

# Health Literacy Education: Empowering Patients & Caregivers to Make Better Decisions

Health Education and Literacy Program – (HELP)

The Institute for Healthcare Advancement's Turn-Key Health Literacy Program

Presentation to: National Hispanic Medical Association

## Purpose:

- To develop and enhance health literacy and a basic understanding and comfort with health topics
- To encourage and empower patients to become active and informed participants in their own care, and the care of their family members
- To reduce inappropriate utilization of health care resources

# The Importance of Increasing Health Literacy

## Value Propositions for:

- ✓ Patient/Member/Consumer
- ✓ Provider/Health Plan
- ✓ Society at Large

### **Value story for the patient/member/consumer**

- Increase awareness of what they can personally do for their health
- Increase confidence in making decisions about their health and the health of their loved ones (Empowerment)
- Access easy-to-read, easy-to-use guidance in their preferred language

### **Value story for Providers and Health Plans**

- Decrease Patients/members' inappropriate utilization of health services
- Increase adherence with medical instructions and treatment regimens
- Work towards cost stabilization/reduction
- Increase patient/member satisfaction

### **Value story for society**

- Improve use of societal resources
- Increase use of the right care at the right time
- Support the Quadruple Aim in Health Care

## What is Health Literacy?

Health Literacy is defined in the Institute of Medicine report, *Health Literacy: A Prescription to End Confusion*, as "the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions."

Purpose of the IOM Report *Health Literacy: A Prescription to End Confusion*: It will become widely understood that:

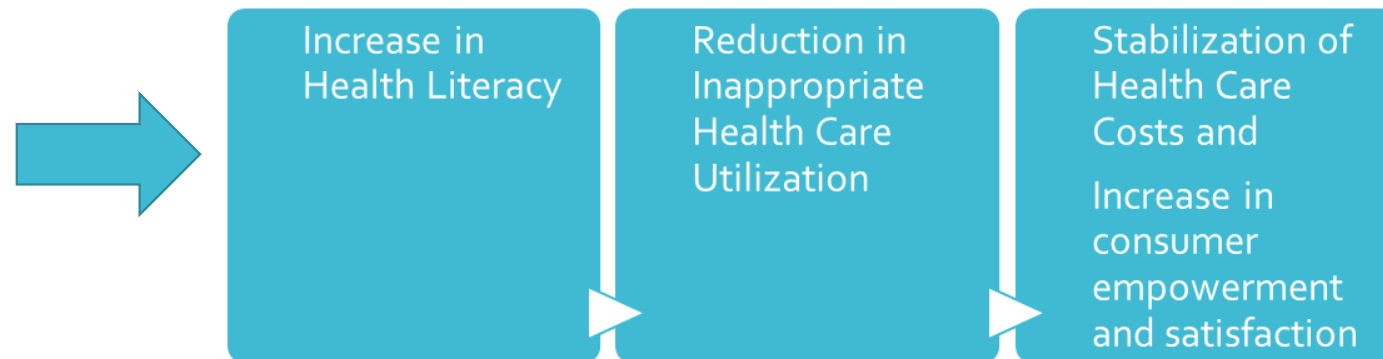
- 90 million adults with limited health literacy cannot fully benefit from much of what the health-care system offers
- Efforts to improve quality, to reduce costs, and to reduce disparities cannot succeed without simultaneous improvements in health literacy
- Health literacy is more than reading, it includes writing, numeracy, listening, speaking, and conceptual knowledge
- Improving individual health literacy requires great effort from the public health and health-care systems, the education system, employers, and society overall

## Background

Multiple studies have demonstrated that when a population improves its health literacy, there is

- ❑ A reduction in inappropriate utilization of health care resources,
- ❑ Leading to a stabilization of health care costs.

- The Institute for Healthcare Advancement has championed health literacy for over 20 years. IHA's "What To Do For Health" book series is recognized and utilized around the Nation.
- These books are carefully crafted to be usable by patients and readers with a 3<sup>rd</sup> to 5<sup>th</sup> grade reading level, giving the books a broad appeal to consumers and organizations wanting to improve health literacy.
- As communication and education techniques have evolved, taking advantage of digital, video, and the availability of online information and learning, IHA has expanded its offerings beyond the traditional book series and is now pioneering the multimedia **Health Literacy Education Program** known as **HELP**.
- This program is developed to be complementary and to integrate into other health and wellness initiatives that an employer or health plan organization has in place.



