

Webinar Series



Health Literacy
Solutions Center





Becoming a Health Literate Organization – A journey Webinar Title

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Welcome to the Webinar

- **All attendees will be muted** during the webinar
 - **Ask questions** using the Question & Answer (Q&A) feature
 - **Use the chat** for comments and discussions related to the webinar topic
 - **The webinar will be recorded and posted** in the Health Literacy Solutions Center webinar archives
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Following the webinar, you will receive an email containing a link to a brief online evaluation. If you are requesting continuing education (CE) credits, you must submit an evaluation in order to receive your CE certificate.



BECOMING A HEALTH LITERATE ORGANIZATION – A JOURNEY



JOHNS HOPKINS
MEDICINE

- This accredited continuing education activity is focused on the non-clinical topic of communication. As such, no persons in a position to control content have relevant financial relationships with ineligible companies to disclose.

LEARNING OBJECTIVES

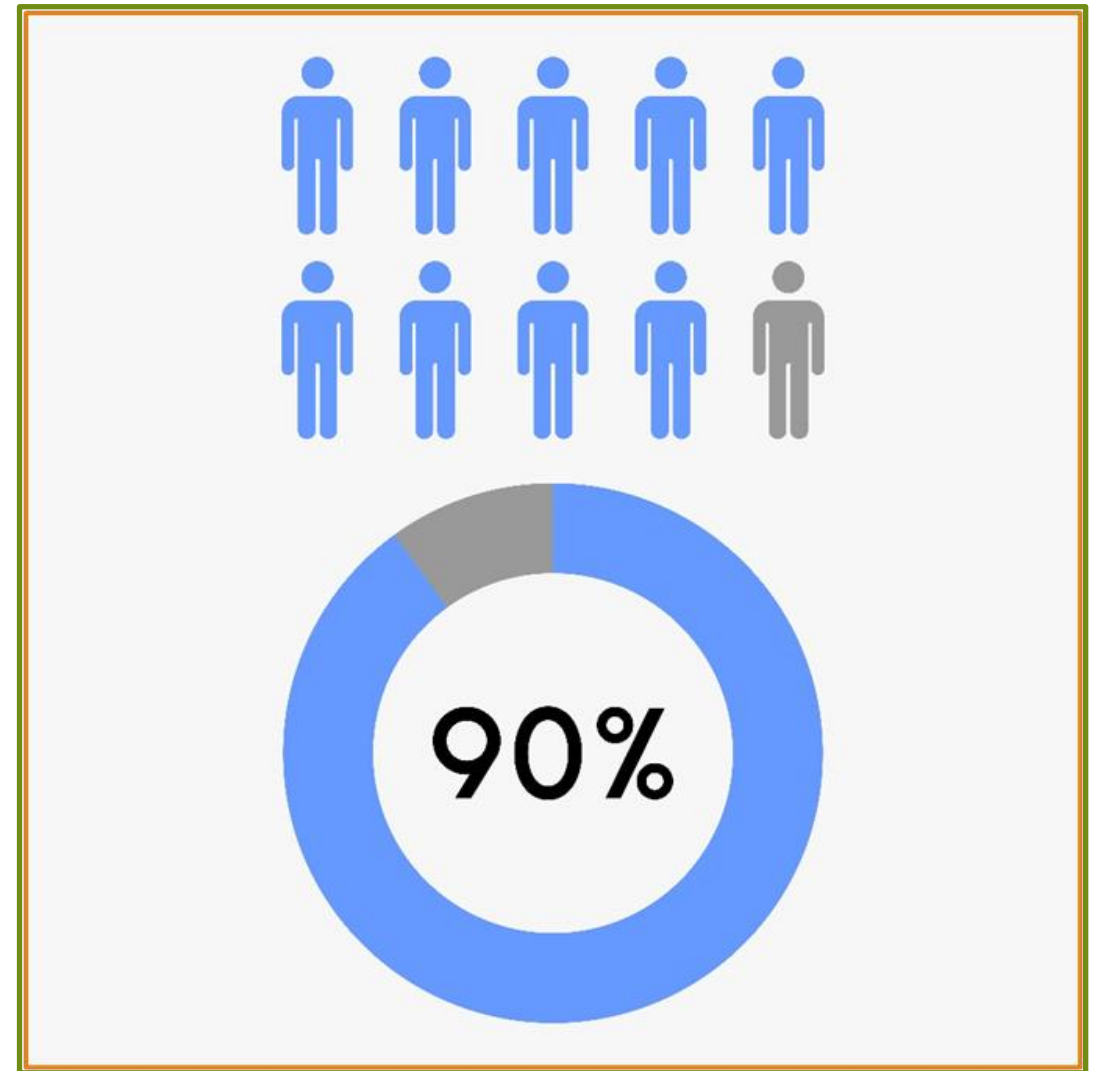
After this session

1. Recall AHRQ's 10 Attributes of a health literate organization
2. Have the knowledge necessary to implement strategies to meet the intent of each of the 10 Attributes
3. Describe to peers and senior leaders the emerging methods of patient education and their impact
4. Utilize the as the “north star” for the creation of the department's strategic plan and vision.

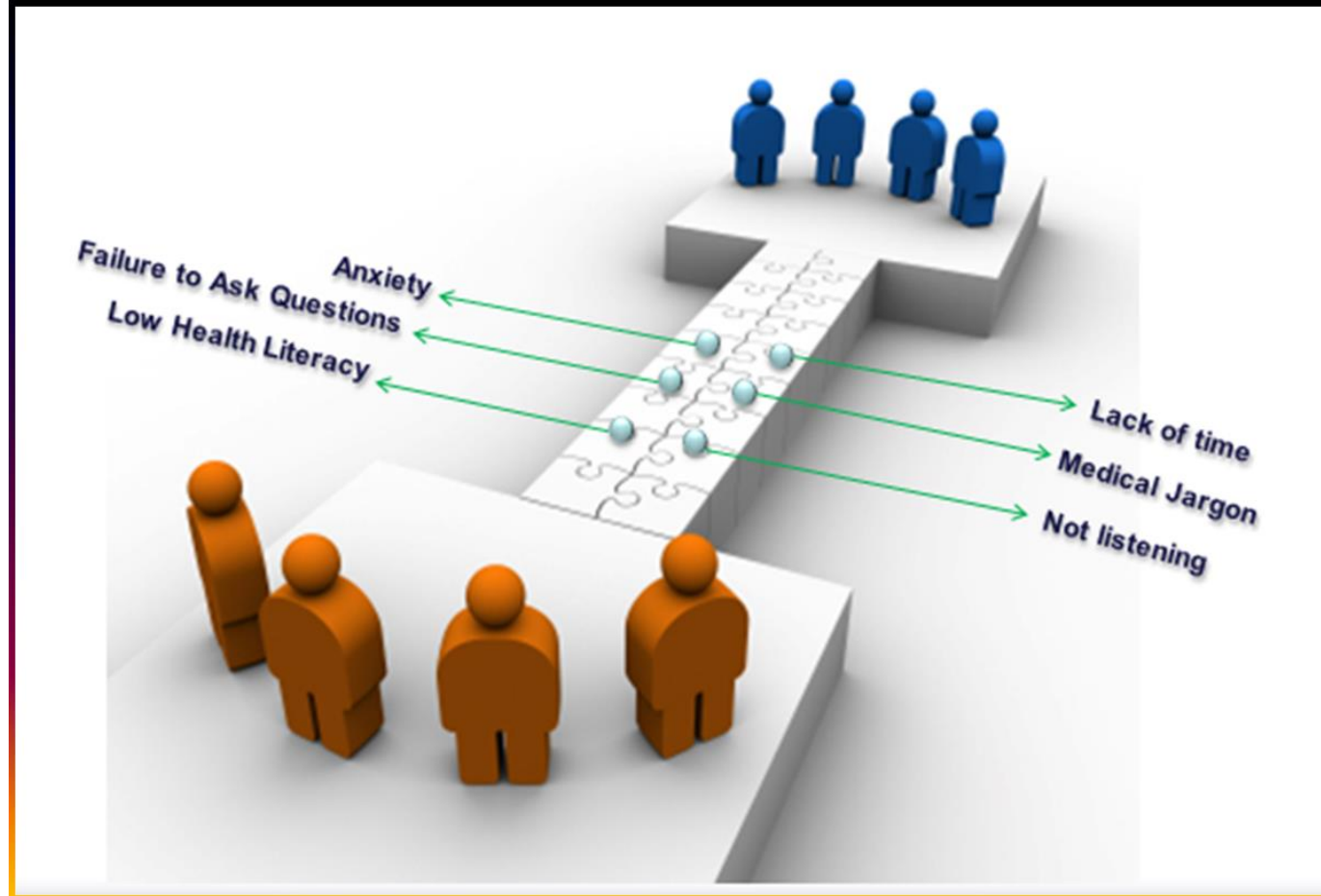
A SILENT EPIDEMIC...

