From Understanding to Action
An overview of the connection between health literacy, patient engagement, and adherence

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Disclosure
I, Doug Seubert, do not have any relevant financial interest or other relationship(s) with a commercial entity producing health care related product and/or services.

Learning Objectives
- Define health literacy, adherence, engagement, and activation.
- Identify points in care delivery where strategies can be implemented to improve health literacy, activation, and adherence.
- Discuss changes in health care delivery, the changing role of the patient, and the increased demands and expectations for adherence.

Learning Objectives
- Identify key issues/concerns regarding adherence and their impact on health outcomes and cost.
- Review strategies designed to improve health literacy, patient activation, and adherence.

Definitions
- Health Literacy
  The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.
  National Institutes of Health

- Adherence
- Engagement
- Activation

Definitions
- Health Literacy
- Adherence
- Engagement
- Activation

Allows the public and personnel working in all health-related contexts to find, understand, evaluate, communicate, and use information.

The use of a wide range of skills that improve the ability of people to act on information in order to live healthier lives.
Definitions

- Health Literacy
- Adherence
- Engagement
- Activation

These skills include reading, writing, listening, speaking, numeracy, and critical analysis, as well as communication and interaction skills.

Calgary Charter on Health Literacy

Definitions

- Health Literacy
- Adherence
- Engagement
- Activation

The extent to which a person's behavior, taking medication, following a diet, and/or executing lifestyle changes, corresponds with agreed recommendations from a health care provider.

World Health Organization

Definitions

- Health Literacy
- Adherence
- Engagement
- Activation

Actions individuals must take to obtain the greatest benefit from the health care services available to them.

Center for Advancing Health

Definitions

- Health Literacy
- Adherence
- Engagement
- Activation

Having the knowledge, skill and confidence to take on the role of managing your health and health care.

Judith Hibbard, Ph.D.

Those with Low Health Literacy:

- are more likely to delay seeking care
- are less likely to obtain preventive health services
- are more likely to utilize emergency care
- are twice as likely to be hospitalized and remain in the hospital more days per each admission
- are less likely to ask questions
- are less likely to adhere to treatment
- are more likely to make medication errors

Those with Low Activation:

- are more likely to delay seeking care
- have lower levels of preventive health behaviors
- are less likely to ask questions
- are less likely to adhere to treatment
- are less likely to engage in self-management of health conditions
- are less likely to report that they set goals or were taught how to self-monitor their condition
- get less support in managing their health
Health Literacy and Activation

Research suggests activation may help compensate for lower health literacy skills.

(Judith Hibbard et al.)

The Cycle Of Crisis Care

- Health Literacy
- Adherence
- Engagement
- Activation

Chronic Disease Management

- Patient Diagnosed
  - confusion, denial, anxiety, depression, fear
- Medication
  - confusion, anxiety, fear, mistrust, apathy, lack of connection, cost, access
- Lifestyle Changes
  - confusion, anxiety, fear, resistance to change, apathy, motivation, lack of connection, cost, access

Changing Health Care

- Patient Centered Medical Home
  - Coordinated care within a practice, shared decision making, improved access and communication
- Accountable Care Organizations
  - Coordinated care within a health system, accountable for the overall cost and quality as measured by patient population health
- Meaningful Use
  - EHR, visit summary, patient portal, education, support

Adherence and Outcomes

- Approximately 125,000 deaths annually are attributed to nonadherence.
- Up to 11% of hospital admissions and 40% of nursing home admissions can be attributed to lack of adherence with medication therapy.

Adherence and Outcomes

- Medication nonadherence is involved in an estimated 30 to 50% of cases in which medications do not produce their therapeutic goals, thereby reducing treatment benefits.


More than 28% of surgeries are cancelled because patients did not follow pre-procedure instructions.

(American Society of Anesthesiologists)

Adherence and Outcomes

- More than 50% of people with chronic diseases don't follow lifestyle modification recommendations.

(Case Management Society of America)

- Patient adherence with chronic medications averages only 50%.

(Cochrane Database of Systematic Review)

Medication Adherence

About 50% of any given patient population continues taking their medication.

Of these, about 22% take less medication than is prescribed.

- 100% Rx Prescribed
- 88% Rx Filled
- 76% Rx Taken
- 47% Rx Continued

Case Management Society of America

Bad Economy Lowers Adherence

- The most common actions to save money on medications:
  - skipped filling a prescription (38% among those younger than 65 without drug coverage)
  - taken an expired medication (12%)
  - skipped a scheduled dosage (12%)
  - cut prescribed pills in half (8%)
  - shared a prescription with someone else (4%)

(Consumer Reports)

Literacy and Adherence

“Take two tablets by mouth twice daily”

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<th>Stated correctly</th>
<th>Demonstrated correctly</th>
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How Much Medicine?

Children 2 months to 6 years old should be given 80 to 90 mg of amoxicillin per kilogram of body weight per day, divided into two or three doses and taken for 10 days. For instance, if a 2-year-old child weighs 25 pounds, that is about 11 kg. A dose of 80 mg per kilogram per day means the total dosage per day is 880 mg. Divide the total dose into two equal doses of 440 mg each or three equal doses of 293 mg each. For children older than 6 years, treat ear infections with 80 to 90 mg per kilogram per day divided into three doses taken for five or seven days, or up to 10 days if the infection is severe, as recommended by a doctor.

Improving Adherence

- Health Literacy
  - Plain Language
  - Teach Back
  - Ask Me 3 and “Questions Are the Answer”
  - AHRQ Universal Precautions Toolkit
  - Medication Review and Reminders

- Cultural Competency
  - Attitudes, preferences, behaviors and actions are shaped by culture.
  - Guidelines for improving patient adherence must be tailored to the cultural backgrounds and preferences of individual patients.
Improving Adherence

- Motivational Interviewing
  - A collaborative method that elicits someone’s own motivation or reasons for changing behavior
  - Modify unrealistic treatment expectations
  - Resolve ambivalence
  - Enhance self-efficacy

Patient Engagement and Activation

- Patients who feel that their physicians communicate well with them and actively encourage them to be involved in their own care tend to be more motivated to adhere.
- When physicians and patients agree on how involved patients should be in their care, adherence is improved.

Customized Education & Health Coaching

- Based on patient preferences
- Health literacy and culturally appropriate
- Tailored to the level of activation
- Shared decision making and goal setting
- Barriers are identified, addressed, resolved or negotiated
- Backed up with support

Contact Information

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Health Literacy, Engagement, Patient Activation and Adherence

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