Example:

## “What To Do When Your Child Gets Sick”

Deployed in numerous places

Demonstrated Results:

- Parent empowerment and increased self-confidence
- Behavior change, reduction in unnecessary visits
- Direct and indirect cost savings to health systems, individuals, and society

- Wisconsin: Parent empowerment and cost savings
  - Parents learned to deal with health problems at home instead of calling or visiting a clinic, hospital, or emergency department
  - Savings of approximately \$1.50 per \$1.00 spent on the project
- Michigan: Reduced ED use, and created cost savings
  - Parents stating they would “Seek care in the ED” decreased by 14.6%
  - Review of claims showed that after 1 year of using the books, with additional support, there was a decrease in ED costs for children under 2 years of age
- Kansas: Numerous cost savings and societal benefits
  - 46% fewer unnecessary doctor visits
  - 55% fewer emergency room visits
  - 64% fewer school days missed by children due to illness or injury, and
  - 56% fewer work days missed by parents due to children’s illness
- UCLA and Head Start partnership: Potential Medicaid savings
  - 48% reduction in doctor’s visits, and 58% reduction in ED visits
  - Potential annual Medicaid savings of at least \$554 per family

# A Broad Variety of Health Topics

## “What to do for Health” Book Series

These are multi-chapter books, to be kept on hand for reference

What to do...

- **When your child gets sick**
- When you're having a baby
- Teen health
- Senior health
- Healthy teeth
- When your child has asthma
- Learning how your child can have a healthy weight

## Specific-topic Mini-book publications and Materials

These are shorter publications and materials to highlight how people can understand and manage specific conditions

- I Can Manage Type 2 Diabetes
- New Program: Healthy Back
- How to Avoid Falls
- How to Understand Insurance

# Elements of the HELP Program

Comprehensive Program that includes:

- ❑ Program Manager for Implementation and Support
- ❑ Videos: For Awareness, Engagement and Specific Topic Literacy
- ❑ Books, Podcasts and other Literacy Education Tools
- ❑ Consumer-focused Website, device-responsive
- ❑ Outreach and Engagement Materials, tailored to Partner organization's needs

Support  
for:

Awareness

Health  
Literacy

Behavior  
Change

Organizations that partner with IHA in the HELP program receive the following:

- Dedicated Program Manager support to guide implementation of the program, as well as ongoing monitoring of program usage and periodic review of metrics to fine-tune and continue to tailor the program to the partner's needs.
  - Implementation will include a needs-assessment of the organization's population, including use/application of a survey tool to determine the health literacy materials needed by this population.
  - The needs assessment will also incorporate what the organization has learned about its target population's health education needs. (E.g., based on claims history or other sources available to the organization.)

## Videos

Easy-to-understand videos with simple, clear messages to better engage patients in their health, and connect them to the books and other materials

Viewable on a smartphone, tablet, or computer

### Overview Videos

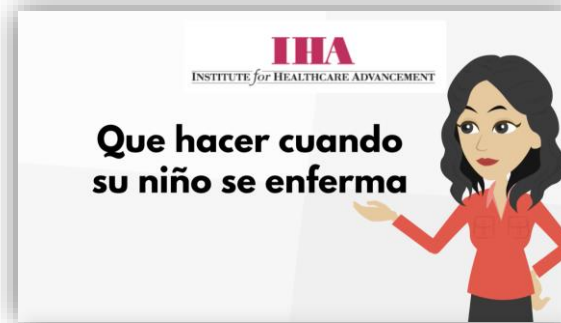


1. Summary/Engagement videos to give users an overview of each program and the value to them of using it

English



Spanish



### Key Topic Videos

2. Health literacy support videos to help users learn about key topics and direct them to the guides/books for further information about the topics