9 out of 10 patients do
not receive health
information in a way they
can use or understand

Source: Department of Health and Human Services



WHY IS HEALTH INFORMATION SO HARD TO UNDERSTAND?



THE IMPACT OF LOW HEALTH LITERACY

Nothing - not age, income, employment status, educational level, race or ethnic group - affects health status more than literacy.

Source : Partnership for Clear Health Communication



GUIDING PRINCIPLES

A BEST PRACTICE – PATIENT CENTRIC METHODS OF LEARNING



Written



Visual



Oral/Auditory



Tactile/Interactive



TWO JHM PATIENT EDUCATION SURVEY COMPLETED A THEME EMERGED.....



Make Johns Hopkin's
Medicine Easy





FOUNDATION BUILDING

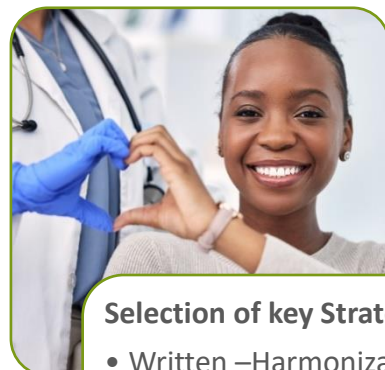


FOUNDATION BUILDING



Leadership Support & Integration

- Hiring of a dedicated Senior leader to oversee patient education Selection of key Strategies
- Creation of sanctioned patient education teams across JHM
- Inclusion in the system Strategic Plan



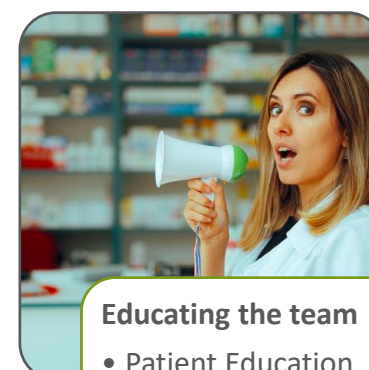
Selection of key Strategies

- Written –Harmonization of materials and selection of a system vendor
- Video -Selection of a system vendor
- Oral – Teach Back, E-Books
- Motivational Interviewing and Shared Decision Making



Easy For Me

- Patient Education Tab
- EMR Integration of videos
- Teaching Plan development
- Bedside tablets eased access to patients and the care team
- Patient portal integration enhanced access to ambulatory patient



Educating the team

- Patient Education Committee
- Webinars
- Live classes
- Orientation
- Activist deployment

THERE WERE OPPORTUNITIES IN THE FOUNDATION ...



Translation

- Gap analysis complete.
- 100% of materials are translated into Spanish.
- Commonly used materials are translated into JHM's top 5 languages.



Physical Rehab

- This department is not centralized and serves a very broad range of patients. We have explored potential partnerships.
- Internal material was added to the patient education repository.



Mental Health

- JHM developed materials are in creation.

Nutrition Services

- Plans are under development to include nutrition in teaching plans.



Emergency Medicine

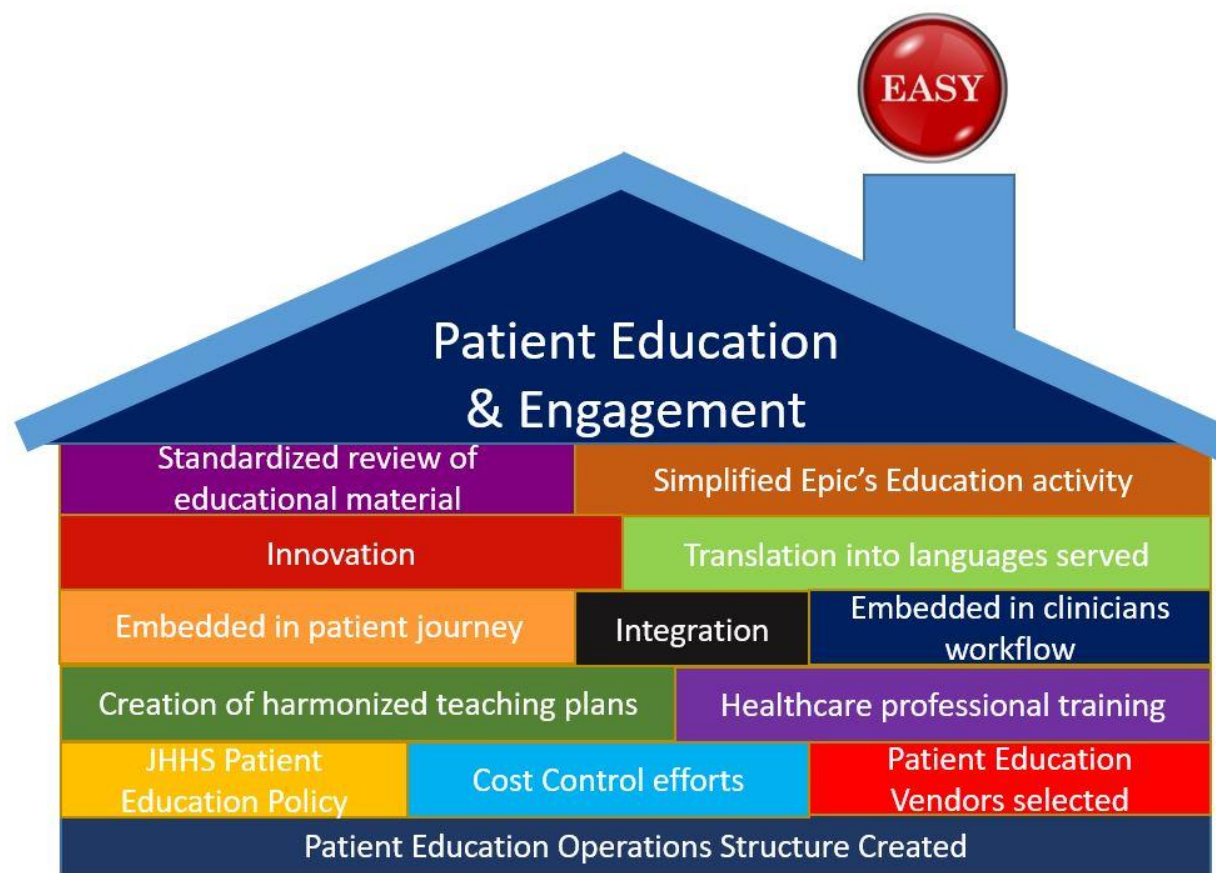
- Coding

Pharmacy

- Opportunities remain in the AVS.
- JHM Created content added to repository.



