

Jefferson Health Plans – Virtual Learning Session 3

Leveraging Health Literacy to Drive Patient Experience

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Primary Care Development Corporation

The Primary Care Development Corporation (PCDC) is a national nonprofit that dedicates expertise, advocacy, and financial capital to improving the quality and financial strength of primary care (including medical, mental health, substance use, and social services) in disinvested communities.

PCDC strengthens communities and builds health equity through strategic primary care and behavioral health investment, expertise, and advocacy.

We apply our expertise to help Primary Care and Behavioral Health providers to transform and sustain their operations.

PCDC has helped more than 5,200 primary care practices in 45 U.S. states and territories to improve care delivery and has leveraged over \$1.42 billion in financing to enhance provider capacity.

Learning Objectives



By the end of the session, you will be able to:

- Briefly describe the health literacy challenge in the US
- Define health literacy and the four literacies that make up health literacy
- Begin to use the following techniques in your practice:
 - Need to know vs. nice to know
 - Plain language
 - Teach-back

Warm Up

- Note the things that are good for you
- Note the things that are bad for you
- What part of this would you want to pay special attention to if you have high blood pressure?
- Is this a healthy food for you?

Nutrition Facts			
Serving Size 1/2 cups (57g)			
Servings Per Container 8			
Amount Per Serving			
Calories	220	Calories from Fat 80	
% Daily Value*			
Total Fat	9g		14 %
Saturated Fat	2.5g		13 %
<i>Trans</i> Fat	0g		
Cholesterol	0mg		0 %
Sodium	0mg		0 %
Total Carbohydrate	30g		10 %
Dietary Fiber	5g		19 %
Sugars	4g		
Protein	7g		
Vitamin A	0 %	•	Vitamin C 2 %
Calcium	2 %	•	Iron 10 %
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
	Fat 9	• Carbohydrate 4	• Protein 4

Let's Remember...

- Up to 80% of medical information given by healthcare providers is forgotten immediately by patients.
- Almost half of the information that is remembered is remembered incorrectly.

WHY?

- Clinician uses difficult medical/scientific words/terminology/explanations
- Mode of information – spoken
- Low health literacy

Source: McGuire LC. Remembering what the doctor said: organization and older adults' memory for medical information. *Exp Aging Res* 1996;22: 403-28

Health Literacy

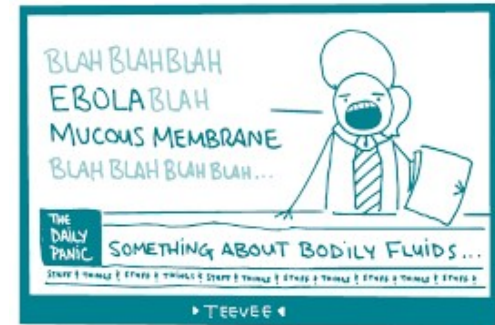
The wide range of skills, and competencies that people develop to seek out, comprehend, evaluate and use health information and concepts to make informed choices, reduce health risks and increase quality of life.



Source: <https://www.cdc.gov/healthliteracy/learn/index.html>

Four Literacies

- Fundamental
- Scientific
- Civic
- Cultural



CDC: Some People Did Take Bleach to Protect From Coronavirus

Some 4% of respondents reported drinking or gargling diluted bleach, while the same numbers said they used soapy water or disinfectants.





By [Cecelia Smith-Schoenwalder](#) | June 5, 2020, at 2:40 p.m.

