



Bringing Outcomes into Focus

*Improving Health Literacy in
Primary Care*

▶ LEARNING OBJECTIVES

- Describe several questions you can ask patients to assess their understanding of clinical information
- Help your patients create a comfortable environment that facilitates health literacy
- Refer patients to resources to help them with insurance choices
- Deliver clear instructions for taking medicine and confirm patients' comprehension
- Describe ways in which you can improve communication with patients

PANELISTS

- Ruth Parker
 - Professor of Medicine and Pediatrics
 - Emory University School of Medicine
- Michael Wolf
 - Associate Professor of Medicine & Learning Sciences
 - Associate Division Chief of Research for Internal Medicine
 - Northwestern University
- Cindy Brach
 - Senior Health Policy Researcher
 - Agency for Healthcare Research and Quality (AHRQ)

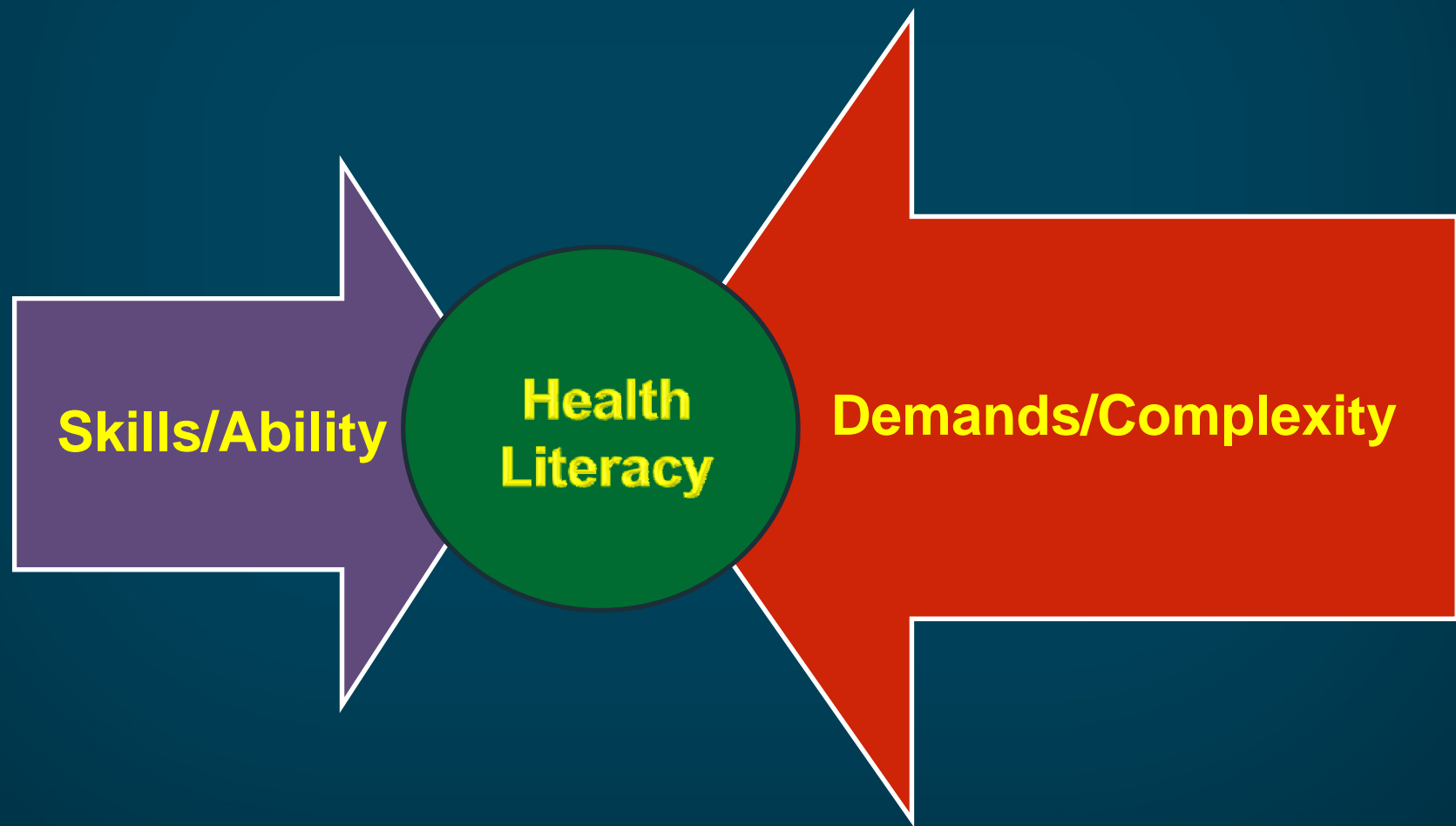
▶ WHAT IS HEALTH LITERACY?

