# Interactive Health Literacy Discussion
# March 18, 2020

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# 3 Aims of Interactive Health Literacy Discussion

1. Review Ten Attributes of a Health Literate Organization

2. Discuss URM Health Literacy Initiative and Our Accomplishments

3. Discuss The Future Direction of the URM Health Literacy Initiative and how you may be involved in our efforts.
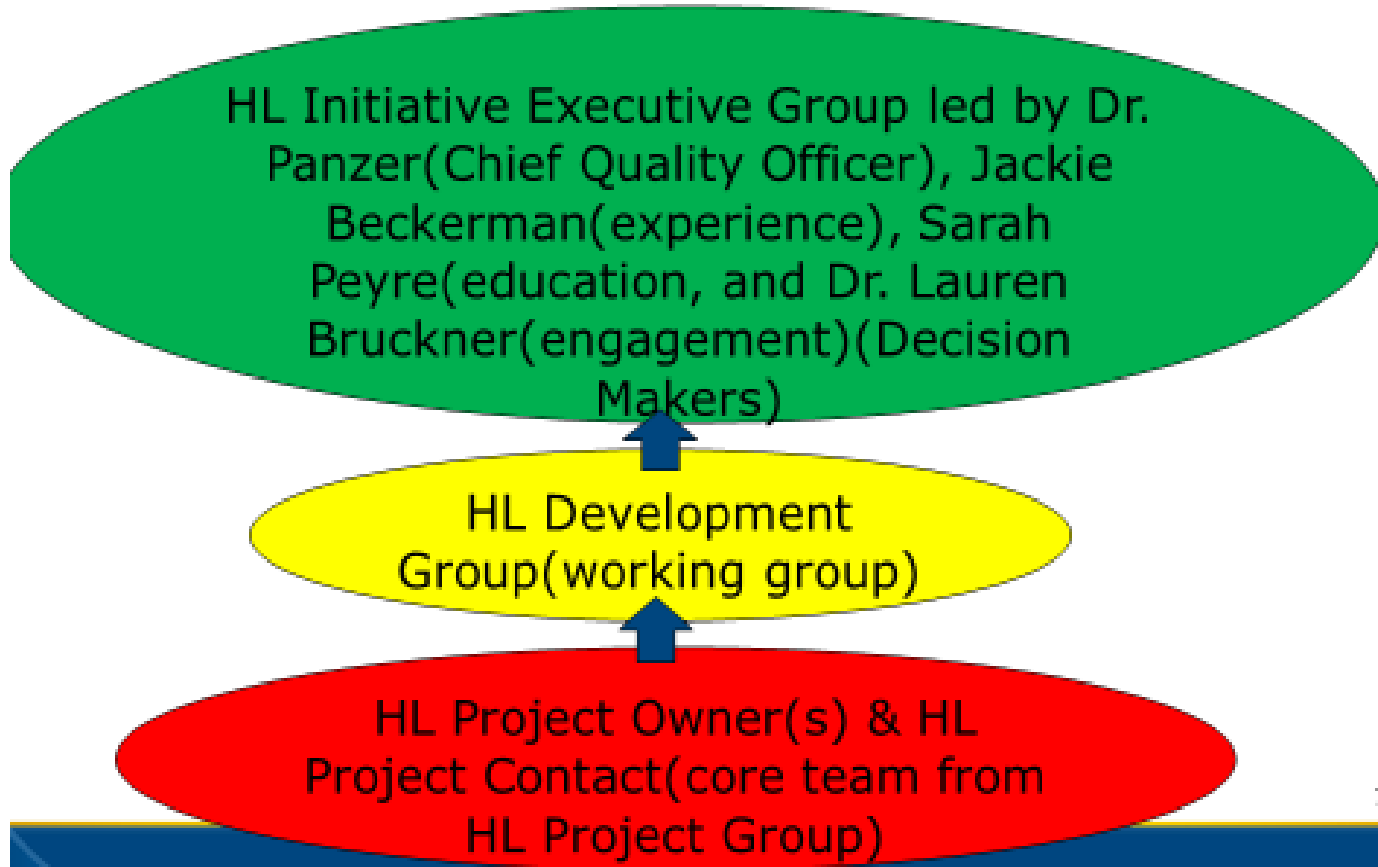
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# 10 Attributes



Brach C, Keller D, Hernandez LM, et al. *Ten Attributes of Health Literate Health Care Organizations*. Washington, DC: National Academy of Sciences, 2012.