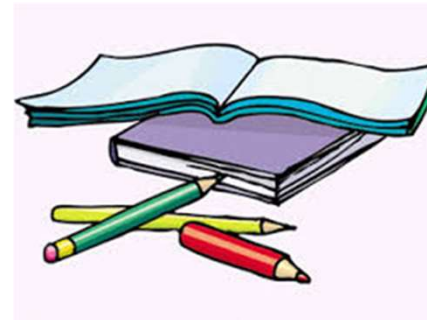
Source: Zarcadoolas, Christina, Pleasant, A.F., Greer, D. Advancing Health Literacy: A Framework for Understanding and Action, 2006

Fundamental Literacy



- Skills and strategies involved in reading, speaking, writing and interpreting numbers (numeracy)

Addition	
Subtraction	
Multiplication	
Division	

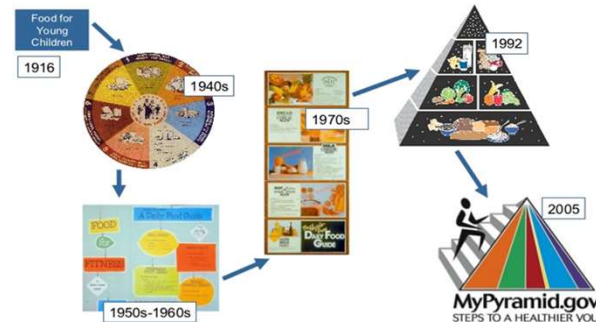


Scientific Literacy

- Understanding & using fundamental scientific concepts (germ transmission, basic anatomy & physiology, etc.)
- Understanding of scientific uncertainty and that rapid change is expected and accepted



History of USDA's Food Guidance



Source: Zarcadoolas, Christina, Pleasant, A.F., Greer, D. Advancing Health Literacy: A Framework for Understanding and Action, 2006

Civic Literacy

- Abilities that enable citizens to become aware of and involved in public issues & decision-making processes
- Media literacy
- Understanding of civic and governmental processes
- Awareness that individual health decisions impact public health



Source: Zarcadoolas, Christina, Pleasant, A.F., Greer, D. Advancing Health Literacy: A Framework for Understanding and Action, 2006

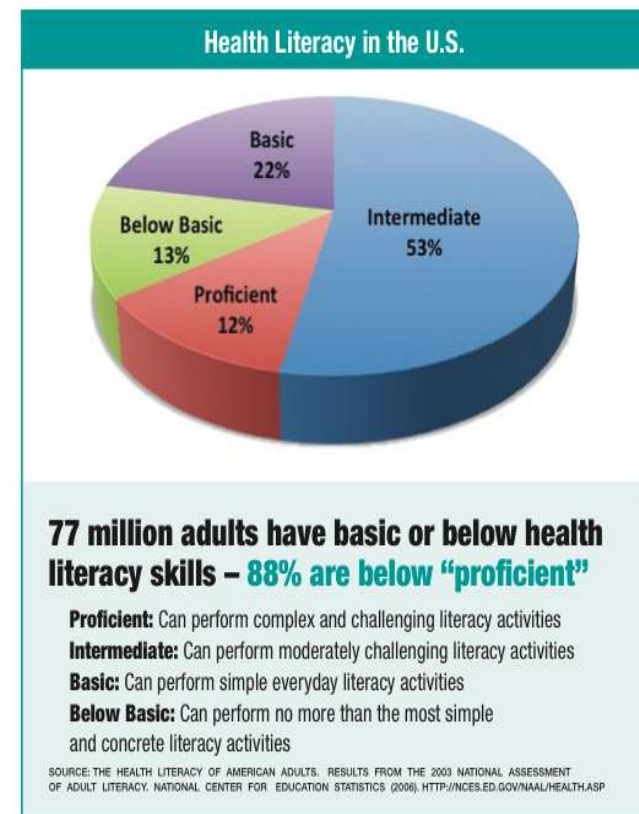
Cultural Literacy

- Ability to recognize and use culture in order to interpret and act on health information
- Cultural Competence/Humility
- American healthcare culture






Source: Zarcadoolas, Christina, Pleasant, A.F., Greer, D. Advancing Health Literacy: A Framework for Understanding and Action, 2006


Who Has Health Literacy Challenges?



Effects of Low Health Literacy

patients with low
HEALTH LITERACY...

