

Cross-Functional Community Team Produces Health Literacy Materials to Improve Patient Compliance

Healthcare organizations coming together in a visionary spirit of cooperation for a coordinated, community-wide quality improvement project utilizing ISO-9001 principles



Working Together for Patient Safety.

**Partnerships in Implementing
Patient Safety RFA: RFA-HS-05-012
Grant No: U18 HS15830-01**



A partnership uniting Physicians' Clinic of Iowa, St. Luke's Hospital, Mercy Medical Center, United Heart Associates, Cardiologists P.C., and Kirkwood Community College.

Supported by Wellmark Blue Cross and Blue Shield of Iowa, the Wellmark Foundation, the Delta Group, Rockwell Collins, and the Iowa Quality Center.

Vision:

To create a community model
of care delivery and patient
safety using ISO 9001
principles as a quality
framework for cooperation

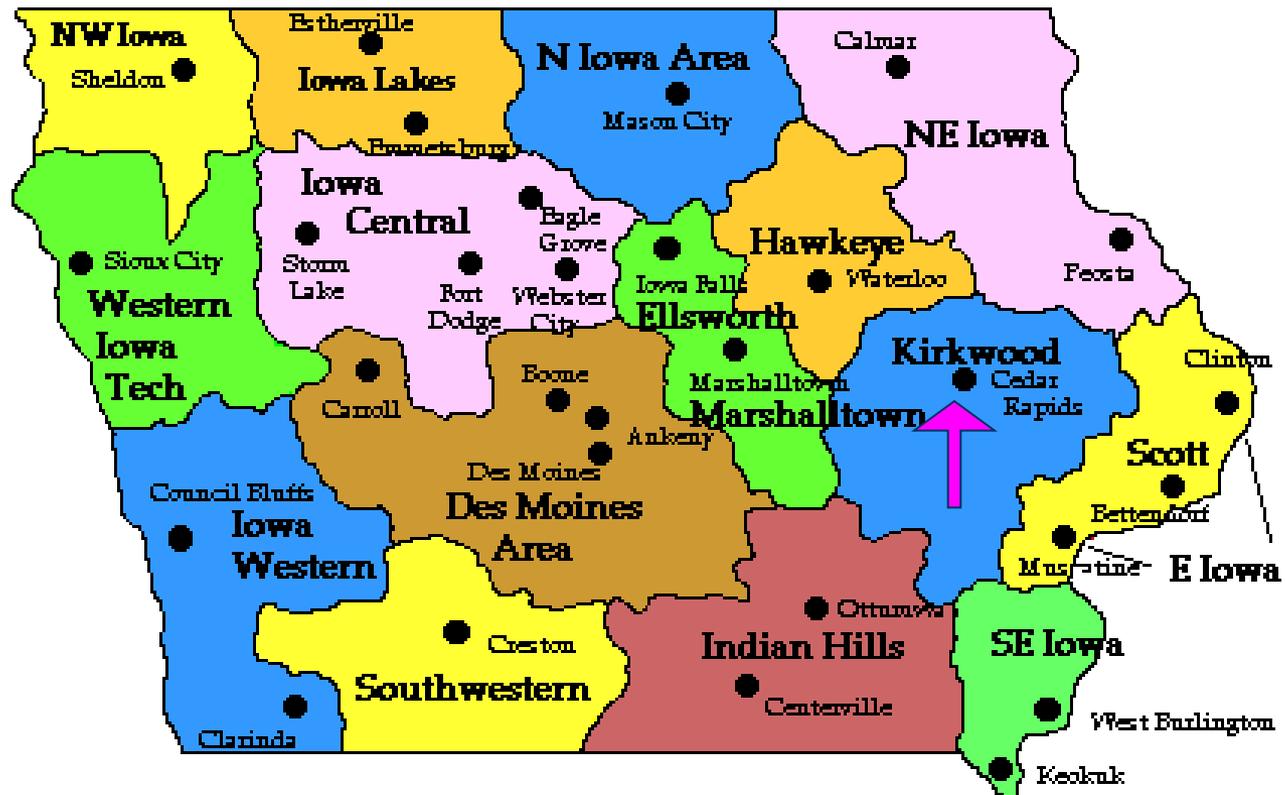


Immediate Objective:

The project partners have established a community anticoagulation therapy clinic (CAT Clinic) to facilitate management of patients on warfarin and to promote the continual improvement of healthcare within our community



Cedar Rapids, Iowa



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What is Health Literacy?

Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions

Health Literacy: A Prescription to End Confusion,
Institute of Medicine, 2004

Health Literacy: The Newest Vital Sign

- Literacy is the single best predictor of health status
- It is a stronger predictor than age, income, employment status, education level, or racial and ethnic group

Baker DW, et al. *Am J Public Health*, 2002

Schillinger, et al. *JAMA*, 2002

- Low Health Literacy Impacts a Patient's Ability to Fully Engage in the Healthcare System

Williams MV, Parker RM, Baker DW, et al. *JAMA*, 1995

Cost of Health Literacy

- \$73,000,000,000 estimated healthcare expenditures due to low health literacy
- \$30,000,000,000 for functionally literate population
- \$43,000,000,000 for marginally literate population
- 39% paid by Medicare; mainly via FICA taxes on workers

National Academy on an Aging Society, 1998 figures

Outcome

Create patient education materials to be distributed and used by CAT Clinic staff and providers that will promote compliance and a culture that incorporates teaching with health literacy concepts



- Problems addressed: patient safety, compliance and health literacy
- End product: educational materials that can be used by any healthcare providers

Information Studied to Determine Design Needs



- Patient survey of clients using warfarin
- Review of current materials being used
- Process mapping in the practice settings conducted by Rockwell Collins engineers
- Health Literacy workshop
- Literature review

Considerations in Product Design



- Cognitive and physical needs of patients
- Evidence-based content
- Health literacy recommendations
- Principles of adult learning
- Cost-efficiency

Additional Considerations in Product Design



Principles of ISO 9001

- Internal audit
- User review
- Hospital involvement:
establish product ownership

Process of Design/Work Plan

- Nursing educators re-designed educational materials using current health literacy concepts
- Tested reading level; graphics added
- Two cross-functional review teams:
 - Provider partners
 - Control group from local community senior center
- Area Health Literacy Team formed
 - Maintenance of partner linkages





Health Literacy Websites

- www.amafoundation.org
- www.nifl.gov (NALS data)
- www.une.edu/hlit
- www.pfizerhealthliteracy.com
- www.clearlanguagegroup.com
- www.AskMe3.org
- www.hsph.harvard.edu/healthliteracy
- www.healthliteracy.com
- www.nap.edu/catalog/10883.html (IOM Report)

Broad Aspects of Educational Design...

- Safety information
- Cost-effective
- Promote “self-managed” patient compliance
- Support joint development and review of patient education materials
- Principles of ISO 9001

Features of Educational Product...

- Utilization of current health literacy standards
- Evidence-based content
- Ease of usage: form-fillable, easily inserted appointment cards
- Customizable for the patient condition
- Portable 3-ring binder

Education Deliverables

- 3 ring binder containing health literate patient education materials
- Health Literacy workshop
- DVD of Health Literacy workshop and video on health literacy distributed to partners

ISO 9001 Principles in Action

- Feedback and continuous quality improvement
- Controlled document format of educational materials
- Repetition of the educational message to patients across community
- Bottom-up approach utilizing target audience input
 - Health provider review
 - Hands-on users
- Audit process





Lessons Learned...

- Burden of care increasingly lies with patients/families
- User input essential
- Track assessment of understanding of materials in a continuous feedback loop
- Community review of materials takes time and coordination
- Community review resulted in shared meaning, new possibilities and authentic collaboration



More Lessons Learned...

- Build relationships and “buy-in” on the process
- Explain that materials are from nationally recognized sources
- Wide-range of interest in health literacy
- Culture of cooperation needs to be valued, versus a system where groups desire to have recognition
- On-going ISO training builds relationships

Metrics to Measure the Effectiveness of Patient Education Intervention Strategy

- Baseline INRs, review of quarterly INRs
- Clinic intake history, which includes compliance assessment
- Clinic pre- and post-test to measure effectiveness of education
- Complications requiring or not requiring hospitalization





And Finally... Dissemination

Potential methods:

- CAT Clinic website
- Local organizations
 - Community Hospitals
 - Linn County Medical Society
- State organizations
 - Iowa Healthcare Collaborative
 - Wellmark Blue Cross Blue Shield and Foundation

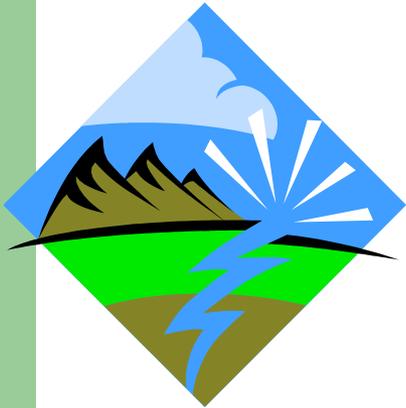


Essential Elements to Create Partnerships Across a Competitive Healthcare System

- Focus on a patient-centered provider team approach
- Need a strong “change agent”
- Essential to build and strengthen linkages across the community healthcare system
- Community bridge-building achieved via participation in development, understanding and long-term use of materials



A Paradigm Shift. . .



- Changes in healthcare and increasing costs impact the entire community
- To facilitate a culture of change, develop dynamic partnerships
- Incorporate health literacy into health curricula & areas of competence
- In-depth focus on one issue
- Utilize nationally accepted standards and guidelines to guide the project



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