1. Leadership Promotes
2. Plans, Evaluates, and Improves
3. Prepares Workforce
4. Includes Consumers
5. Meets Needs of All
6. Communicates Effectively
7. Ensures Easy Access
8. Designs Easy to Use Materials
9. Targets High Risk
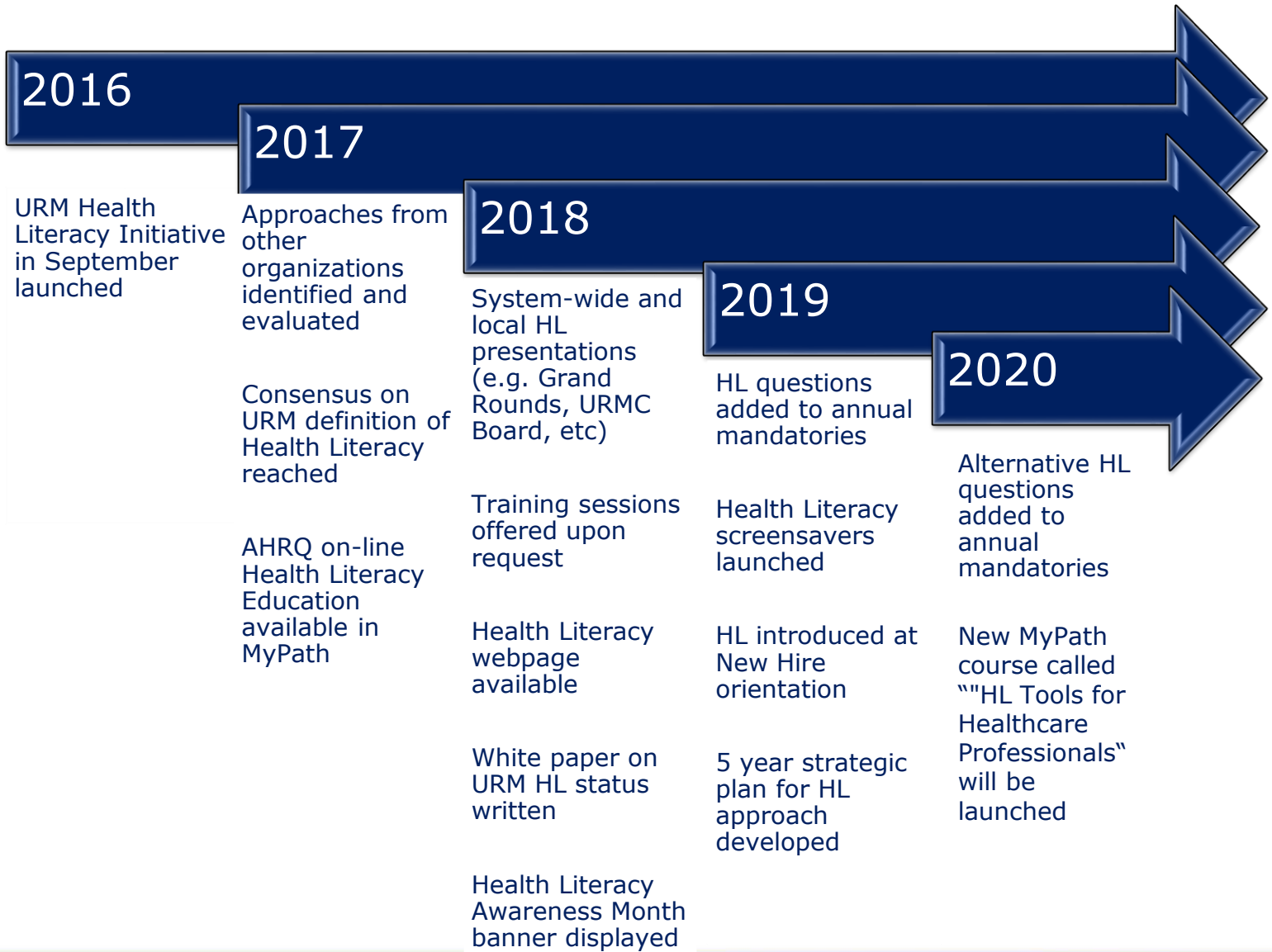10. Explains Coverage and Cost