“The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.”

--Institute of Medicine

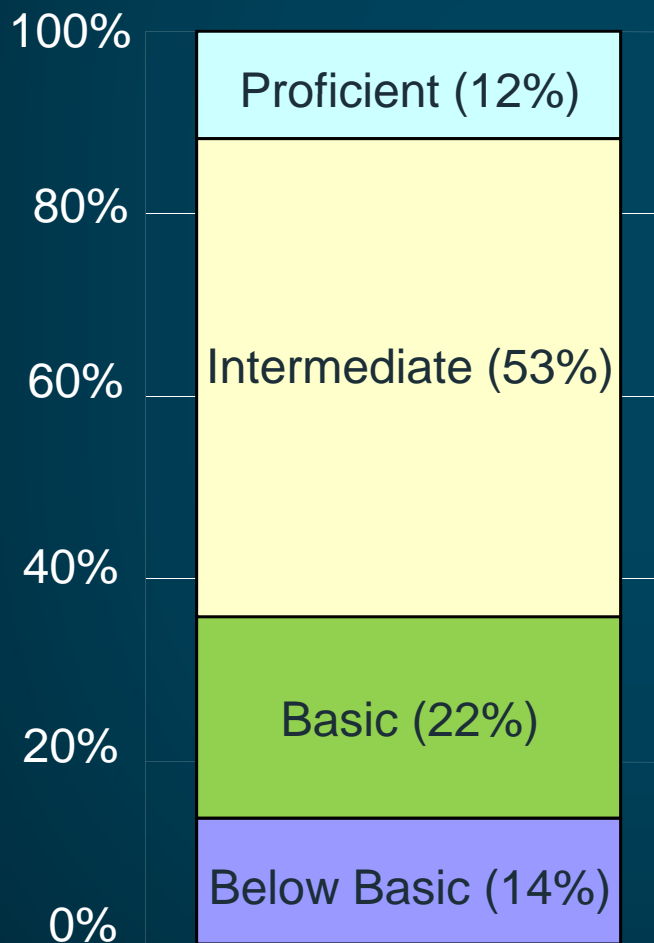
--US Dept of Health & Human Services

MISALIGNMENT OF SKILLS AND DEMANDS



77 MILLION AMERICANS LACK SUFFICIENT HEALTH LITERACY SKILLS

Health Literacy of US Adults



Those with low health literacy are:

- *Less knowledgeable about health*
- *Less likely to use preventative services*
- *More likely to struggle with adherence/chronic disease*
- *More likely to be hospitalized*
- *Faced with higher mortality risk*