THE FOUNDATION WAS BUILT





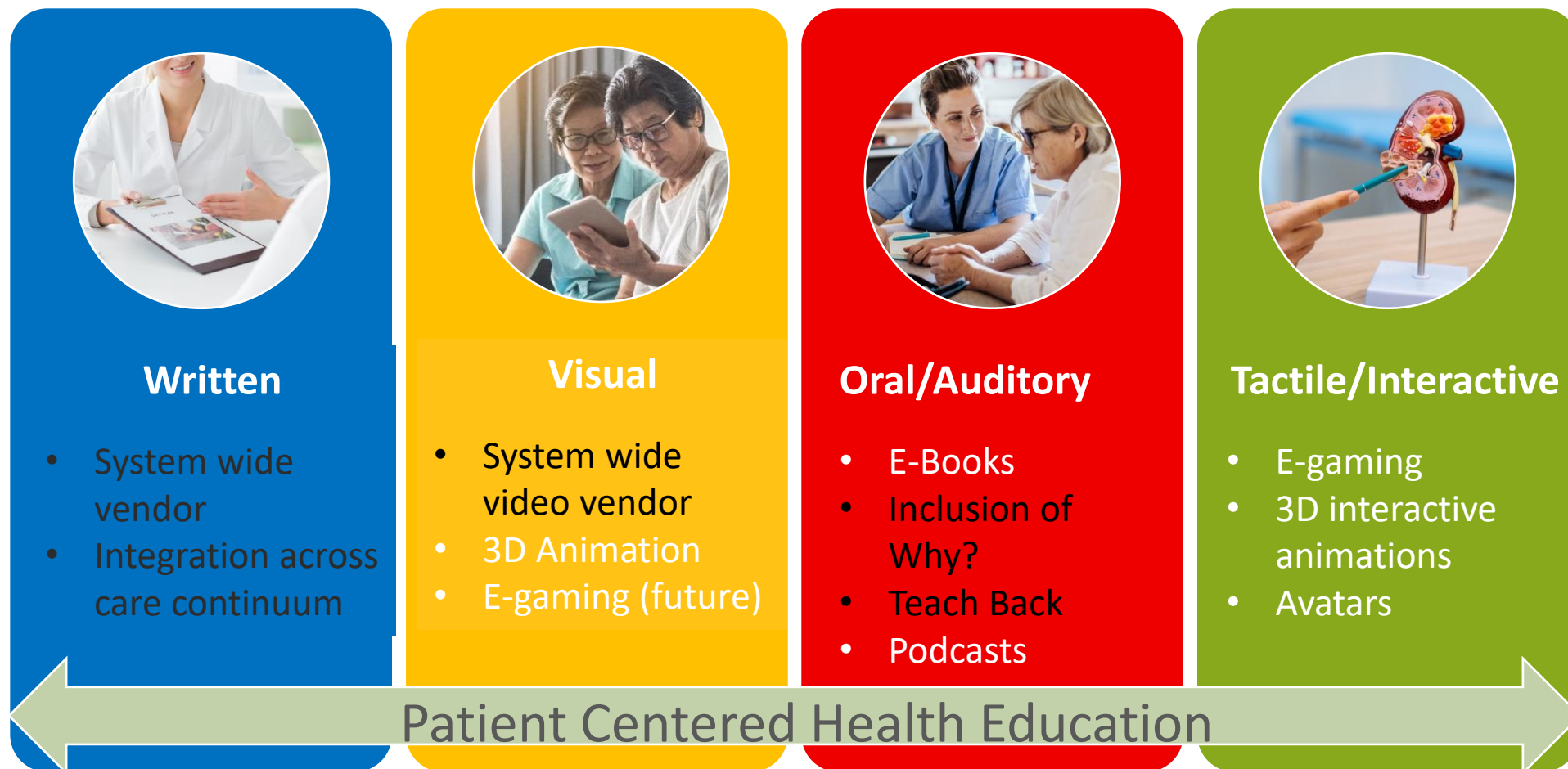
MAINTAINING THE FOUNDATION

- An Access Database was created to assure all materials are reviewed in a timely manner.
- All materials are reviewed for health literacy best practices.
- Subject matter experts review all materials at least once every three years.
- A dedicated team member maintains the Access, written and video databases.



WHAT IS NEXT?