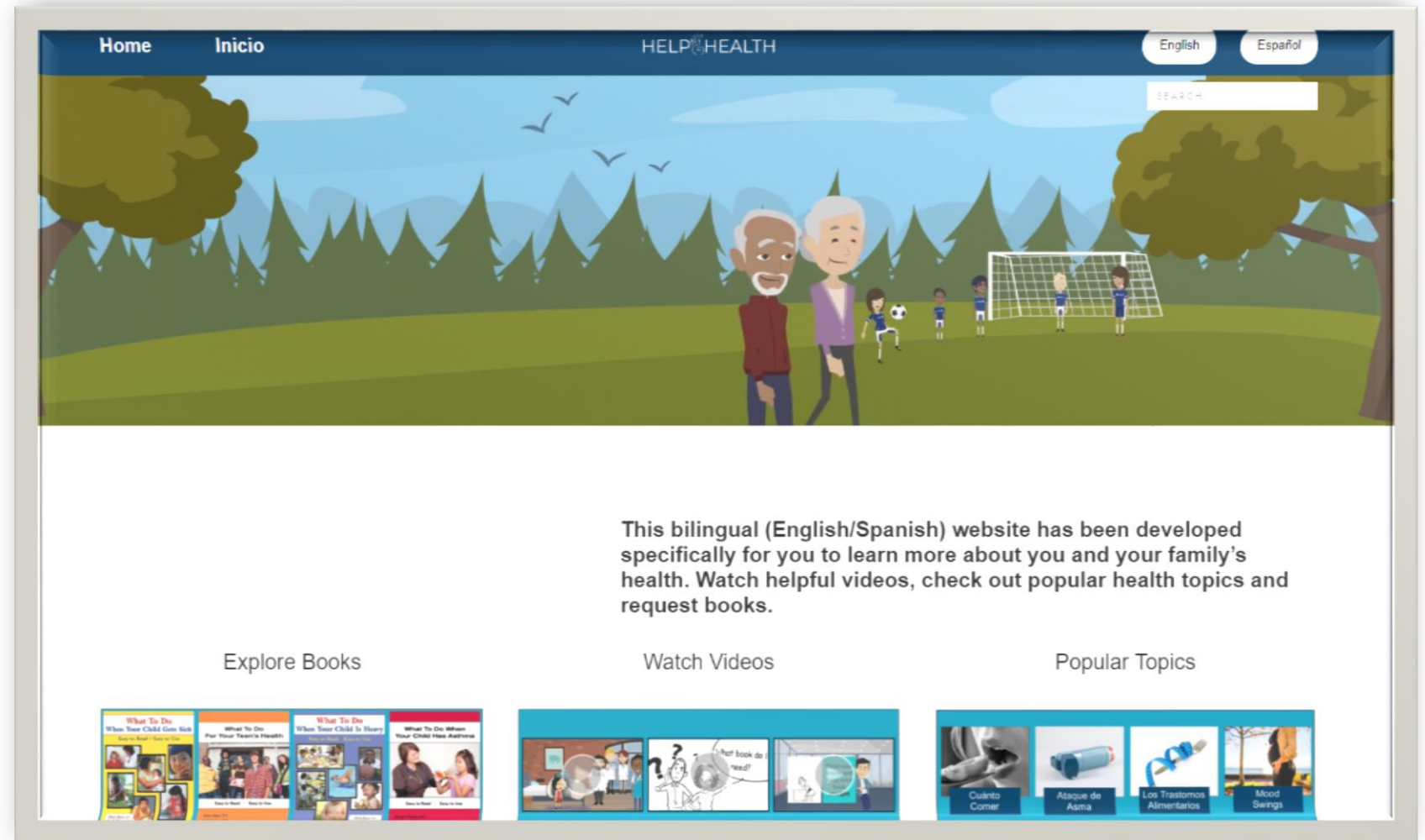
## Health Education and Literacy Materials