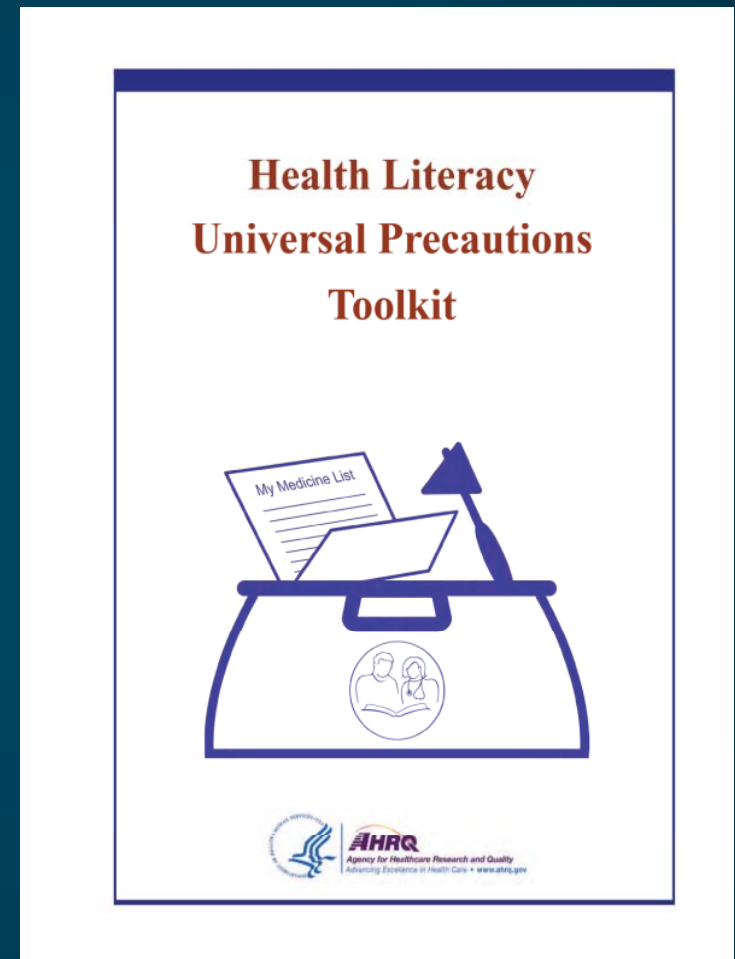
UNIVERSAL PRECAUTIONS

Structure care as if everyone may have limited health literacy

- You can't tell by looking
- Higher literacy skills \neq understanding
- Health literacy is a state not a trait
- Everyone benefits from clear communication

HEALTH LITERACY TOOLKIT

- AHRQ
- 20 Tools
- Quick Start Guide
- Path to Improvement
- Appendices
 - Over 25 resources for sample forms, power point presentations, and worksheets



TOOLKIT STANDOUTS

Health Literacy Toolkit

Tips for Communicating Clearly

The Teach-Back Method

Brown Bag Medication Review

Encourage Questions

Make Action Plans

Use Health Education Material Effectively

Get Patient Feedback



IOM: “LET’S ASK 4”

“Let’s Ask 4”

*Questions for Consumers and
Providers About Health
Insurance*


Website:

<http://www.iom.edu/Global/Perspectives/2013/LetsAsk4.aspx>

Deadline: March 31, 2014

The New Health Care Law and You

The Affordable Care Act (ACA) is the new law that requires everyone to get health insurance, and there are some new health insurance choices starting in October 2013.

A photograph of a woman and a doctor standing side-by-side with their hands raised in a questioning gesture. The woman is in the foreground, wearing a grey and white striped cardigan over a grey top. The doctor is behind her, wearing a white lab coat and a stethoscope. In the background, there is a faint, light blue outline of a caduceus (a staff with two snakes and wings).

▶ FOUR CRITICAL QUESTIONS

1. What are my choices for health insurance?

2. How do I get it?

3. How do I use it?

4. How much will it cost me?

WHAT ARE MY CHOICES?

How old
am I?

Can I get health
insurance
through my
job?

Can I get health
insurance through
my spouse,
parent/legal
guardian, or
school?

Am I a U.S.
Citizen or a
legally
documented
immigrant?

How much do I
make a year and
how does it
compare to the
federal poverty
level?

What state
do I live in?

Have I served
or am I in the
U.S. armed
services?

Am I
pregnant?

Do I have one of
these medical
conditions: ESRD,
ALS, receive
disability, or
legally blind?