EXPANDING RESOURCES TO CREATE PERSON CENTRIC PATIENT EDUCATION



Black text denotes new capabilities



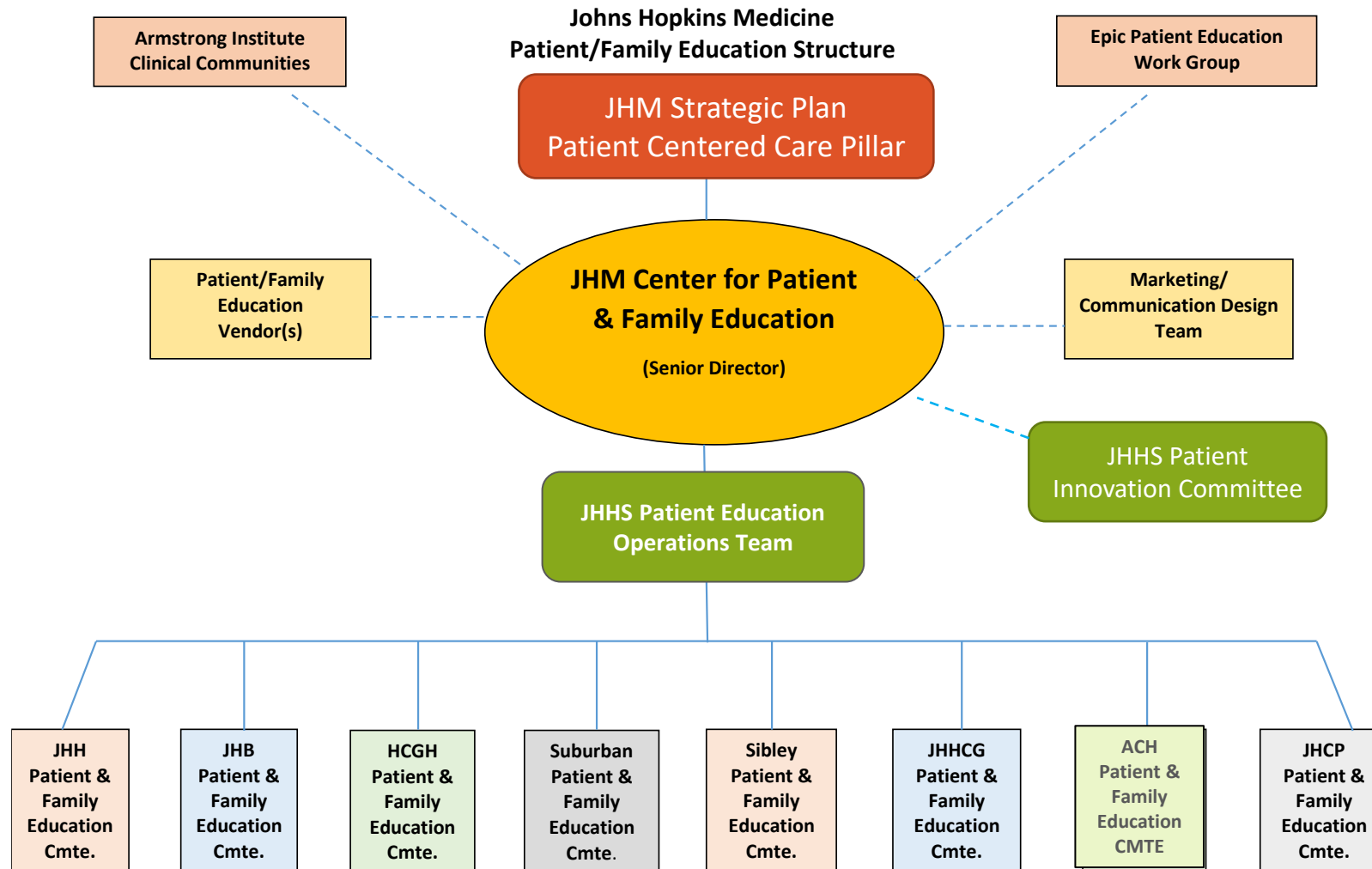
DETAILS IN OUR JOURNEY

ATTRIBUTE #1 - Has leadership that makes health literacy integral to its mission, structure, and operations.

INCLUSION AS A CORE ELEMENT OF THE STRATEGIC PLAN



JHM PATIENT FAMILY EDUCATION STRUCTURE



COMMITTEE CHARTERS CREATED

Patient Education/Steering Committee	System - Patient Education/Operation Committee	Facility - Patient Education Committee
Create mission, vision and strategies to support patient education and engagement	Identification and implementation of Best Practices of Patient Education and Engagement	Implementation of Strategic Goals
Approval, oversight and support of JHM Strategic goals	Oversight of education and training of facility based staff in best practices of health literacy, education and engagement	Train and Promote patient education (oral, written, visual and tactile) programs that emphasize the critical role of patients as essential members of the care team
Review, monitor and approve of strategic partners (Krames/EMMI etc.)	Oversight of small pilot tests to improve patient education	Identification of gaps in patient education and engagement solutions
Support and create efficient, cost-effective, system-based programs that support patient education and engagement resources	Evaluate and monitor performance of strategic education vendors.	Creation, approval and updating of facility specific patient education.
Identification and oversight of emerging strategies to support patient education and engagement	Create and evaluate system wide patient education resources in various formats to supporting patients and health care professionals with evidence-based education resources.	

ATTRIBUTE # 2 - Integrates health literacy into planning, evaluation measures, patient safety, and quality improvement.

EXAMPLES : APPLYING THE FOUNDATION



Sepsis

- Teaching plan created
- Written and video education harmonized
- Embedded in the electronic medical record
- Appear on bedside tablets and at home after discharge
- Social Media campaign planned



Oxygen Safety

- Teaching Plan created
- Written Education harmonized
- Embedded in the electronic Medical record
- Appear on bedside tablets and at home after discharge
- Included in regulatory updates



Pain/Opioid Management

- Teaching Plan created
- Written and video Education harmonized
- Embedded in the electronic Medical record
- Appear on bedside tablets and at home after discharge
- Social media campaign initiated
- Drug take back days organized



ATTRIBUTE #3 - Prepares the workforce to be health literate and monitors progress.



EXAMPLES INCLUDE THE FOLLOWING:



Orientation

- Nursing
- Resident
- Annual Mandatory Education



Webinars

- Best Practices in Discharge Education During a Pandemic
- Best Practices in Using MyChart Bedside
- Best Practices in Streaming Patient Education



Continuing Education Events

- CEU events held locally and centrally for all disciplines
- Stressed inter-disciplinary approach to patient education

MONITORING



The Quadruple AIM





ATTRIBUTE #4 - Includes populations served in the design, implementation, and evaluation of health information and services.



PATIENT FAMILY ADVISORS



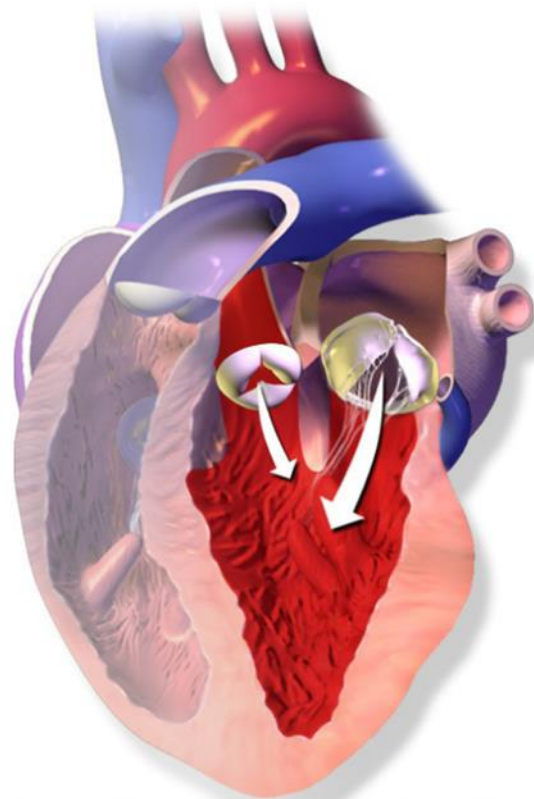
- Creation of Patient Family Advisory Committees (PFAC)
- Creation of the Patient Friendly Language workgroup
- Patient Education PFAC (strategic planning)
- Inclusion of PFAC members in reviewing select materials
- Inclusion of PFAC members in Opioid and Pain Management Clinical Communities
- Inclusion of “Easy for Me” design to ensure integration into the patient journey



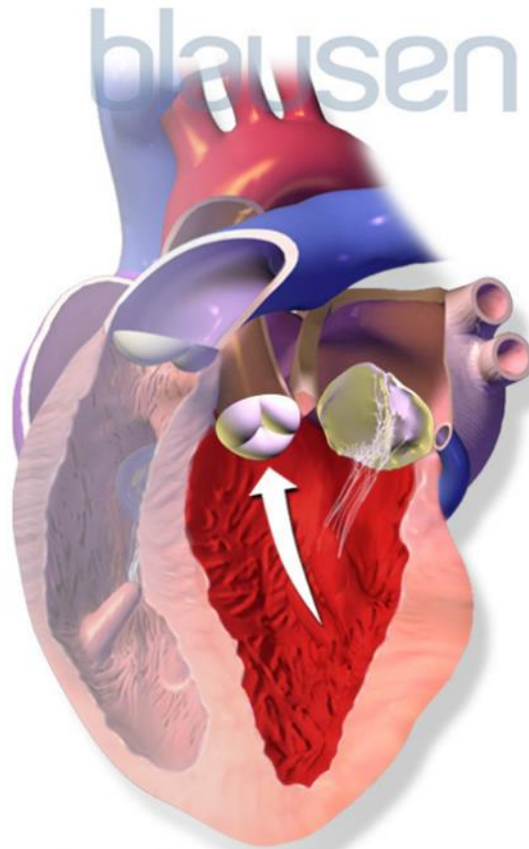
LESSON LEARNED - LEARNING PREFERENCES HAVE SHIFTED

- Shorter videos
- More concise written materials
- Access to digital learning
- Many prefer strong imagery
- Interactive
- Some prefer to do significant research