### Examples:

- Guides/books on each topic, with mini-publications on special chapters of importance, or highly prevalent issues, such as diabetes
- Podcasts (audio) about selected topics, to reinforce the learnings and further support topic-specific health literacy. For example, these short, easy-to-use podcasts briefly describe how to prevent back pain:
- A website or microsite containing all the videos, podcasts and selected printed materials designed to develop and enhance health literacy and a basic understanding and comfort with the topic, to encourage patients to become active and informed participants in their own care, and the care of their family members

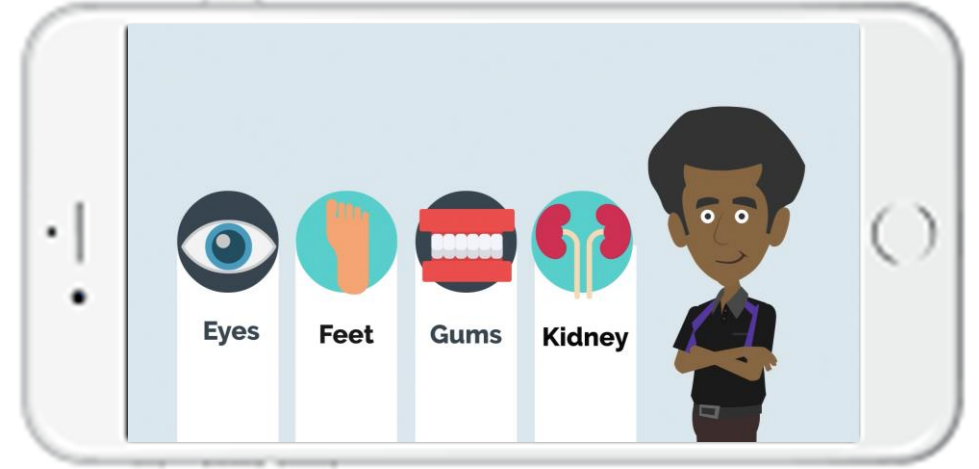
<https://ihabetterhealth.org/english/>

We can customize the Website (in both English and Spanish) with Partner Organization's Logo and other information



