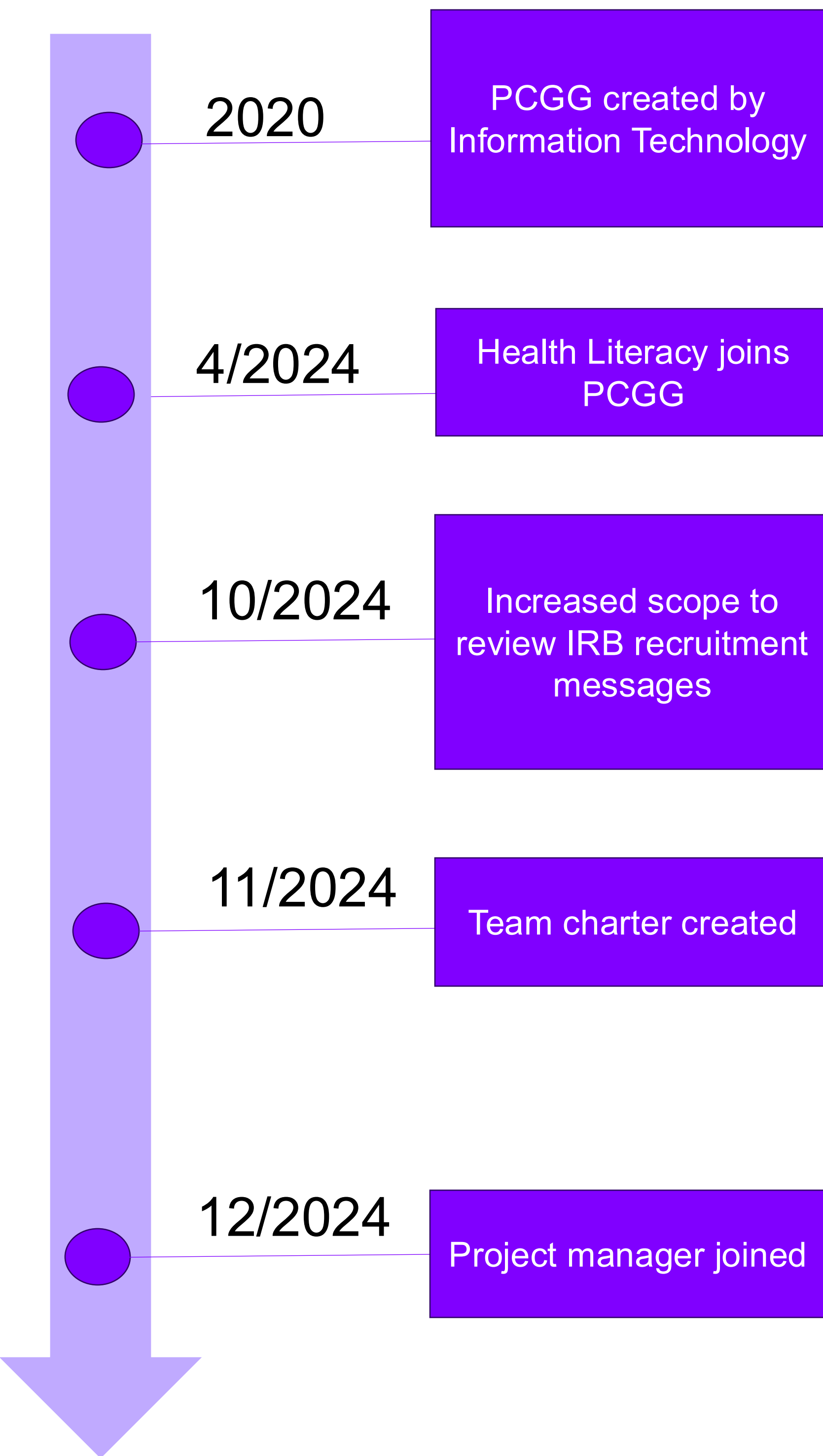


Improved Collaboration, Better Care: A Team Approach to Health Literacy in Digital Patient Messaging

Patient and Family Education
Patient Communication Governance Group

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Timeline



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References

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Background

- Health literacy plays an important role for patient understanding of medical information. Technology has allowed more communication through messaging like text, email and patient portals. Messaging can be more convenient and time efficient. The Agency for Healthcare Research and Quality recognizes that text messages can be effective for sending patient reminders.
- Patient Communication Governance Group (PCGG) was established to make patient messaging clear and consistent across multiple channels, creating a standard approach.
- In the past health literacy review was separate from PCGG review, potentially missing messages and impacting patient understanding and engagement.
- From April 2024 to April 2025 the group received more than 100 requests.