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# NEW! URM HL Initiative Structure

HL Initiative Executive Group led by Dr. Panzer(Chief Quality Officer), Jackie Beckerman(experience), Sarah Peyre(education, and Dr. Lauren Bruckner(engagement)(Decision Makers)

HL Development Group(working group)

HL Project Owner(s) & HL Project Contact(core team from HL Project Group)

7

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# URM Health Literacy Effort Timeline

**2016**

**2017**

**2018**

**2019**

**2020**

URM Health Literacy Initiative in September launched

Approaches from other organizations identified and evaluated

Consensus on URM definition of Health Literacy reached

AHRQ on-line Health Literacy Education available in MyPath

System-wide and local HL presentations (e.g. Grand Rounds, URMC Board, etc)

Training sessions offered upon request

Health Literacy webpage available

White paper on URM HL status written

Health Literacy Awareness Month banner displayed

HL questions added to annual mandatories

Health Literacy screensavers launched

HL introduced at New Hire orientation

5 year strategic plan for HL approach developed

Alternative HL questions added to annual mandatories

New MyPath course called ""HL Tools for Healthcare Professionals" will be launched

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| Advocacy | Innovation | Curricula Development | FY 2020 Management Goal Alignment |
|---|---|---|---|
| 8 new health literacy related slides will run on inpatient screensavers over the course of the year. | # of HL related pilot projects completed. | # of providers and staff who participate in basic HL education in MyPath | By July 1st 2020, health literacy education will contribute to increasing Publicly Reported Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Transitions in Care scores on the Adult Services from 55.3% to 58%. |
| # of total meeting appearances. | # of areas identified as working on HL related projects. | # of providers and staff who participate in Teach back training | By July 1st 2020, health literacy education will contribute to improvement on the URMFG CG CAHPS Doctor Communication from 91.5% to 94.0%. |
| | | # of providers and staff who participate in Ask Me 3 Education | By July 1st 2020, health literacy education will contribute to decreasing Adult Hospital Wide 30 day readmissions rates from 12.54% to 11.07%. |
| | | # of new hires exposed to HL education in orientation. | |
| | | Total # of HL Champions with HL role/responsibilities | |
| | | # of providers and staff who participate in plain language education.(Miner) | |

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# UR Medicine HL Definition

Health literacy is the degree to which individuals can obtain, process, understand, and communicate about health-related information needed to make informed health decisions.

(Source: Health literacy: what is it? Berkman ND, Davis TC, McCormack L. J Health Comm. 2010.)

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# What are your HL experiences/projects and concerns/challenges?

# October is Health Literacy Awareness Month!

**9 out of 10** Adults have difficulty using **HEALTH INFORMATION** that is routinely available.
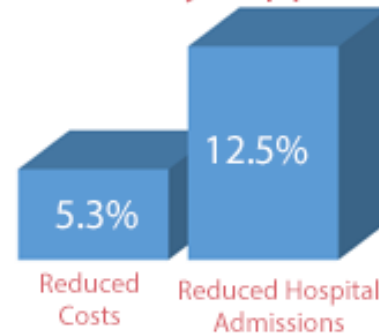
Annual Healthcare Costs

4x higher

Low Literacy    High Literacy
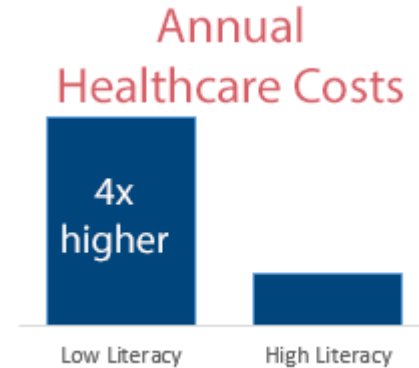
*Did you know?*

Proficient Health Literacy Skills

12%
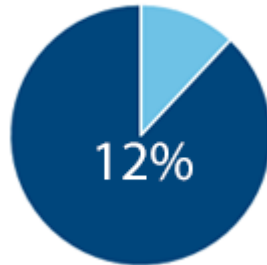
English speaking adults in the U.S.

Patients with Health Literacy Support

5.3% Reduced Costs

12.5% Reduced Hospital Admissions

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# October is Health Literacy Awareness Month!