UNIVERSAL MEDICATION SCHEDULE (UMS)





Figure 2: Universal Medication Schedule (UMS)

Take 1 pill in the morning (bedtime)

Take 1 pill in the morning
1 pill in the evening

Take 1 pill in the morning
1 pill at noon
1 pill in the evening

Take 1 pill in the morning
1 pill at noon
1 pill in the evening
1 pill at bedtime

-  Morning: 6-8 am
-  Noon: 11-1 pm
-  Evening: 4-6 pm
-  Bedtime: 9-11 pm

ATTRIBUTES OF THE HEALTH LITERATE ORGANIZATION



“Bringing Outcomes into Focus: Improving Health Literacy in Primary Care”

Additional Reading

1. Brach C, Keller D, Hernandez L, et al. Ten Attributes of Health Literate Health Care Organizations. Institute of Medicine. 2012. Available at: http://iom.edu/~media/Files/Perspectives-Files/2012/Discussion-Papers/BPH_Ten_HLit_Attributes.pdf.
2. Centers for Disease Control and Prevention. Simply Put: A guide for creating easy-to-understand materials. US Dept of Health and Human Services/CDC. 2009. Available at: http://www.cdc.gov/healthliteracy/pdf/simple_put.pdf.
3. DeWalt DA, Callahan LF, Hawk VH, et al. Health Literacy Universal Precautions Toolkit. (Prepared by North Carolina Network Consortium, The Cecil G. Sheps Center for Health Services Research, The University of North Carolina at Chapel Hill, under Contract No. HHS290200710014.) AHRQ Publication No. 10-0046-EF. Rockville, MD. Agency for Healthcare Research and Quality. April 2010.
4. Parker R, Brach C, Wolf M. Bringing Outcomes into Focus: Improving Health Literacy in Primary Care. Online CME Program Recorded on 9/23/13. Philadelphia, PA.
5. Parker R, Hernandez L, Wu V. Advancing a shared conversation to enhance health care enrollment in the United States—a timely opportunity and challenge for health literacy. *J Health Commun.* 2013;18(9):1021-3.
6. Patel K, Parker R, Villarruel A, Wong W. Amplifying the Voice of the Underserved in the Implementation of the Affordable Care Act. Institute of Medicine. 2013. Available at: <http://www.iom.edu/~media/Files/Perspectives-Files/2013/Discussion-Papers/BPH-AmplifyingtheVoice.pdf>.
7. Patel K, West M, Hernandez L, et al. Helping Consumers Understand and Use Health Insurance in 2014. Institute of Medicine. 2013. Available at: <http://iom.edu/~media/Files/Perspectives-Files/2013/Discussion-Papers/BPH-Helping-Consumers-Understand.pdf>.
8. Wolf M, Curtis L, Waite K, et al. Helping patients simplify and safely use complex prescription regimens. *Arch Intern Med.* 2011;171(4):300-5.
9. Wu V, Jacobson K, Wong W, et al. Let’s Ask 4: Questions for Consumers and Providers About Health Insurance. Institute of Medicine. 2013. Available at: <http://www.iom.edu/~media/Files/Perspectives-Files/2013/Discussion-Papers/BPH-LetsAsk4.pdf>.

Health Literacy Resources: Associations/Foundation

Agency for Healthcare Research and Quality (AHRQ)

- <http://www.ahrq.gov/health-care-information/topics/topic-health-literacy.html>

AMA Foundation: Health Literacy and Patient Safety

- <http://www.ama-assn.org/resources/doc/ama-foundation/healthlitclinicians.pdf>

Centers for Disease Control and Prevention

- <http://www.cdc.gov/healthliteracy/>

Health Literacy Universal Precautions Toolkit

- <http://www.ahrq.gov/professionals/quality-patient-safety/quality-resources/tools/literacy-toolkit/index.html>
- <http://www.nchealthliteracy.org/toolkit/>

Institute of Medicine

- <http://www.iom.edu/Reports/2004/Health-Literacy-A-Prescription-to-End-Confusion.aspx>
- <http://iom.edu/Global/Perspectives/2013/LetsAsk4.aspx>