

AMERICAN COLLEGE OF PHYSICIANS

FOUNDATION

Annual Report
July 1, 2008 – June 30, 2009

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LETTER FROM THE CHAIR



During the challenging environment of the past year, the ACP Foundation continued our work to support the mission of ACP and to provide patients with the information they need to know in order to manage their health.

On the programmatic front, the Foundation introduced 5 new HEALTH TiPS topics, and passed a milestone of distributing more than 25 million HEALTH TiPS. We created 4 patient-skill videos, developed a COPD guide for patients and families, and began development of a guide on heart disease. The Foundation successfully launched Health Literacy Awards for ACP Chapters and awarded 3 grants that are progressing very well. Our 7th Annual Health Communication Conference achieved the highest rating by attendees during the seven years of the conferences.

The Foundation increased our visibility by extending our communications efforts. We distributed e-HEALTH TiPS on H1N1 flu to all state and major city departments of health, national health plans, public schools, government agencies, the American Red Cross, and national pharmacy chains. HEALTH TiPS were featured in a health supplement, sponsored by AARP, in the *USA Today Weekend Magazine*. The article generated 49,000,000 impressions and over 70,000 web page requests. We posted the health literacy video on YouTube and created ACP Foundation pages on Facebook and Twitter.

Our ongoing programmatic and communications efforts resulted in heightened visibility and recognition of the Foundation as a leader in health literacy. We were invited by US Pharmacopeia to serve on their National Coordinating Council for Medication Errors and Prevention and invited by the Institute of Medicine to be an external reviewer of the Institute's Workshop Summary on "Measures of Health Literacy." The Department of Health and Human Services asked the Foundation to review and discuss the draft national action plan on health literacy, and the National Consumer League asked the Foundation to participate in briefings for House and Senate aides on medication labels, health literacy and patient safety.

During the difficult economic environment of the past year, the Foundation secured close to \$3 million in grant support for our health literacy work and exceeded the budget for net revenue by more than \$180,000. The Foundation assisted in procuring over \$2 million in grant support for educational programs of the American College of Physicians, our parent organization.

The ACP Foundation looks forward to the launch of new health literacy products and continued growth and success in the coming year.

A handwritten signature in black ink that reads "Donna E. Sweet, MD, MACP". The signature is written in a cursive, flowing style.

Donna Sweet, MD, MACP
Chair, ACP Foundation Board of Trustees

MISSION

Improve the health and welfare of patients and society through initiatives that provide patients with the information they need to understand and manage their health.

GOALS

In partnership with ACP and others:

- I. Develop and implement patient-centered and systems-oriented programs to improve health communication and health outcomes;
- II. Promote research and programs that allow patients to be active participants to understand, manage, and improve their health;
- III. Encourage collaboration and mutual accountability among health care providers and patients;
- IV. Develop policies that promote improved patient understanding of health information.

PROGRAM STRATEGIES: PATIENT-CENTERED HEALTH LITERACY INITIATIVE

Now in its eighth year, the ACP Foundation's Health Communication Initiative continues to move forward with new patient-centered health literacy programs. The Foundation's work is designed to address the nine out of ten adults lacking the skills needed to manage their health and prevent disease. The ACP Foundation's patient-centered health literacy programs will help combat this problem through enhancing the quality of health care by improving communication with patients, and removing cultural and language barriers.

Health Literacy

"The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate decisions."
(Parker & Ratzan, 2001)

SEVENTH ANNUAL NATIONAL HEALTH COMMUNICATION CONFERENCE – NEW DIRECTIONS IN HEALTH LITERACY

The ACP Foundation convened its Seventh Annual National Health Communication Conference, *New Directions in Health Literacy*, on November 19, 2008. The conference continued the work of past conferences by focusing on the impact of low health literacy on healthcare quality, physicians' practices and the linkages between literacy and health literacy. The conference also included a workshop on medication labels. National leaders were given the opportunity to take a solution-oriented approach to low health literacy. Attendees represented a wide array of organizations, including academia, medicine, large employers, pharmaceuticals, media, health insurance, patient advocacy, and government.

