

IOM Roundtable on Health Literacy--Update

Rose Marie Martinez, ScD

Advances In Health Literacy

Sixth Annual National Health Communication
Conference

ACP Foundation/IOM

November 28, 2007

Roundtable Workshops

March 29, 2007

Organizational Change for Improving Health Literacy: Exploring Quality Management and Pay for Performance Strategies

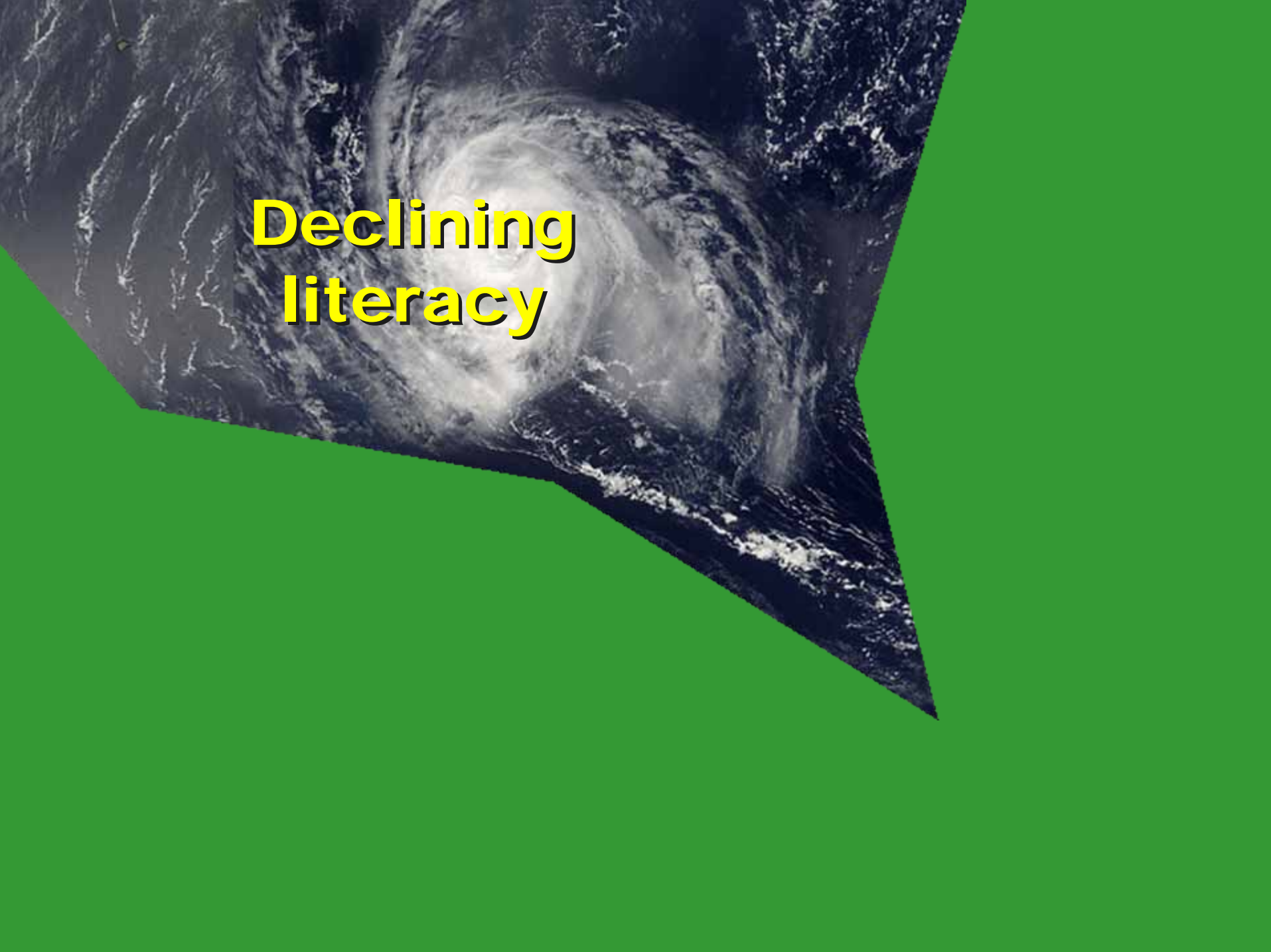
October 12, 2007

Changing Prescription Medication Use Container Instructions to Improve Health Literacy and Medication Safety

A Perfect Storm Forecasted: Are We Prepared?