**Our Pledge**

Clear

Useful

Understandable

**Plain Language**

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# October is Health Literacy Awareness Month!

# Review HL Page on Quality & Safety Intranet Site
# Vanity url--healthliteracy.urmc.edu

# October is Health Literacy Awareness Month!

## What is Teach Back?

"I want to make sure we are on the same page. Can you tell me…"

"Can you show me how you would use your inhaler at home?"

"I want to make sure I explained things clearly. Can you explain to me…"

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# Health Literacy Tools for Healthcare Professionals

This course offers participants the opportunity to learn the health literacy tools: Teach Back, Ask Me 3, and Plain Language.

Practical skills will be shared so that learners feel comfortable in bringing these skills back to their work environments.
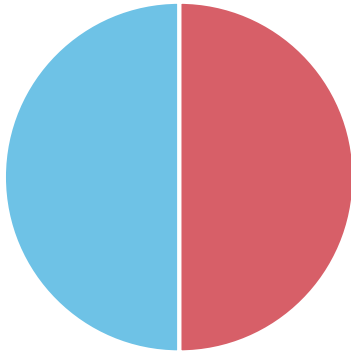
# Course Video

https://360.articulate.com/review/content/7829280c-97d5-4963-b1b4-ed038bae7d1b/review

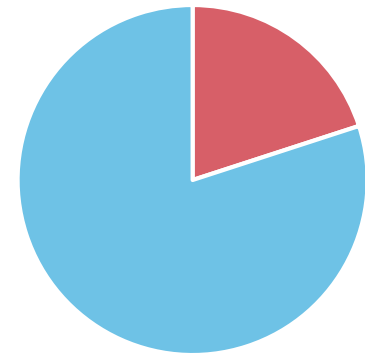# What are your HL experiences/projects and concerns/challenges?

# October is Health Literacy Awareness Month!

## Why is it important?

50/50 chance
That what is remembered is correct

Up to 80%
Of information shared in a primary care visit is *immediately forgotten by patients*

# The Future....

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# Identified September HL Issues

| Issue | Attribute | Owner |
|---|---|---|
| Maintain HL Awareness including consistent, adaptable presentation | 3 Prepare the workforce, 5 Meets Needs of All | |
| Empower pts, employees &, their families | 3, 4 Include Consumers, 5 Meets Needs of All, 7 Ensure Easy Access, 9 Targets High Risk, & 10 Explains Coverage & Costs | |
| HL-related My Chart Enhancements | 4, 5, 7, & 9 Targets High Risk | |
| Pt Representatives for URM HL Initiative | 4, 5, & 9 | |
| Integrate HL Efforts into Enhanced Care Coordination(ECC) Efforts | 3, 4, 5, 7, 9, & 10 | |

# Unity Point Health Areas of Health Literacy Improvement

A good rule of thumb is to start where you can begin to build a pattern of early success.

Where do we start?.....

- Engaging leadership

- Preparing the workforce

- The care environment

- Involving populations served

-  Verbal communication

- Reader-friendly materials

# The Unity Point Health Process

1. Form a Team

2. Start with a Chapter

    Why? **Why do you need to address health literacy issues in this area?**

    **Why is it important?**

    What? **What would success in this area look like?**

    **What are the target outcomes?**

    How? **What tools, resources, and actions will you use to reach the target outcomes?**

3. Make Change Last-**Small Test of Change(PDSA)**

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# What are your HL experiences/projects and concerns/challenges?

**3 Ways You Can Support Our Health Literacy Initiative**

**1.Browse the resources on the <u>Health Literacy Initiative intranet site</u>**
Take a look at available resources, view past <u>presentations and training materials</u>, and get a refresher on helpful <u>health literacy tactics</u>. Also, take a look at recent projects, including an effort from the team on Wilmot Cancer Center's fifth floor unit that resulted in a <u>patient-centered discharge preparation checklist</u> to improve patient readiness prior to leaving the hospital.

**2.Recognize a current health literacy project**
Have a project worth sharing? Read the initiative's <u>introductory letter</u> and <u>complete this survey</u>.

**3.Contact the team with questions, concerns or ideas**
To get in touch with the team, reach out to Janice Schrack <u>via email</u> or phone at (585) 276-6856, or <u>complete this survey</u>.

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