Conference topics included:

- The Importance of Health Literacy in Achieving National Goals for Health Care Quality
- Three Panel Presentations on Health Literacy Research
- Four Workshops on:
 - Health Literacy: The Intersection Between the Skills of Individuals and the Demands of Health Systems

- System Redesign to Provide Health Literacy Sensitive Care
- The Impact of Health Literacy on Health Care Quality
- Medication Label Improvement: An Issue at the Intersection of Health Literacy and Patient Safety
- Pathways to Consumer Engagement

The outcomes from this conference, and previous conferences, have been published in an Executive Summary released jointly by the ACP Foundation and the IOM. The Summary can be downloaded at <http://foundation.acponline.org/hl/hcc2008.htm>.

HEALTH TiPS – WHAT YOU CAN DO©

This past year saw the launch of five new HEALTH TiPS topics: Healthy Plate, Opioid-Induced Constipation, Osteoarthritis, Swine Flu(H1N1), and Tdap. To date, almost 30 million sheets have been ordered by ACP members and other organizations. This year the ACP Foundation HEALTH TiPS were featured in a health supplement, sponsored by AARP, in the USA Today Weekend Magazine.

The ACP Foundation continued surveying clinicians who are using HEALTH TiPS. Survey results indicate the following:

- 98% of the respondents thought that their patients appreciated HEALTH TiPS.
- 96% of the respondents thought that HEALTH TiPS helped patients better manage their health.
- 96 % of respondents found HEALTH TiPS improved communication with their patients about their condition.
- 89% of the respondents indicated that they would personally be handing the HEALTH TiPS to their patients.
- 81% of the respondents 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.

User Feedback

- *"Great job. Very helpful to give a patient something to take home."*
- *"It saves me a lot of time. I give them to patients to read at home and then they ask me questions."*

PATIENT SELF-MANAGEMENT GUIDES

The *Living with Diabetes: An Everyday Guide for You and Your Family* has close to one million copies in circulation among ACP and non-ACP members, allied health professionals and various leading organization and medical centers. A 6-1/2 minute DVD was developed to demonstrate how effective the guide can be in teaching patients to self-manage their diabetes. This video was funded by the ACP Foundation and the Office of Minority Health and can be viewed at <http://foundation.acponline.org/hl/diabguide.htm>.

The development of the *Living with COPD: An Everyday Guide for You and Your Family* self-management guide was completed in spring 2009. The same team that developed the diabetes guide led the development of the COPD guide with the addition of a pulmonologist and a

smoking cessation expert. This guide teaches practical self-management skills and will motivate patients to modify their lifestyle and stop smoking. It will also encourage patients to seek support and offer strategies for setting achievable goals.

In conjunction with the COPD guide, four short videos have been developed to demonstrate how to use common inhalers. The videos are available online at <http://foundation.acponline.org/videos>. The videos use real patients and doctors and give clear, simple instructions for patients on how to correctly use inhalers.

Development of an “After Your Heart Attack” self-management guide began in March.

MEDICATION LABELING PROJECT

What began in 2004 as ACP Foundation’s project has grown to include several national organizations and federal and state government agencies that are all committed to changing medication labels to improve health outcomes and reduce medication errors. US Pharmacopeia (USP) is developing medication labeling standards. A draft paper titled, “USP Health Literacy AP Recommendation for Standards Development” is in circulation. The USP report on medication labeling is the direct result of the ACP Foundation’s and IOM’s work as a catalyst. USP agreed to a recommendation to develop universal prescription label standards for format/appearance and content/language of prescription instructions that promote patient understanding. The ACP Foundation has been invited to serve on the Task Force for the safety of medication labels.

AHRQ will be issuing another RO1 for standardized label in Spanish. Initial data from the first medication label RO1 will be available in 2010.

Work on an Over the Counter Initiative (OTC) has started. The CDC is conducting studies with adults on what they know and understand from the OTC boxes/instructions. They are also looking at adverse events related to OTC medications. The FDA is also paying more attention to OTC labels. They are beginning to address OTC language and are showing more interest in what the labels convey.

In 2010, the National Consumer league (NCL) will launch a National Ad Council Awareness Campaign around medication adherence. The NCL has asked the ACP Foundation to help them create awareness because of our work in medication labeling and health literacy. On May 20, 2009, the ACP Foundation joined the American Pharmacists Association, Aetna and Verizon in Washington, DC for a panel presentation to legislative aides and a briefing on June 26, 2009. The NCL will be hosting a stakeholder meeting in the fall and ACP Foundation will be asked to attend.