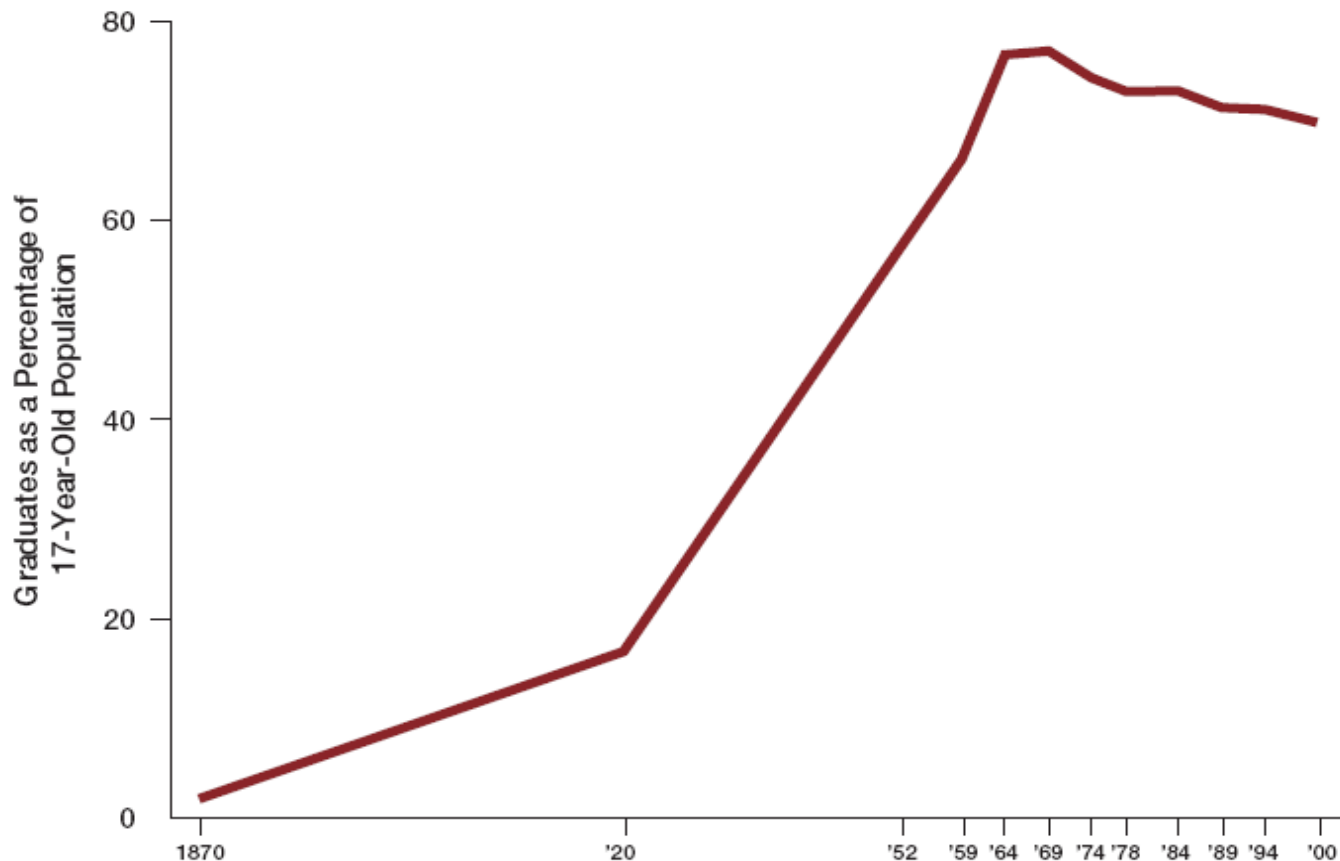
Ruth M. Parker, M.D.
Emory University School of Medicine



Declining
literacy

High school graduation rates peaked at 77% in 1969 and have remained in the 70% range since 1995.

