



Health literacy in integrative medicine: Key insights from a patient-user survey

Natacha Montpellier, ND¹; Christopher Knee, ND, MSc¹; Jaslyn English, MA²; Alex Keller, ND¹

¹ Integrative Medical Advisory Team, Fullscript, Ottawa, Canada ² Insights Team, Fullscript, Ottawa, Canada



Abstract

Objectives

Survey users of an integrative medicine health technology platform to establish baseline health literacy levels, determine the most common and trustworthy sources of health information, and inquire about educational behaviors, barriers, and preferences.

Methodology

A 28-question survey was sent to patient users (n=30,000) who had been invited to an integrative medicine health technology platform, opened an account, and received a treatment recommendation within the last 6 months. Invitations were skewed toward patients seeing chiropractors, medical doctors, nurse practitioners, and doctors of osteopathy.

Key results

The majority of participants rated their levels of general health knowledge as “moderately knowledgeable.” Additionally, they indicated seeking out health information a couple of times per week. However, most participants were unsure where to find reliable health information and lack the time to do so.

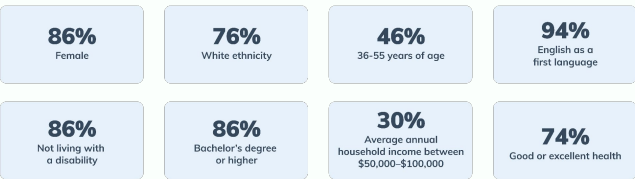
This may explain why healthcare practitioners are the most common and trusted source of health information.

Takeaways

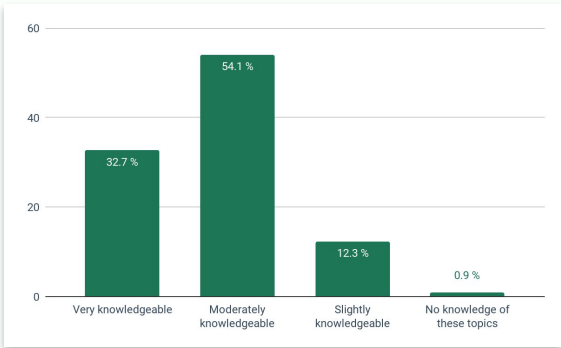
The results of the survey indicate that healthcare practitioners are in the best position to educate patients. As a result, they should prioritize delivering verbal and short- to medium-length written educational resources during their clinical appointments to better support health literacy and outcomes.

Results

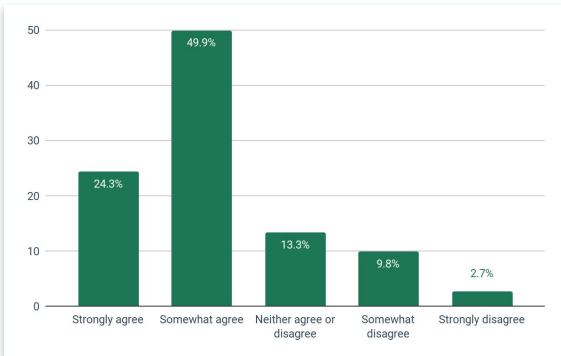
Demographic information (n=911)



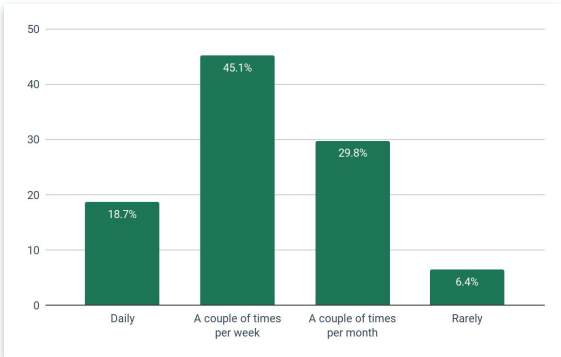
How would you rate your overall level of health knowledge? (n=813)



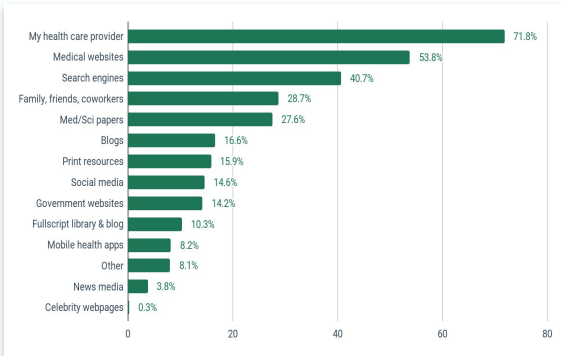
How strongly do you agree with the following statement: “I can easily find reliable health information online.”? (n=814)



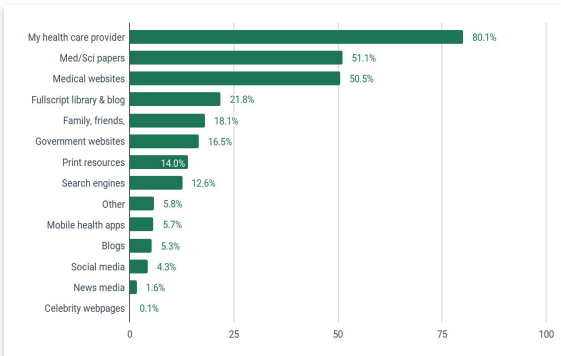
How often do you seek out health-related information or educational content? (n=793)



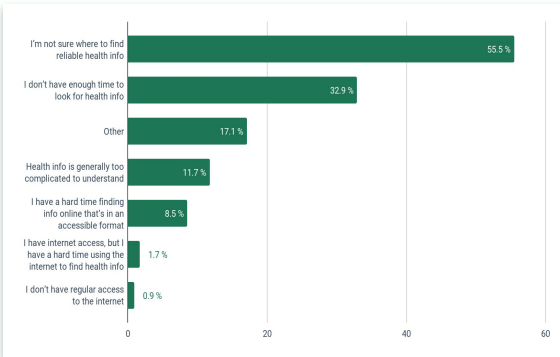
Where do you get most of your health information? (n=794)



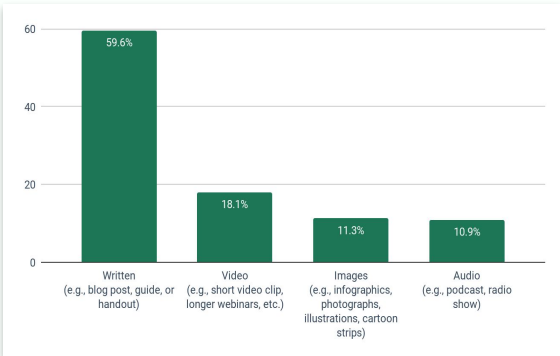
Choose 3 of the following sources of health information you consider to be the most trustworthy. (n=792)



What barriers prevent you from searching for or finding health information? (n=750)



What delivery format do you most prefer to receive health information? (n=758)



What length of health education content do you prefer most? (n=760)