 <p>Are more likely to visit an EMERGENCY ROOM</p>	 <p>Have more HOSPITAL STAYS</p>	 <p>Are less likely to follow TREATMENT PLANS</p>	 <p>Have higher MORTALITY RATES</p>
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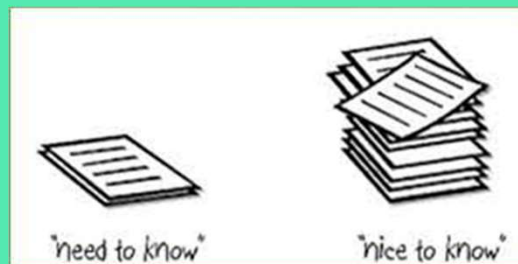
www.cdc.gov/phpr 



Solutions



Need to Know vs. Nice to Know



What Makes Something Need to Know

- Person needs the information in order to act
- The information is real for the person
- Information allows person to identify exactly what to do, how to do it, and when to do it
- Person can actually do it or knows where to go for help



Need to Know Guidelines

- Limit to three messages
- Be clear and focused about the messages
- Take out unnecessary words and information
- Make sure there is a call to action and that the call to action is doable and clear



Case Study: Anti-Psychotic Medications

Many of your patients are prescribed anti-psychotic medications but adherence is not ideal. You are trying harder to educate them about how to take, possible side effects, and how to manage.

Decide if the following information is need to know or nice to know

1. Antipsychotics are a type of medication that are licensed to treat certain types of mental health problems like schizophrenia, schizoaffective disorder, bipolar disorder, severe depression, and personality disorders.
2. They work by helping to reduce and control psychotic symptoms like delusions, hallucinations, paranoia, muddled thinking, confusion, violent behavior, serious agitation, and hearing voices.
3. Some scientists believe that some psychotic experiences are caused by your brain producing too much of a chemical called dopamine. Dopamine is a neurotransmitter, which means that it passes messages around your brain. Most antipsychotic drugs are known to block some of the dopamine receptors in the brain.
4. They might not get rid of the symptoms completely but should reduce them.
5. They work by blocking the action of dopamine .
6. The medication may help reduce some symptoms quickly but it may also take days or weeks to reduce all of your symptoms.
7. You may need certain blood tests or heart tests before starting the medication.
8. There are many possible side effects and you should tell us right away if you experience any of them.

Plain Language

- Plain language calls for health information and other health related documents/websites/etc. be explained in language that everyone understands (living room language).
- This goes for verbal education as well as written documents



Before and after using plain language

BEFORE – The Dietary Guidelines for Americans recommends a half hour or more of moderate physical activity on most days, preferably everyday. The activity can include brisk walking, calisthenics, home care, gardening, moderate sports exercise, and dancing.



Before and after using plain language

- BEFORE – The Dietary Guidelines for Americans recommends a half hour or more of moderate physical activity on most days, preferably everyday. The activity can include brisk walking, calisthenics, home care, gardening, moderate sports exercise, and dancing.
- AFTER – Do at least 30 minutes of exercise, like fast walking, most days of the week.



Plain Language

Instead of saying...	Try...
What were your vitals?	What was your blood pressure, temperature, and pulse?
The nurse called me and said it's conclusive that your diagnosis is diabetes. She would like me to help you set up an appointment with a CDE and a nutritionist who will help you manage your glucose.	The tests that the doctor ordered did show that you have diabetes. I know this may be surprising and you may feel scared or nervous. That's completely normal. The nurse would like me to help you set up an appointment to see a Certified Diabetes Educator who is someone who knows a lot about diabetes and a nutritionist who can help you plan meals and snacks that are healthier for you. The educator will also teach you how to measure your blood sugar with a little machine.
You will have to monitor your weight and blood pressure.	You will need to keep track of your weight and blood pressure for the next few months. Let's review what a healthy weight and blood pressure would be for you. How does that sound to you?
If you feel nauseous or short of breath, discontinue the medication.	If you feel sick to your stomach or have trouble breathing, stop taking the medication and call me.

Now You Try...

