

# **American College of Physicians Foundation Health Literacy Presentation**

**to**

## **National Coordinating Council for Medication Error Reporting and Prevention**

**June 9, 2009**

# ACP Demographics

- **Largest medical specialty society with over 126,000 members, including Hospitalists**
- **Second-largest physician group in the U.S.**
- **97% spend time in direct patient care**
- **55% identify general internal medicine as their principal specialty**
- **67% see at least some sub-specialty patients**
- **Almost 50% of ACP member practices are in small practices of 5 or fewer physicians**

# Patients Are Confused

- Nearly half of all American adults- 90 million people- have difficulty understanding and acting on health information \*
- Inadequate health literacy results in an estimated cost to the US economy in the range of \$106 - \$236 billion annually\*

\* Source: Institute of Medicine, 2004

\*Source: University of Connecticut- School of Business, 2007



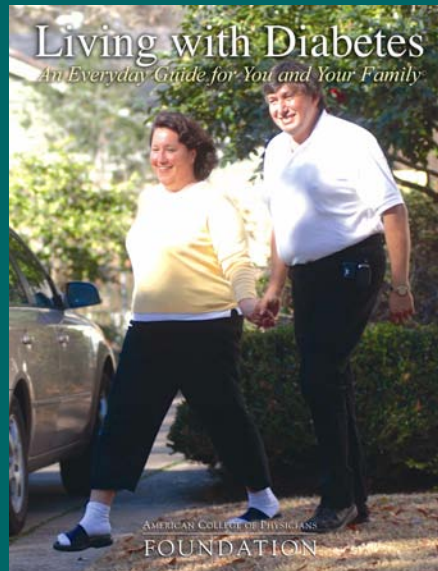
# **Patient Education and Medication labels are often NOT.....**

## **Easy to read**

- **Easy to understand**
- **Easy to act on**
- **Organized from patient's perspective**
- **Focused on behavior**
- **Developed with patients and providers**

# ACP Foundation Makes a Difference

- ACP Foundation creates innovative and culturally appropriate materials for patients



# ACP Foundation Medication Labeling Project

- In 2004, the medication labeling project examined labels through the eyes of health literacy
- Project goal was for ACPF to act as a catalyst for the reform of medication labels
- Commissioned two white papers, one is published in the IOM Health Literacy Roundtable Workshop Summary
- Convened an expert advisory board, USP was a member of the board
- Convened stakeholder meetings in 2005 and with the IOM in 2007 to present finding and determine next steps

# **ACP Foundation Medication Labeling Project**

**Progress has been made since 2004**

- **AHRQ issued two RO1's to create patient tested standardized labels**
- **California passed a standardized labeling bill in 2007**
- **FDA is taking another look at OTC labels**
- **USP created the Health Literacy and Prescription Container Labeling Advisory Panel**
- **CDC convened a stakeholder meeting to address OTC labels**
- **National Consumer League convened a stakeholder meeting to address medication adherence and will launch a national awareness campaign in 2010**

# ACP Foundation Medication Labeling Project

But....much more remains to be done

- **State Boards of Pharmacies must address standardized labels and warning labels**
- **Congress must enact laws directing language on medication labels and package inserts to be patient-centered, health literate and culturally appropriate**
- **Prescribers must inform patients of what they need to know and do to properly and safely take their medications**
- **Patients must become partners in managing their health, including obtaining knowledge about what they need to know and do to properly and safely take their medications**



# Materials are created in English and Spanish and available electronically

## HEALTH TIPS WHAT YOU CAN DO

### Hipertensión

Hipertensión es presión arterial alta. Si no se trata puede conducir a un ataque al corazón, derrame cerebral y enfermedad del riñón.

- Aprenda a tomarse su presión arterial.
- Anote en una libreta los resultados de su presión arterial todos los días y discútalo con su médico.
- Hable con su médico para fijar una meta para su presión arterial.
- Haga un plan para alcanzar esa meta.
- Tome su medicamento para la presión arterial con regularidad.
- Mi presión arterial \_\_\_\_\_

Producción gracias al apoyo de Novartis Pharmaceutical Corporation

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## HEALTH TIPS WHAT YOU CAN DO

### Hipertensión

Hipertensión es presión arterial alta. Si no se trata puede conducir a un ataque al corazón, derrame cerebral y enfermedad del riñón.

**Pregúntele a su médico** sobre su dieta incluyendo la sal, las grasas y el alcohol. Coma más frutas y vegetales.

**Pregúntele a su médico** sobre el ejercicio.

**Pregúntele a su médico** sobre su peso saludable.

Encuentre tiempo para relajarse todos los días. Haga citas regulares con su médico y realícelas.