High School Graduates as a Percentage of the 17-Year-Old Population, 1869-70 to 1999-2000

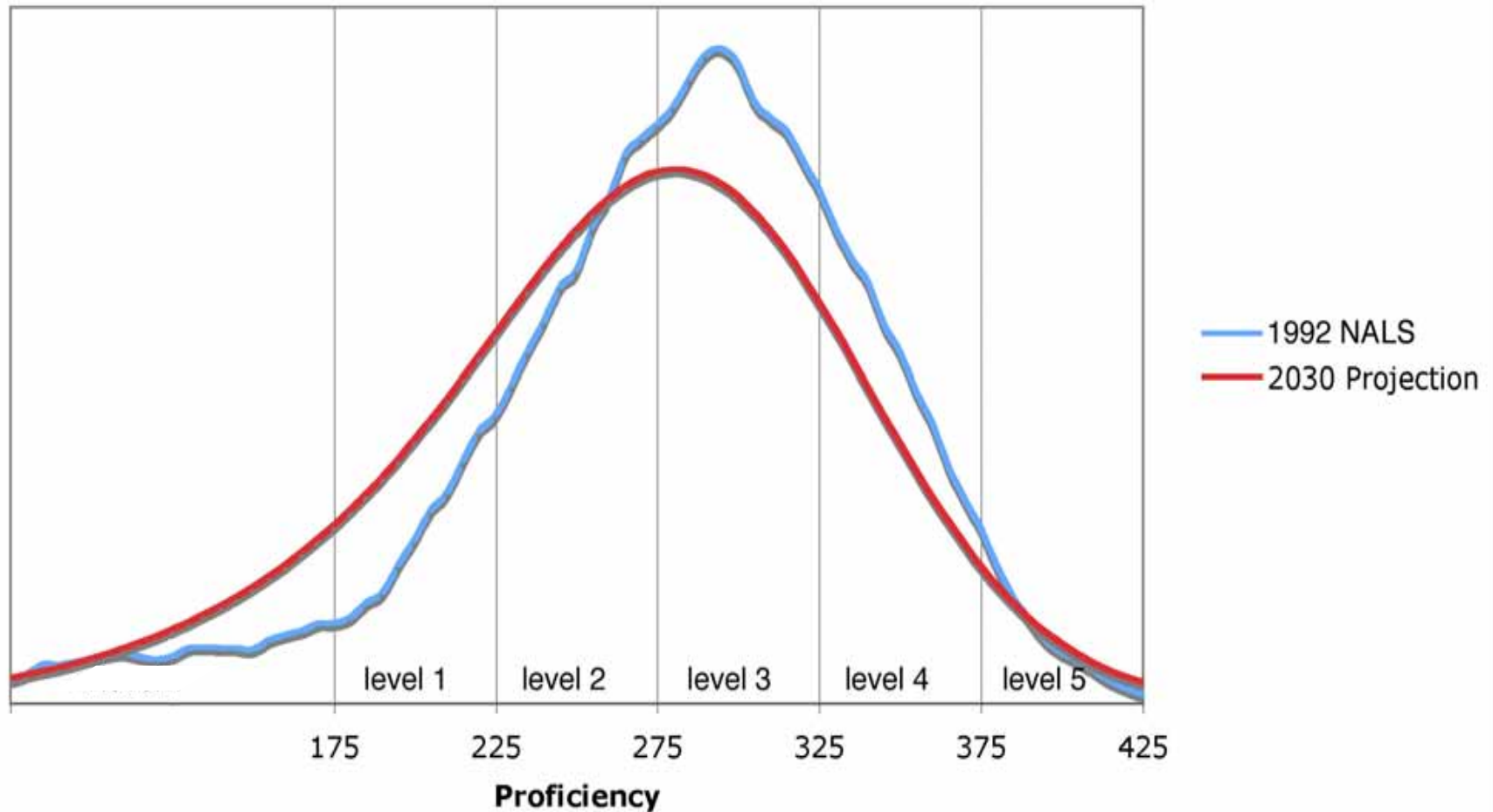


Note: Graduates are of regular day school programs.