Chat in a better plain language explanation for the following common health terms:

- Chronic disease
- Epidemic
- Hypertension
- Mood disorders



Plain Language Tips

- Never use acronyms
- Repeat important information (a patient's logic may be different from yours)
- Give information in small chunks
- Articulate words
- "Read" written instructions out loud
- Speak slowly (don't shout)












Use Pictures, Models & Videos

- People learn in many different ways. Patients may need to see a drawing, poster, or model in order to understand a concept
- Reinforce verbal education with health literate written materials
- Bookmark your favorite short Youtube clips about various health conditions and treatments

Depression

The symptoms of depression can vary slightly depending on the type and can range from mild to severe. In general, symptoms include:

 Low energy.	 Feeling very sad or hopeless.	 Thoughts of self-harm or suicide.
 Irritability.	 Changes in eating behavior.	 Sleep changes.
 Loss of interest in hobbies and activities.		 Difficulty concentrating or making decisions.

 Cleveland Clinic

Teach-Back Humor



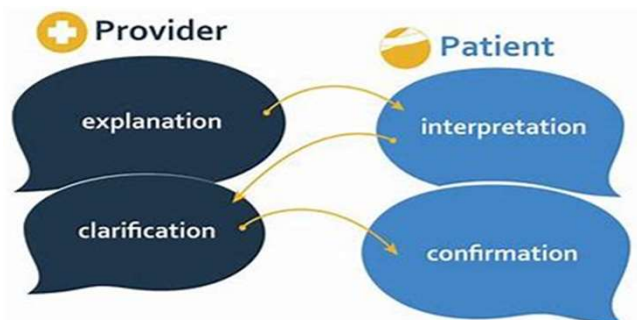
" TAKE WITH MEALS ? NO PROBLEM !
I EAT ALL THE TIME ! "

The Teach-Back Method



The Teach-Back Method

- Ask your patients to explain in their own words what they need to do when they leave the visit
- Can be used for any instructions, not just clinical ones
- Allows you to check your patient's understanding of your instructions



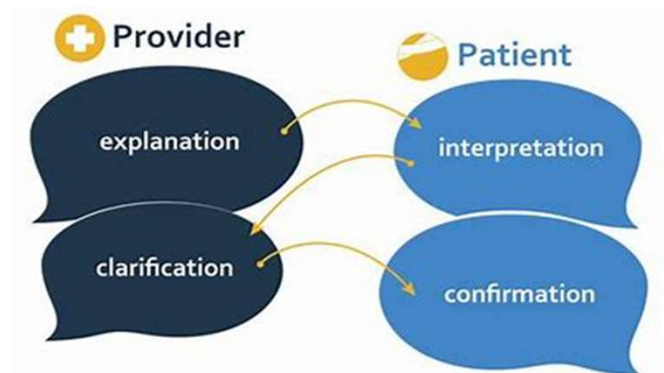
<https://www.ahrq.gov/health-literacy/professional-training/shared-decision/tool/resource-6.html>

I want to be sure the doctor did a good job of explaining which other doctors you need to see because it can be confusing. Which doctors will you need to see and how will you make those appointments?

Teach Back Method: Phrasing

You want your patients/clients to view Teach Back as how well you explained the concept, not as a test.

- "I want to be sure that I did a good job explaining the fee for your visit today because I know it can be confusing. Can you tell me what documents you will need to bring next time and how much you will owe at your next visit?"



The Teach Back Method



<https://www.youtube.com/watch?v=pCNCqA5LqFo>

Video Discussion

- What did you like that you saw?
- What could have been improved upon?
- How did the nurse/educator/provider use the educational materials?
- How can you apply this to your work?



Teach Back Method: Strategies

If the patient/client is not able to repeat the information accurately, try to re-phrase the information, rather than just repeat it

Ask the patient to repeat the instructions again until you feel comfortable that the patient really understands the information

What will your next steps be?
What questions do you have?

Sincere thanks for your time and commitment!!

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Thank you!