ADDRESSING THE GAP

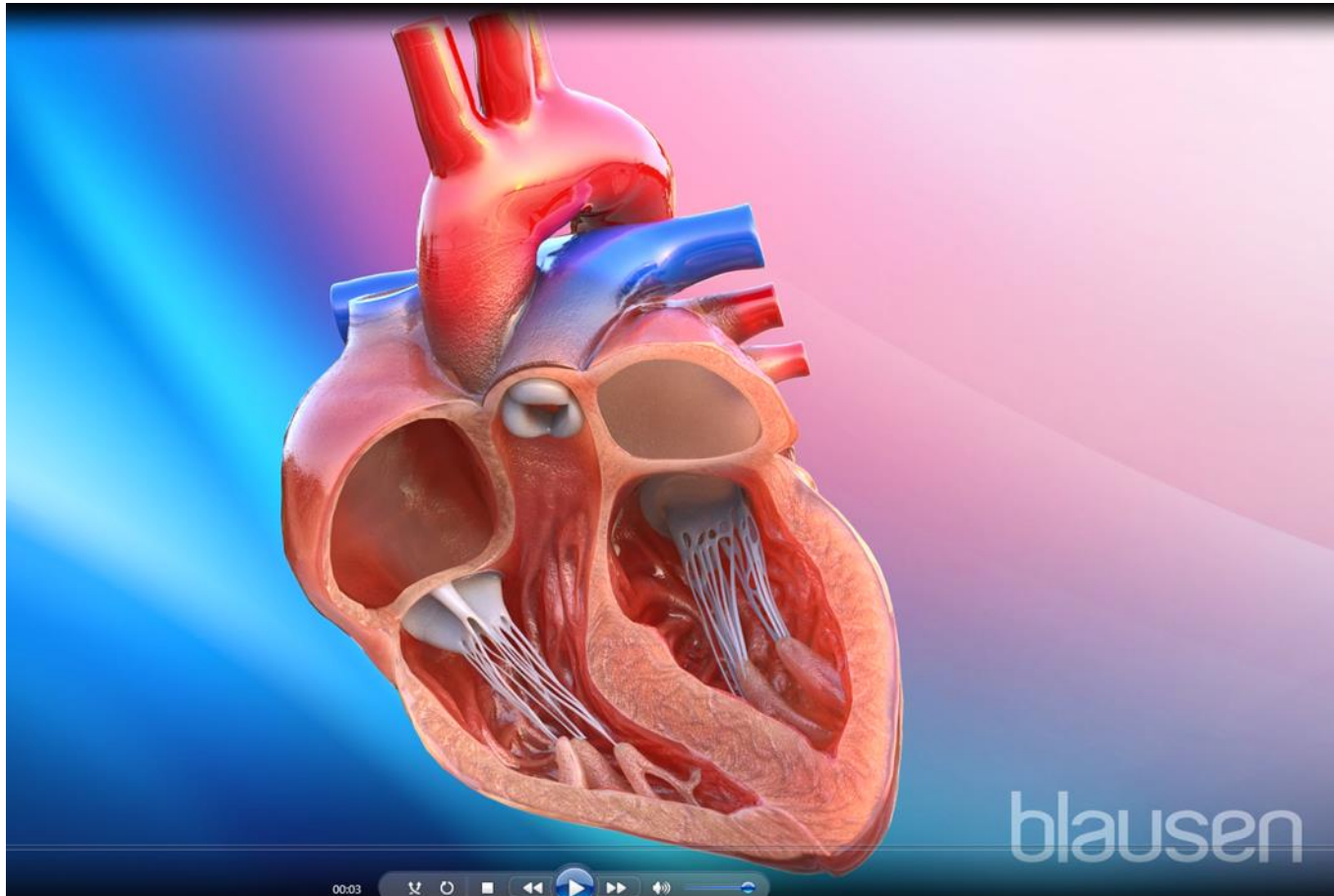


Aortic Regurgitation

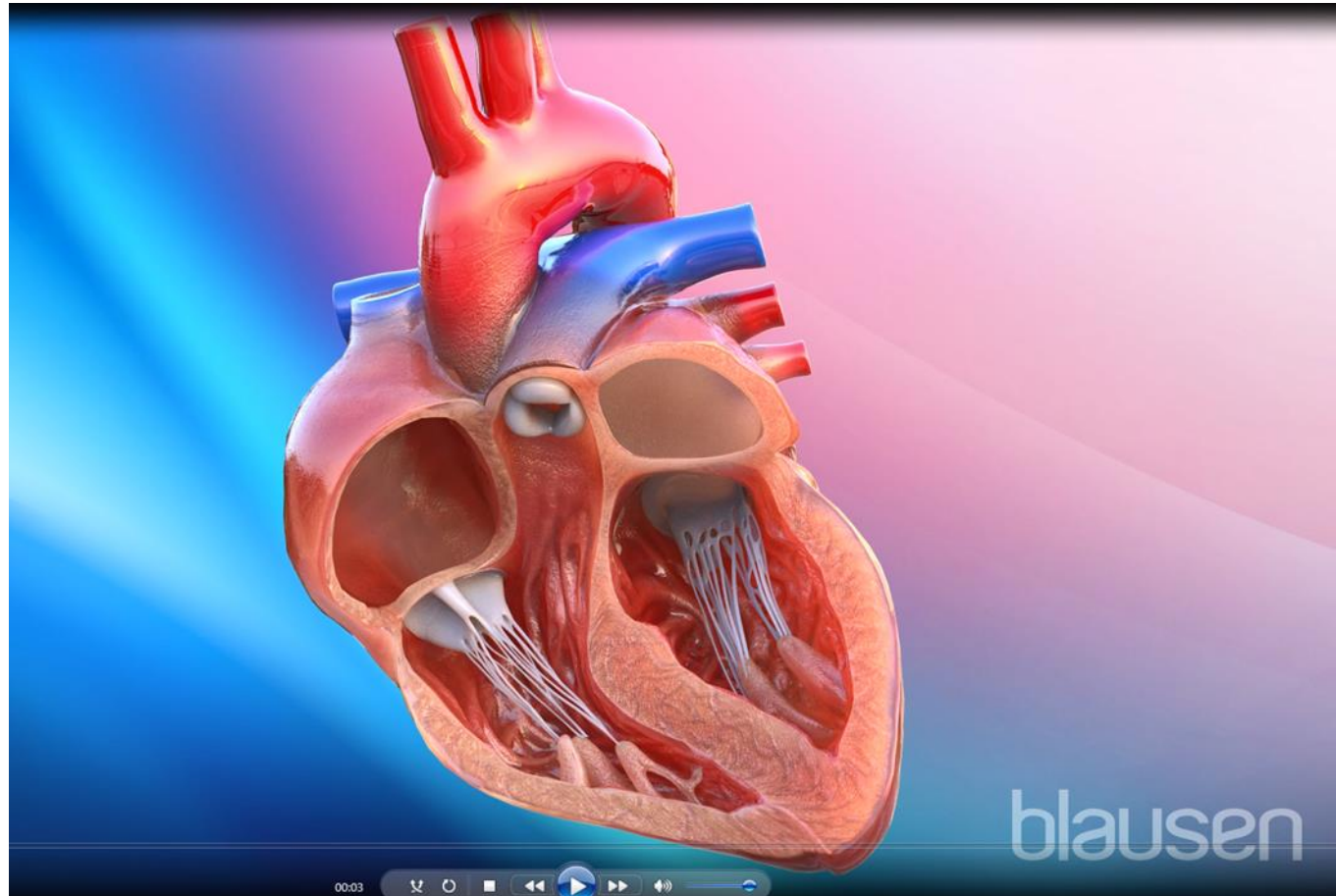


Aortic Stenosis

3D IMAGES



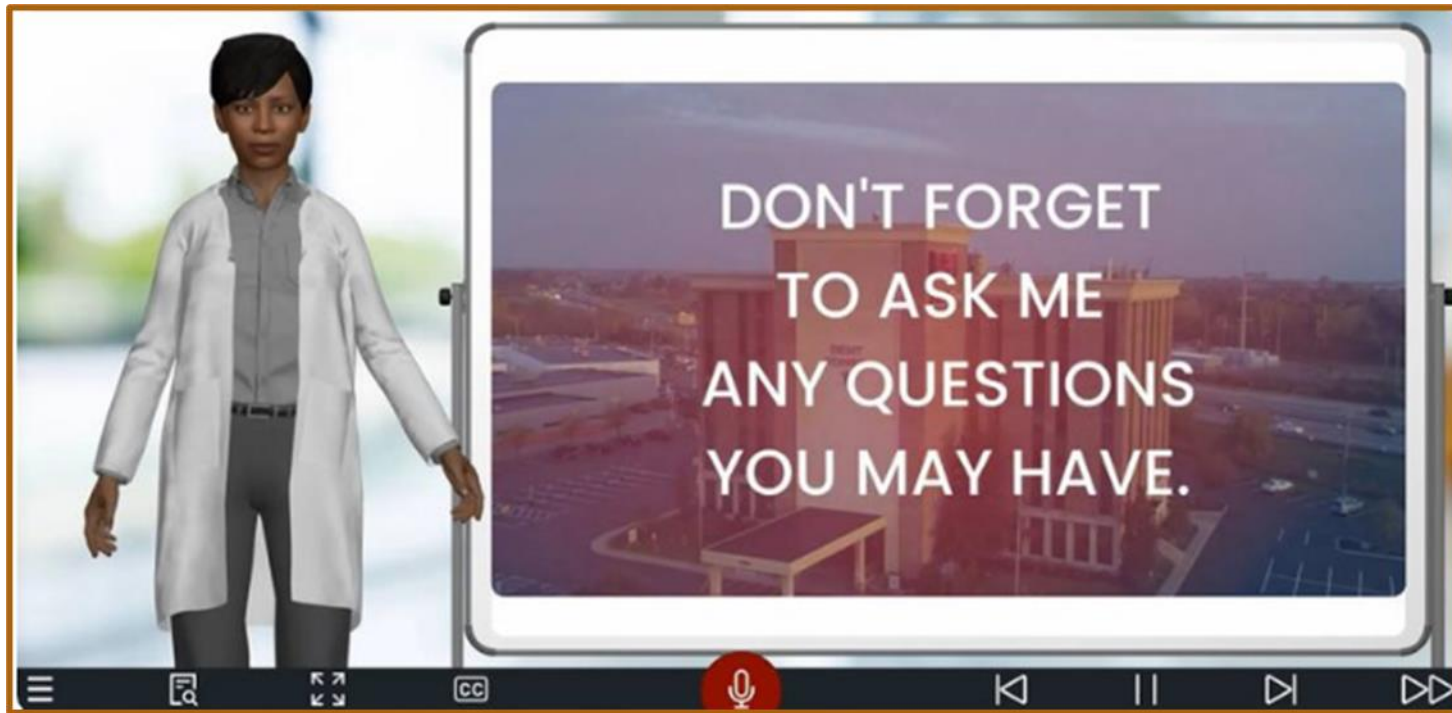
3D ANIMATION



VIRTUAL REALITY



DIGITAL JOURNEYS OR PATHWAYS



AI POWERED AVATARS



HEALTH PORTALS –
SELF SERVE
PATIENT
EDUCATION



THE METAVERSE



PODCASTS EMBEDDED IN THE EMR

ATTRIBUTE #5 - Meets the needs of populations with a range of health literacy skills while avoiding stigmatization.

PERSON-CENTERED TOOLS INCLUDE:

- Expanded resources to include 3D illustrations and animations, avatars, e-gaming, and podcasts