Purpose

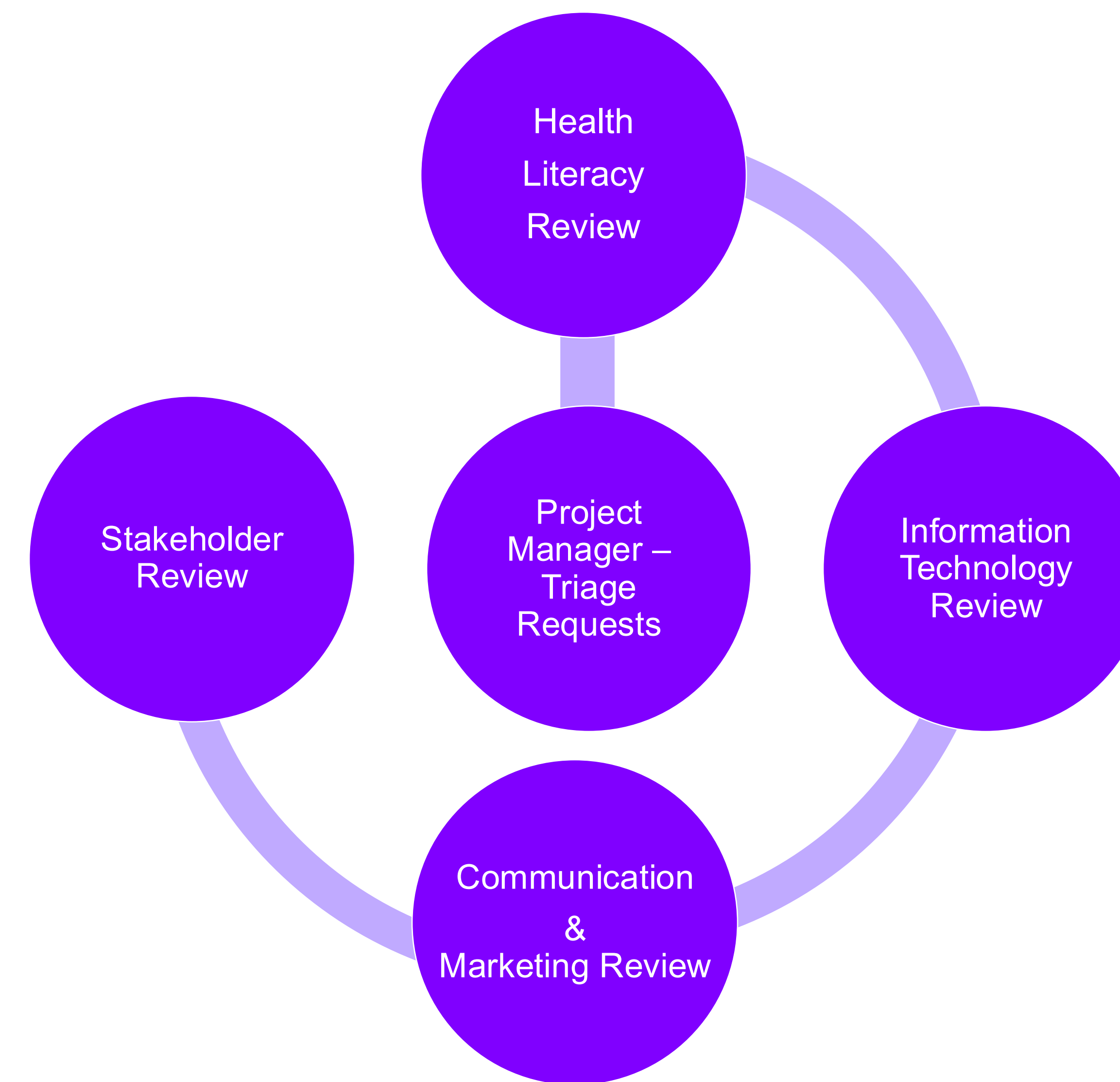
Incorporate health literacy review into the standard workflow for patient messaging to ensure communication is clear and understandable.

Reviewing Team Member Roles:

Information Technology: Manages technical components like links, channel requirements, user experience standards and tool recommendations

Communications and Marketing: Ensures alignment with brand; provides editorial advice on messaging structure, tone and presentation

Health Literacy: Simplifies communication to ensure it is accessible and easy to understand



Methods

- In April 2024, the Patient and Family Education team joined the Patient Communication Governance Group.
- A process was created to integrate Health Literacy into the existing team. The Patient and Family Education team learned best practices for patient messaging and incorporated best practices into review.
- The process includes:
 - Request submitted by stakeholder through an electronic platform
 - Health Literacy and Information Technology Review
 - Marketing and Communication Review
- The team holds weekly meetings to review intake requests and update progress on current requests.
- The team holds biweekly office hours for stakeholders to discuss requests.

Outcomes

- The implementation of health literacy in PCGG has been a crucial step in enhancing patient communication. The multidisciplinary team successfully incorporated health literacy principles into patient messaging. As a result, more messages are reviewed for health literacy and patients are better able to understand messages.
- The PCGG group now serves as a one-stop shop for stakeholders, ensuring patient messaging is clear, consistent and standardized.
- Health literacy review has also increased for other non-traditional education materials.

Lessons Learned

- Adding health literacy review to a multidisciplinary team is an effective approach in reviewing digital messaging. It enhances communication by incorporating different perspectives and skill sets.

Next Steps

- Assess effectiveness of communication.
- Share health literacy and messaging best practices with others.

Best Practices	
Health Literacy	Text Messaging
- Avoid medical Jargon	- Keep messages concise
- Short Sentences	- Do not exceed 300 English Characters
- Avoid Complex words	- Highlight Actionability
- Use active voice	- Include organizational branding to build trust