EXTERNAL RELATIONSHIPS

The following external organizations currently work with the ACP Foundation:

1. Aetna, Inc.
2. American Academy of Physician Assistants
3. America’s Health Insurance Plan
4. Association of Clinicians for the Underserved
5. Arthritis Foundation
6. Department of Health and Human Services
7. Louisiana State University
8. Mended Hearts Inc.

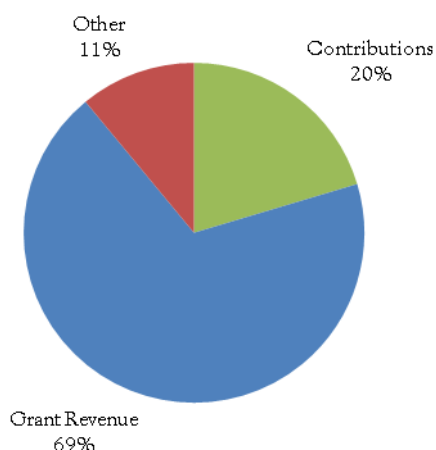
9. Missouri Foundation for Health
10. National Consumers League
11. National Council on Patient Information and Education
12. National Osteoporosis Foundation
13. Northwestern University
14. Temple Medical School
15. University of California, San Francisco
16. University of North Carolina

FINANCIAL HIGHLIGHTS

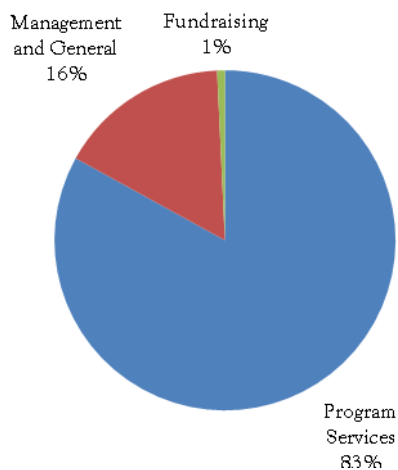
ACP Foundation

Condensed Statement of Activities
For the years ended June 30, 2009 and 2008

Program Revenue and Other Support



Expenses



	2009	2008
Change in unrestricted net assets		
Operating		
Revenue and other support		
Contributions		
Corporate support	\$ 495,000	\$ 510,000
Member and other contributions	54,601	116,556
Total contributions	549,601	626,556
Grant revenue	1,852,142	1,353,302
Other Revenue	78,833	-
Guide sales and reimbursed expenses	75,239	48,637
Interest and dividend income	117,435	137,016
Net assets released from restrictions	25,000	75,000
Program revenue and other support	2,698,250	2,240,511
Net realized and unrealized gains (losses)	(385,962)	(206,158)
Total revenue and other support	2,312,288	2,034,353
Expenses		
Program services	2,281,517	1,745,659
Management and general	446,390	456,631
Fundraising	20,317	42,680
Total expenses	2,748,224	2,244,970
Change in unrestricted net assets, operating	(435,936)	(210,617)
Non-operating		
Pension and post-retirement change other than net periodic pension cost	(167,002)	-
Change in temporarily restricted net assets		
Change in value of split-interest agreements	(16,000)	(6,000)
Corporate support	-	25,000
Net assets released from restrictions	(25,000)	(75,000)
Change in temporarily restricted net assets	(41,000)	(56,000)
Change in net assets	(643,938)	(266,617)
Net assets at beginning of year	2,665,626	2,932,243
Net assets at end of year	<u>\$2,021,688</u>	<u>\$2,665,626</u>

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The ACP Foundation welcomes corporate partners to share ideas and collaborate on initiatives to improve patient health. The generous support of Corporate Members helps to make possible the tools and educational programs developed by the ACP Foundation and the American College of Physicians.

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The generous support of ACP members, and Foundation and College Leadership and staff, assists the Foundation in fulfilling its mission to improve the health and welfare of patients through initiatives that provide the information patients need to understand and manage their health. The Foundation would like to recognize the following donors who gave a gift of \$100 or more between July 1, 2008 and June 30, 2009.

Every attempt has been made to properly recognize the spelling of your name and the level of giving. If we have made an error, please accept our apologies and notify us so that we can correct our records.

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