- Expanded written and video materials to ensure translations in the most common languages spoken in service areas
- Creation of Stop Light plans for chronic conditions
- Creation of patient-facing checklists



ATTRIBUTE #6 - Uses health literacy strategies in interpersonal communications and confirms understanding at all points of contact.



INCLUSION OF WHY...



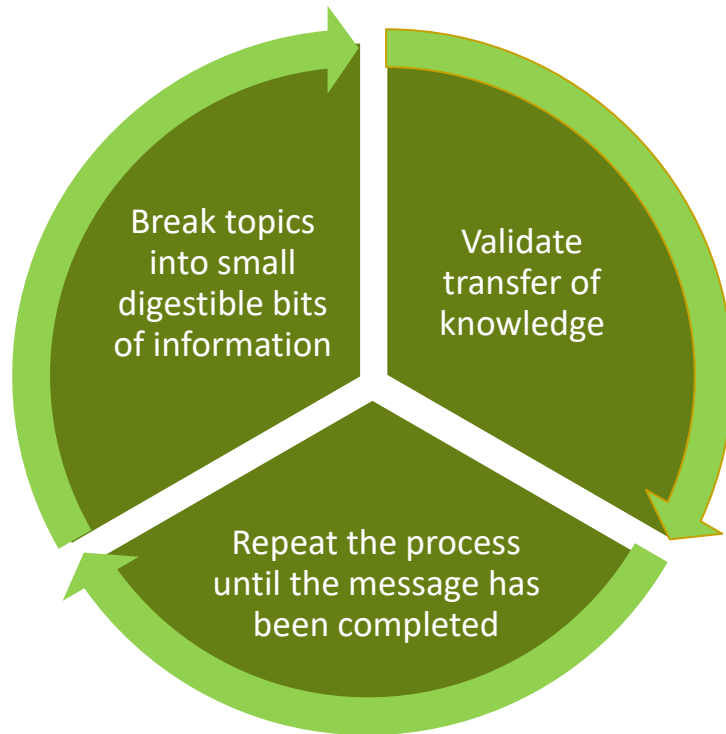


THE GOLD STANDARD – TEACH BACK



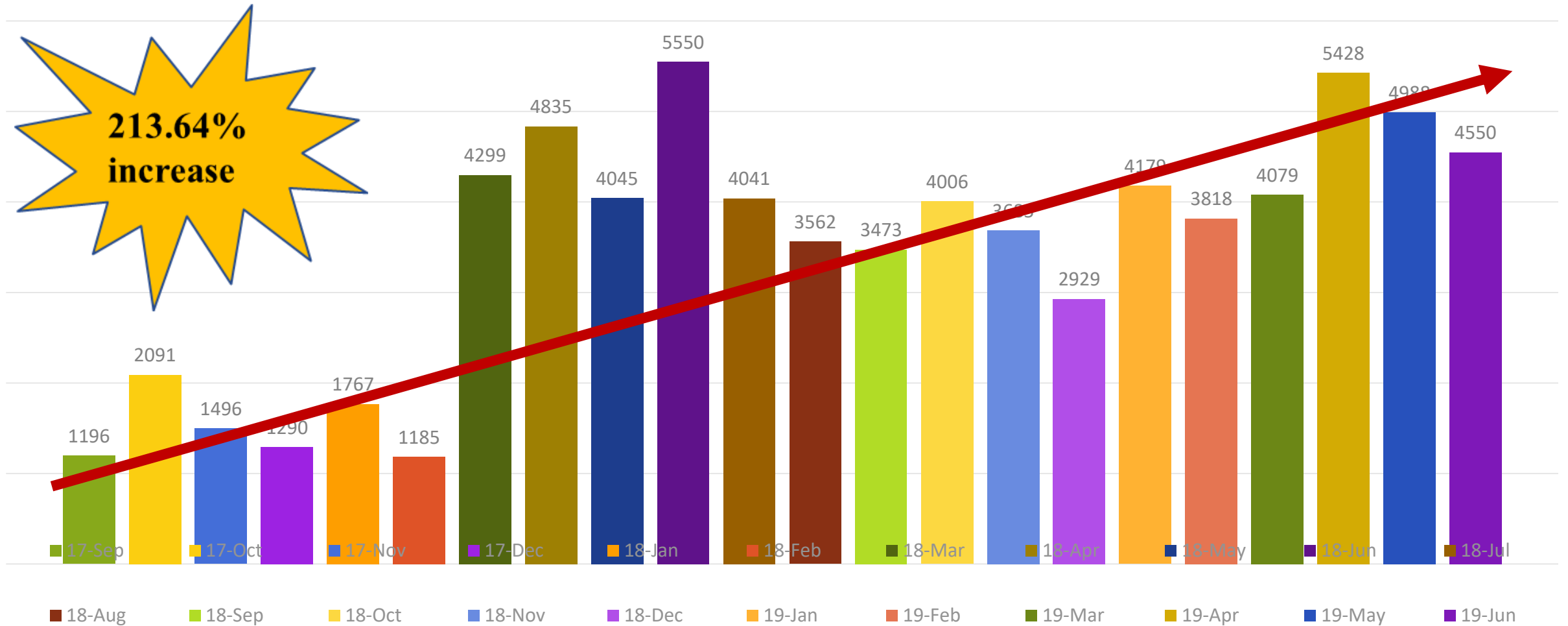
Teach Back is the only way to know if a patient really understands you