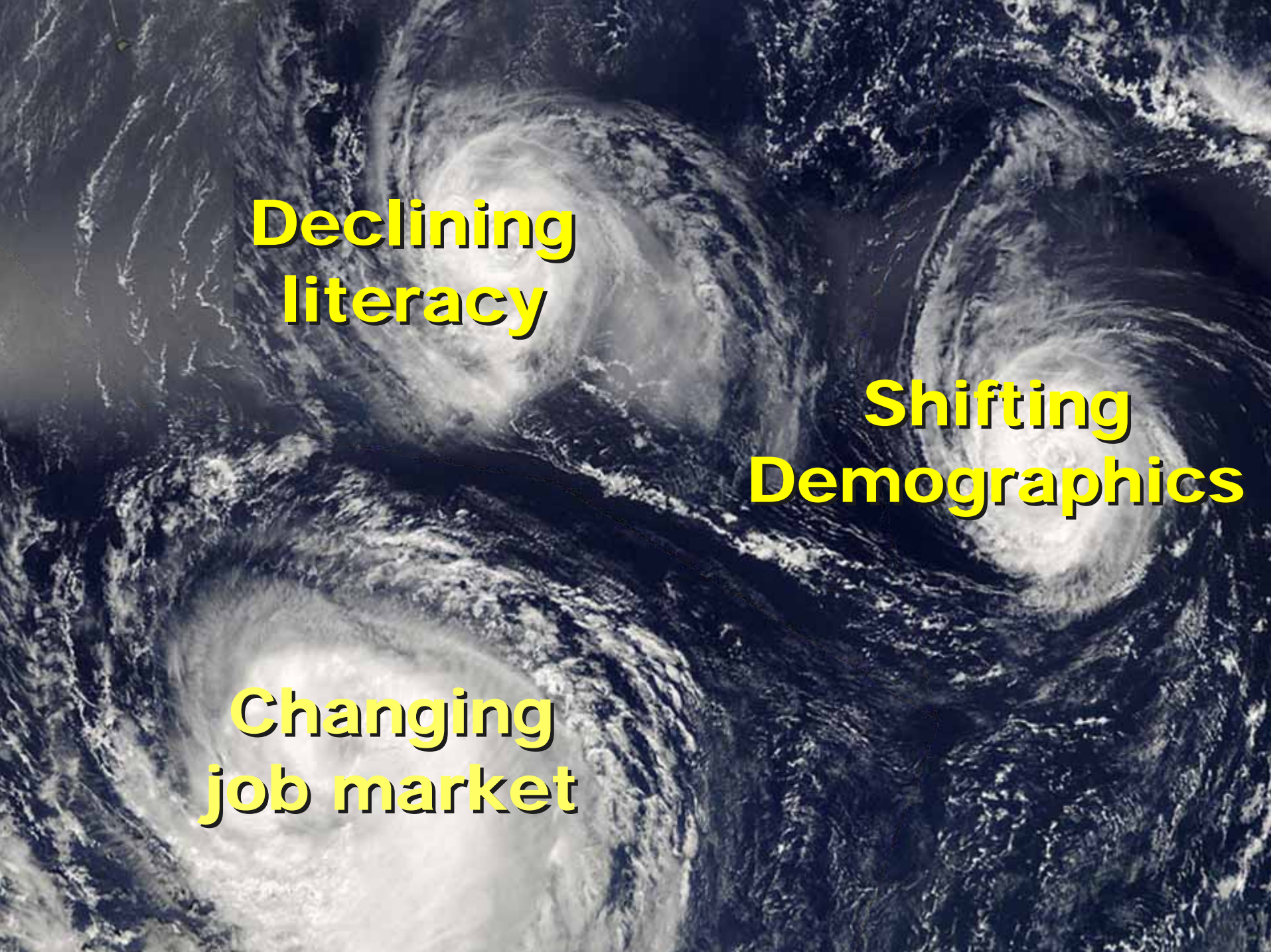
Source: U.S. Department of Education, National Center for Education Statistics.