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## HEALTH TIPS WHAT YOU CAN DO

### Hipertensión

Hypertension is high blood pressure. If not treated, it can lead to heart attack, stroke and kidney disease.

- Learn how to take your own blood pressure.
- Write down your blood pressure daily in a notebook to discuss with your doctor.
- Work with your doctor to set a blood pressure goal.
- Work out a plan to achieve that goal.
- Take your blood pressure medicine regularly.
- My blood pressure \_\_\_\_\_

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## HEALTH TIPS WHAT YOU CAN DO

### Hipertensión

Hypertension is high blood pressure. If not treated, it can lead to heart attack, stroke and kidney disease.

**Ask Your Doctor** about your diet including salt, fat and alcohol. Eat more fruits and vegetables.

**Ask Your Doctor** about exercise.

**Ask Your Doctor** about a healthy weight for you.

Find time to relax every day. Make regular appointments with your doctor, and keep them.

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## HEALTH TIPS WHAT YOU CAN DO

### Hipertensión

Hypertension is high blood pressure. If not treated, it can lead to heart attack, stroke and kidney disease.

**Before you begin your high blood pressure medicine, ask your doctor or pharmacist these questions:**

- Should I take my medicine with or without food?
- Are there any foods or drinks I should not have while taking my medicine?
- Can I take my blood pressure medicine with other medicines?
- If I forget to take my medicine, what should I do?
- If there are warning labels on the medicine bottle, what do they mean?
- What are the side effects?


For more information, go to [www.MedlinePlus.gov](http://www.MedlinePlus.gov) and search for "Hypertension."

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**Ask your doctor** about your diet including salt, fat and alcohol.


■ Eat more fruits and vegetables.

**Ask your doctor** about exercise.


**Ask your doctor** about a healthy weight for you.

■ Find time to relax every day.

■ Make regular appointments with your doctor, and keep them.



Spend time relaxing.



Ask your doctor about your medicines.

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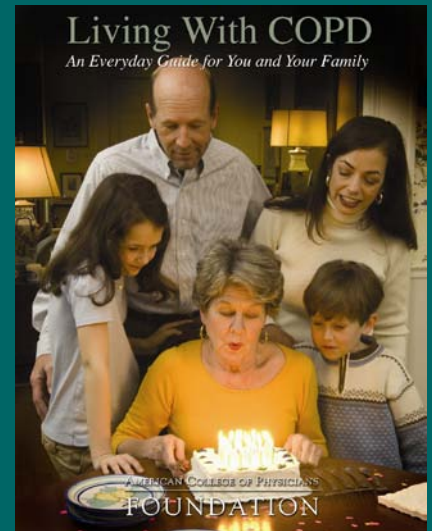
- How many times a day should I take my medicine? \_\_\_\_\_
- What times of the day should I take my medicine? \_\_\_\_\_
- How long should I take my medicine? \_\_\_\_\_
- Should I take my medicine with or without food? \_\_\_\_\_
- Are there any foods or drinks I should not have while taking my medicine? \_\_\_\_\_
- Can I take my blood pressure medicine with other medicines? \_\_\_\_\_
- If I forget to take my medicine, what should I do? \_\_\_\_\_
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# Patient-Centered Process

- Review existing patient education materials
- Conduct multiple focus groups in public and private sectors with....
  - patients
  - providers (physicians, health educators, nurses, pharmacists, and dieticians)
- Test materials and tools with patients, providers and health literacy experts
- Continually survey users – both providers and patients – for feedback





# ACP Foundation Materials

- Voice of the patient
- Practical information people can use
- Affirming and motivating messages about living better
- Focus on the patient and not the disease
- Pictures tell the story
- We capture people in their everyday lives

# Clinician Response to the Diabetes Guide

- 97% believe those who use the Guide are managing their diabetes better than before they were given the Guide.
- 93% believe using the Guide saves time explaining how to manage diabetes.
- 88% stated that the guide changed the way they presented information to patients.
- 76% have referred the guide to other health professionals.
- 61% of those using the guide are following up with their patients to check their progress.

# Clinician Response to HEALTH TiPS

- 98% thought that their patients appreciated HEALTH TiPS.
- 96% thought that HEALTH TiPS helped patients better manage their health.
- 96 % found HEALTH TiPS improved communication with their patients about their condition.
- 89% indicated that they would personally be handing the HEALTH TiPS to their patients.
- 81% thought that HEALTH TiPS saved them time explaining health issues with their patients.
- 25% of the respondents stated their patients referred to a HEALTH TiPS in a subsequent visit.

# ACP Foundation Improves Health Outcomes by....

- Improving patient health literacy
- Improving patient self-management of chronic disease
- Improving adherence to treatments
- Improving physician understanding of health literacy challenges