FOR COMPLEX CONVERSATIONS... CHUNK & CHECK

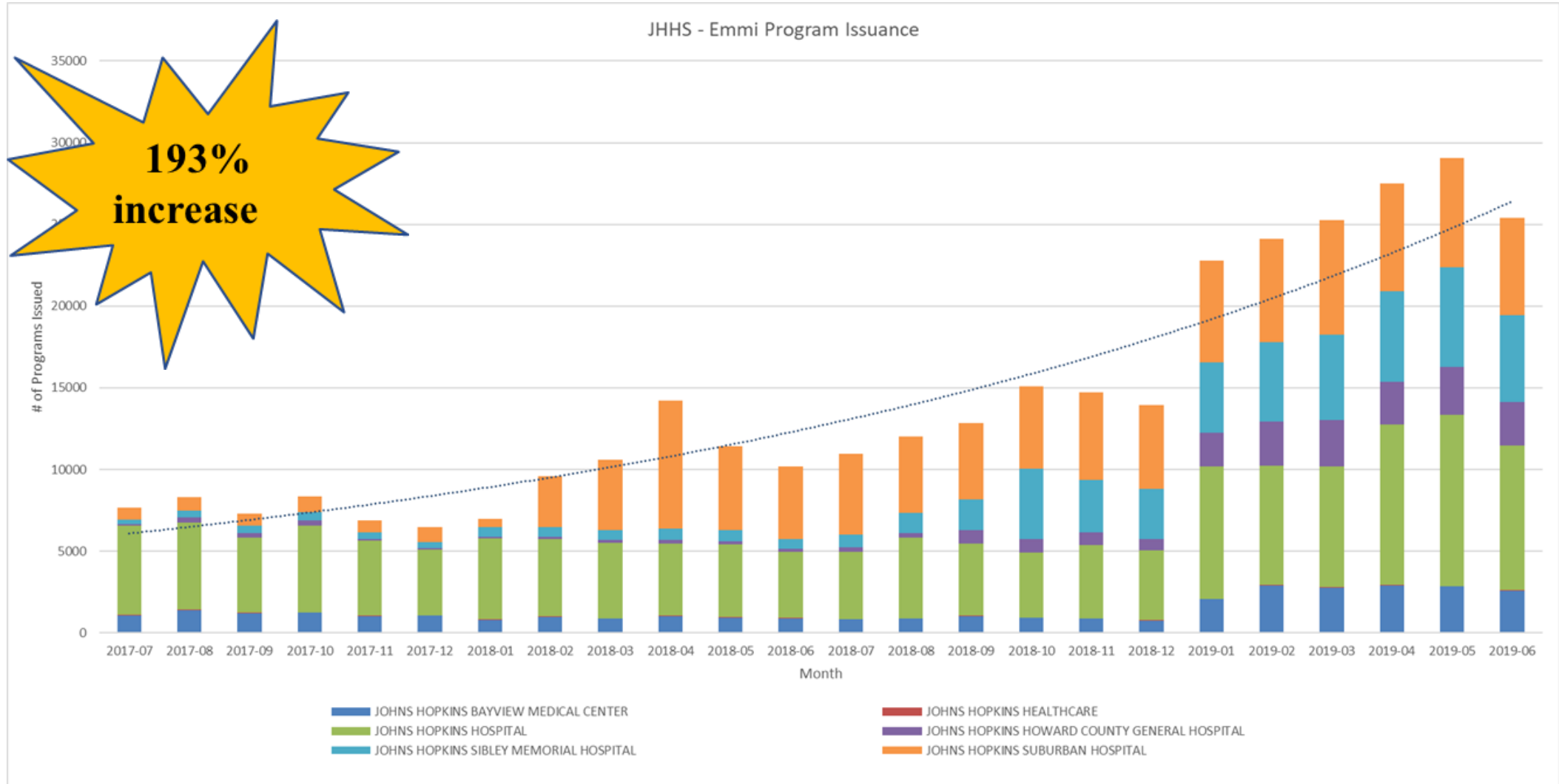


ATTRIBUTE #7 - Provides easy access to health information and services and navigation assistance.

WRITTEN EDUCATION MATERIALS UTILIZATION 2017-2019



VIDEO EDUCATION UTILIZATION 2017-2019



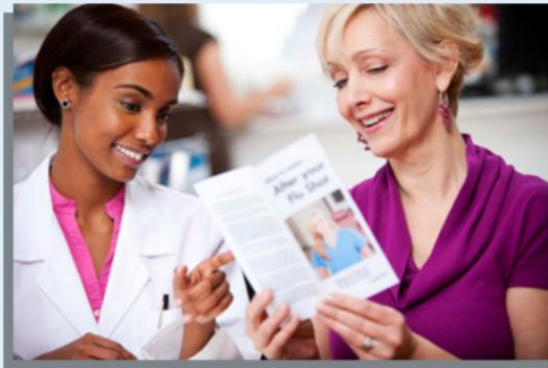


ATTRIBUTE #8 - Designs and distributes print, audiovisual, and social media content that is easy to understand and act on.



CONSISTENT USE OF HEALTH LITERACY TOOLS

The Patient Education Materials Assessment Tool (PEMAT) and User's Guide
An Instrument To Assess the Understandability and Actionability of Print and Audiovisual Education Materials
(Version 1.0)



 **AHRQ**
Agency for Healthcare Research and Quality
Advancing Excellence in Health Care • www.ahrq.gov

 **Prevention & Chronic Care Program**
IMPROVING PRIMARY CARE

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[Nursing Intranet](#) > [Patient Education](#) FONT SIZE  PRINT THIS PAGE 

Patient Education

This website provides resources and tools to educate patients and family members. It contains various "links" to locate relevant materials.

- [Patient Education Resources Overview](#)
- [Krames Health Sheets™](#)
- [KidsHealth Library](#)

If you have any questions about these materials, please contact the appropriate [Patient Education Committee](#) member.



ATTRIBUTE #9 - Addresses health literacy in high-risk situations, including care transitions and communications about medicines.