Videos are optimized for mobile devices

Example: Type 2 Diabetes



Example: Managing Back Pain

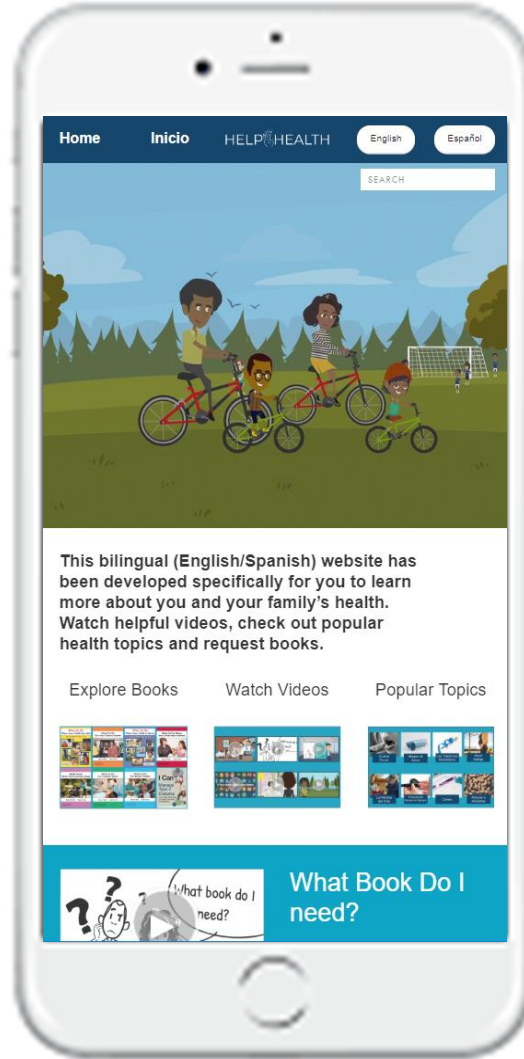


# Device-responsive Website

Offers videos, slide shows and other materials

<https://ihabetterhealth.org>

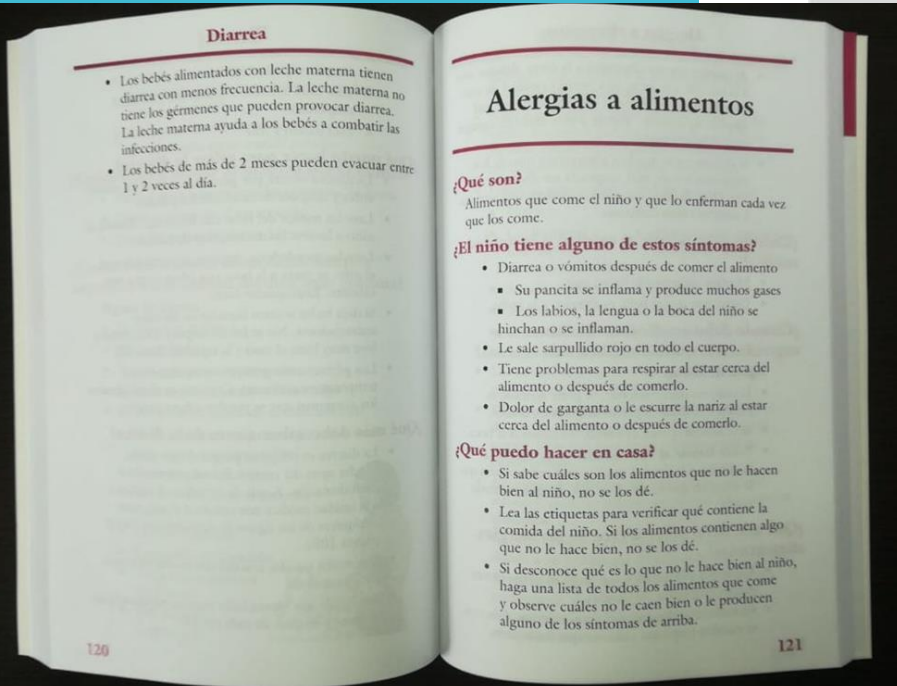
Home Page



## Case Example: An Innovative Program in Mexico to Improve Health Literacy at ISSEMyM

- ISSEMyM is the Institute for Social Security for the State of Mexico and its Municipalities, covering a population of some 3 million people
- Each year there are 7,500 to 8,000 births at their Maternal and Child Hospital
- We adapted our book **“What to do When Your Child is Sick”** to adhere to Mexican regulations, NOM’s (Norma Oficial Mexicana), cultural values and institutional policies.
- We are serving approximately 60,000 ISSEMyM members and dependents (average family size of 4) with 15,000 “Sick Child” books developed and delivered in 2018.
- ISSEMyM expects an improvement in staff training on health literacy, as well as in parent/member/patient awareness and engagement, empowering parents to better understand their children’s symptoms and when there is a need for treatment at home vs. non-urgent clinic visit vs emergency care
- Data is being gathered in 2019

# Case Example: Sick Child Book, Branded for Mexico



## Mi hijo está enfermo, ¿Qué debo hacer?

Hay mucho que puede hacer para su hijo en casa. Finalmente, un libro que es fácil de leer y fácil de usar, escrito por dos enfermeras conocedoras de la salud de los niños. Este libro encontrará:

- Qué observar cuando su hijo se enferma
- Cuándo llamar al doctor
- Cómo tomarle la temperatura
- Qué hacer cuando a su hijo le da gripe
- Cómo curar cortadas y raspaduras
- Qué comida prepararle a su hijo cuando se enferma
- Cómo atender infecciones
- Cómo prevenir accidentes en casa
- Qué hacer en casos de emergencia

www.isssemym.gob.mx  
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## Outreach and Engagement Materials –

Pre-written for the  
partner organization

- Pre-written materials for Providers and Health Plans to effectively reach out to their employees, and members or patients to make them aware of the availability of the program, and encourage them to access it.
- If appropriate, IHA will recommend incentives that the organization should provide to encourage active utilization of the program.
- The pre-written materials may include program announcements, reminders to utilize the various elements of the program, success stories/testimonials, newsletter articles, etc.

Engagement in Health Literacy is an ongoing and iterative process – leading to increasing success

