Analyzed current letter and identified gaps related to best practice for health literacy
  - Utilized <http://thewriter.com> as a resource



# HL Changes to Standard Patient Letter Results in 22% Increase in Patient Response

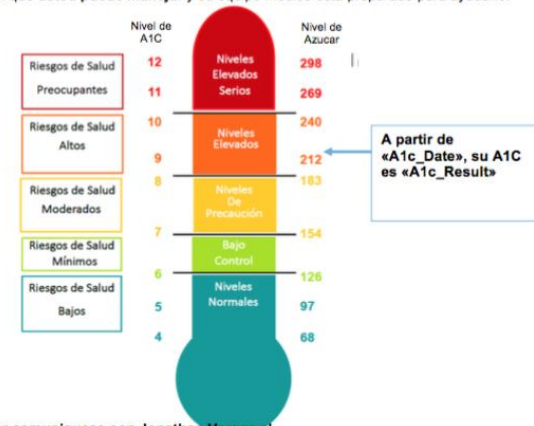
- 5-6 grade language
- Shared the patient's current/last known HA1c
- Positive language to motivate
- Used a common "stoplight" visual to place their HA1c in context
- Built on the doctor/patient relationship
- Identified a specific person to call
- Created in both English and Spanish

02/01/17

Estimado/a «New\_Name»,

**Nuestros registros indican que necesita una visita con su equipo médico junto con una prueba de A1C actualizado.**

La A1C es una prueba de sangre que demuestra el promedio de azucar en su sangre durante los últimos tres meses. Ser conciente de su nivel de A1C ayuda a dar retroalimentación sobre qué tan bien ha funcionado su manejo de la diabetes. En general, se recomienda tener un nivel de A1C menos de 7%. . A partir de «A1c\_Date», su A1C es «A1c\_Result». La diabetes es una condición que **usted puede manejar** y su equipo médico está preparado para ayudarlo.



Por favor comuníquese con Jonathan Vargas al (310)664-7537 para programar su cita.

Atentamente,  
«Usual\_Provider»  
Equipo Medico de Venice Family Clinic

## Screening for Low Health Literacy

- 90% of patients feel it is useful for providers to know if they have difficulties related to low health literacy<sup>2,3</sup>
- A single screening question can identify patients with inadequate health literacy with 81% accuracy<sup>5-8</sup>
- IOM recommends incorporating HL into health information systems<sup>4</sup>

## Building a System to Support Screening and Intervention

- “How confident are you at filling out medical forms by yourself?”
  - Extremely
  - Quite a bit
  - Somewhat (cut point)
  - A little
  - Not at all





# Inviting Patient and Family Advisors to Help with Health Literacy Improvements

## Ways Patients and Families Help Improve Health Literacy

- Help prepare health care professionals of the future
- Participate in development of materials to help increase understanding
- Share gaps in information based on their previous experience
- Gather information from other patients and families
- Raise awareness through patient and family stories in orientations/training
- Serve as faculty in health literacy training

## A Chat with Martie Carnie



### **Martie Carnie**

Senior Patient Engagement Advisor and Co-Chair of Brigham and Women's Hospital Patient and Family Advisory Council Steering Committee

# Questions



A free on-line learning community dedicated to partnerships with patients and families to improve and transform care across all settings.



INSTITUTE FOR PATIENT- AND  
FAMILY-CENTERED CARE

*PFCC.Connect*



## Join the Discussion

Ask or answer questions with your peers.

Our dynamic discussion groups explore best practices in patient- and family-centered care.

menu

ANNOUNCEMENTS [ADD](#)

NEW FEATURES ON PFCC.CONNECT

BY: [MARY MINNITI](#), 16 DAYS AGO

Go to your profile and complete it! Then look under Network and see how many people that have similar roles or backgrounds as you! [More](#)

<http://pfcc.connect.ipfcc.org/home>





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# THANK YOU

**Patient-Centered**  
**Primary Care**  
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