ENHANCED RECOVERY AFTER SURGERY (ERAS) AN AHRQ BEST PRACTICE

Office of Johns Hopkins Physicians

- Overview
- About Us
- Education and Training
- BestPractice News**
- Policies and Procedures
- Referral Assistance
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BestPractice

For and about members of the Office of Johns Hopkins Physicians

Categories +

See more in: [Quality and Safety of Care](#)

ERAS Protocols to Go Nationwide to Improve Outcomes While Saving Costs

Date: 04/27/2017

The Johns Hopkins Armstrong Institute for Patient Safety and Quality, in collaboration with the American College of Surgeons, has been awarded a nearly \$4 million contract, with the option of an additional \$12 million over three years, from the Agency for Healthcare Research and Quality (AHRQ) to improve the outcomes and experiences of surgery patients across the United States. [The project will enable more than 750 hospitals to implement enhanced recovery after surgery \(ERAS\) protocols](#), which have been shown to reduce complications, decrease lengths of stay and improve the patient experience.

ERAS strategies are employed from the time a surgeon decides to operate to after a patient is





DISCHARGE
SUMMARY
REDESIGN – A
SAFETY INITIATIVE

ATTRIBUTE #10 - Communicates clearly what health plans cover and what individuals will have to pay for services.

DEDICATED WEBPAGE



The screenshot displays the Johns Hopkins Medicine website. At the top left is the Johns Hopkins Medicine logo. At the top right is a search bar with a magnifying glass icon and the word "SEARCH". Below the logo is a hamburger menu icon. To the right of the menu icon, the text "Patient Care" is visible, followed by "Billing and Insurance" in a larger font. Below this is a breadcrumb trail: [Patient Care](#) > [Patients and Visitors](#) > [Billing and Insurance](#). The main heading is "Estimate Your Hospital Bill". Below the heading is a row of social media icons: Facebook, Twitter, LinkedIn, Pinterest, Email, and Print. The text below the icons reads: "Are you planning to receive treatment at a Johns Hopkins Medicine hospital? We want to make the cost of your care easy to understand. Our price transparency program aims to help you understand and plan for your health care costs." Below this is another paragraph: "Our online cost estimate tool (available in English and Spanish) helps you estimate the hospital fee for your inpatient or outpatient care at our six hospitals. Estimates are available for 300 services and procedures."

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MEDICINE

SEARCH

Patient Care
Billing and Insurance

[Patient Care](#) > [Patients and Visitors](#) > [Billing and Insurance](#)

Estimate Your Hospital Bill

[Facebook](#) [Twitter](#) [LinkedIn](#) [Pinterest](#) [Email](#) [Print](#)

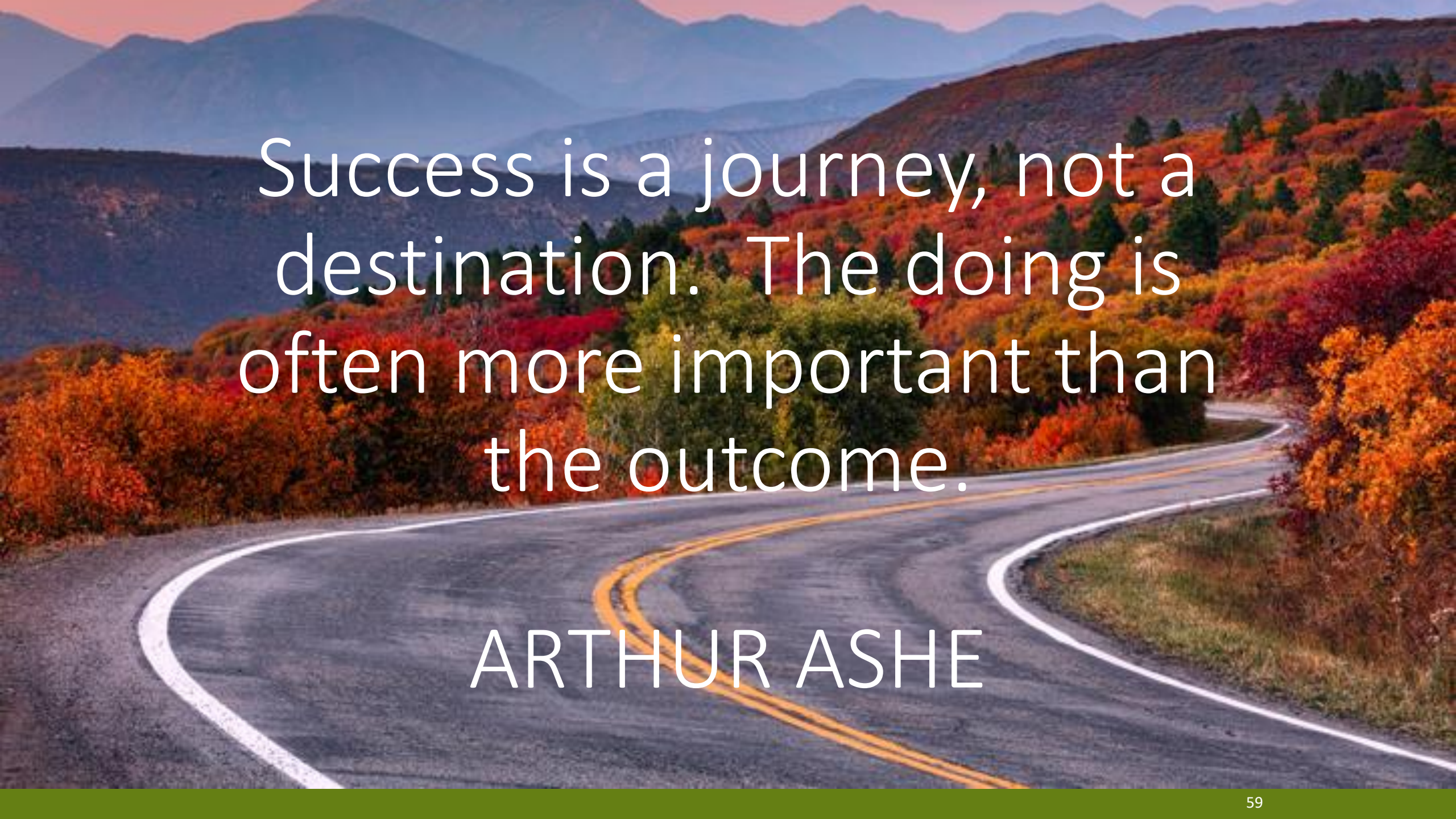
Are you planning to receive treatment at a Johns Hopkins Medicine hospital? We want to make the cost of your care easy to understand. Our price transparency program aims to help you understand and plan for your health care costs.

Our online cost estimate tool (available in English and Spanish) helps you estimate the hospital fee for your inpatient or outpatient care at our six hospitals. Estimates are available for 300 services and procedures.

Reviewed for
health literacy
best practices

THANK YOU TO
OUR TEAM



A scenic photograph of a two-lane asphalt road with a white edge line and a double yellow center line, curving through a mountainous landscape. The hillsides are covered in dense vegetation with vibrant autumn foliage in shades of orange, red, and yellow. In the background, blue-toned mountain ranges are visible under a soft, hazy sky.

Success is a journey, not a
destination. The doing is
often more important than
the outcome.

ARTHUR ASHE



WHAT QUESTIONS DO YOU HAVE?

Please type your questions in the Q&A box.



THANK YOU FOR ATTENDING

You will receive an email containing a link to a brief online evaluation. If you are requesting continuing education (CE) credits, you must submit an evaluation in order to receive your CE certificate.

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