The Forecast for 2030

Proficiency Distributions



From the ETS report *America's Perfect Storm: Three Forces Changing Our Nation's Future* written by Irwin Kirsch, Henry Braun, Kentaro Yamamoto and Andrew Sum. The full report is available from ETS at www.ets.org/stormreport.

An aerial photograph of three large hurricanes swirling over the dark blue ocean. The clouds are white and grey, with distinct eye-like centers. The text is overlaid on the image in a yellow, sans-serif font.

Declining
literacy

Shifting
Demographics

Changing
job market

What Does This Mean for Health?

- ETS 2030 prediction for 16-65 year olds only
 - 5% decline in average literacy
 - 7% increase in disparity of scores
- Health consequences for working age population
 - ↑ unemployed
 - ↑ uninsured
 - ↑ prevalence of inadequate health literacy
 - ↑ problems of disparity, quality, and costs
- 2030 prediction even worse for those over 65

Preparing for the Storm

- DEVELOP and USE DATA

Research

Measuring Patient's Experiences with Primary care
(Dr. Dana Safran)

-Patient-centeredness

quality of physician-patient interactions (communication)
malpractice risk
health outcomes

?? ability to measure the role of health literacy/cultural competency in patient-physician interactions and communication

Research

- Developing a Health Literacy Supplement to the Clinician/groups CAHPS (Cynthia Brach-AHQAR)
 - Patient-Provider Oral Communication
 - Communication about health problems or concerns
 - Disease management and teach/back
 - Communication about medications and test results
 - Forms and Signage

Research

In the last 12 months, how often:

- Did this doctor give you easy to understand instructions about how to take your medicines?
- Was the written information about how to take your medicines easy to understand?

Research

In the last 12 months, how often did this doctor:

- Use pictures, drawings, or models to explain things to you?
- Use words you didn't understand?
- Give you too much information about your health all at one time?

Preparing for the Storm

- Build organizational infrastructure now to improve health literacy

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Changing Medication Use Container
Instructions to Improve Health Literacy
and Medication Safety

Reactions to the UMS

- Federal Agencies
 - Agency for Healthcare Research and Quality
 - Food and Drug Administration
 - Department of Veterans Affairs
- Pharmacy
 - PhRMA
 - National Association of Chain Drug Stores
 - Pharmaceutical Care Management Association
 - American Pharmacists Association Foundation

Reactions to the UMS

- Stakeholders
 - American Medical Association
 - Physician
 - National Council on Patient Information and Education
 - New York Academy of Medicine
 - American National Health Law Program
 - Association of Colleges of Pharmacy
 - AAMC, Expert Panel on Education in Safe and Effective Prescribing Practices

Moving to Action

- What would it take to move toward standardization of drug use instructions?
 - United States Pharmacopeia
 - National Council for Prescription Drug Programs
 - Food and Drug Administration
 - Latino Coalition for a Healthy California

Moving to Action

- What's next?
Publish Workshop Proceedings (early 2008) available through Roundtable Website
- Developing a “collaborative” of stakeholders to continue the discussion and identify action steps.

Web Address

- Roundtable (Friends of the Roundtable)
<http://www.iom.edu/CMS/3793/31487.aspx>
- March 29, 2008 workshop
<http://www.iom.edu/CMS/3793/31487/39951.aspx>
- October 12, 2008 workshop
<http://www.iom.edu/CMS/3793/31487/43961.aspx>

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