

Learning to See the 800 Pound Gorilla: Addressing Communication and Quality

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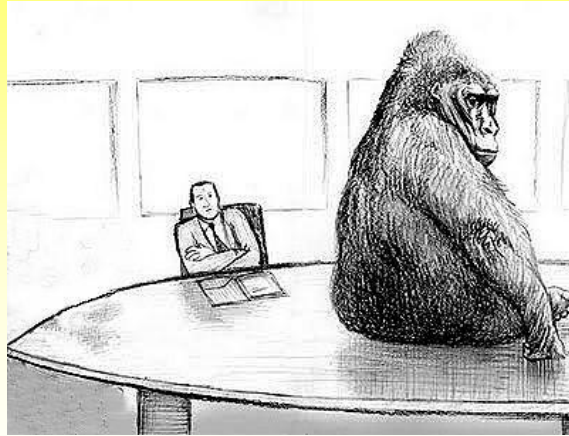
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The problem with communication is the illusion that it has occurred.

-- George Bernard Shaw

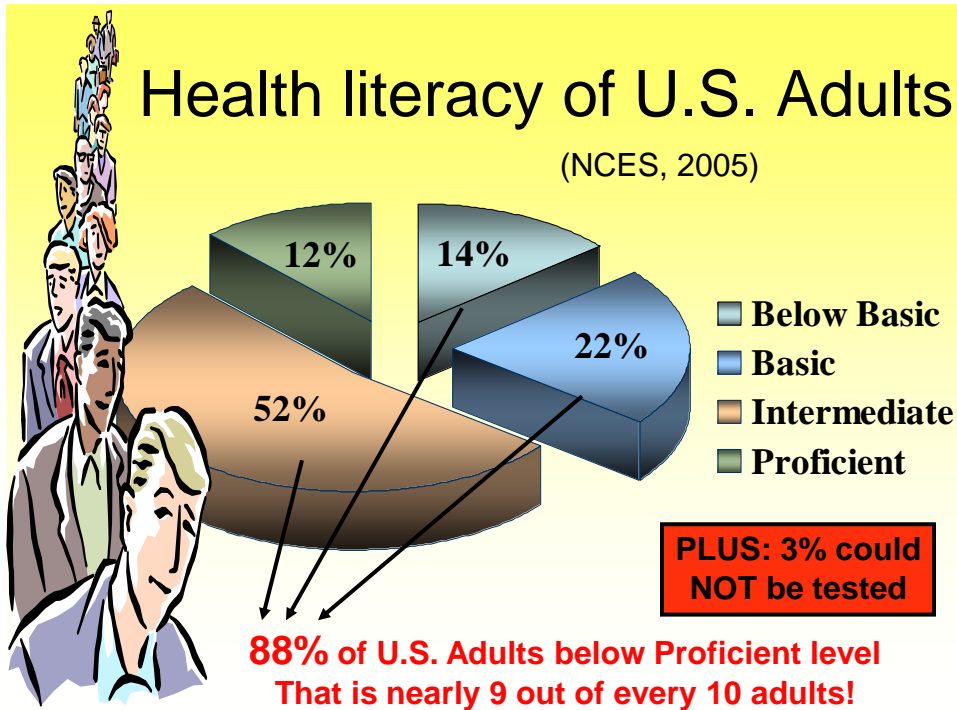
- Over three quarters of physicians (77%) believed patients knew their diagnosis; however, when asked, only slightly over half (57%) of patients actually did ($P=0.001$).
- Nearly all physicians (98%) stated that they at least sometimes discussed their patients' fears and anxieties, compared with 54% of patients who said their physicians never did this ($P=0.001$).

Most
patients
don't know
how to
engage in
their health



“Health Care is Too Hard to
Use and It’s Not Your Fault”

<http://www.coloradohealth.org/yellow.aspx?id=6604>



The Health Care Gauntlet

How do you simplify
healthcare complexity?



Common Definition

Health literacy is the degree to which **the system provides adequate support to allow** people to have the capacity to:

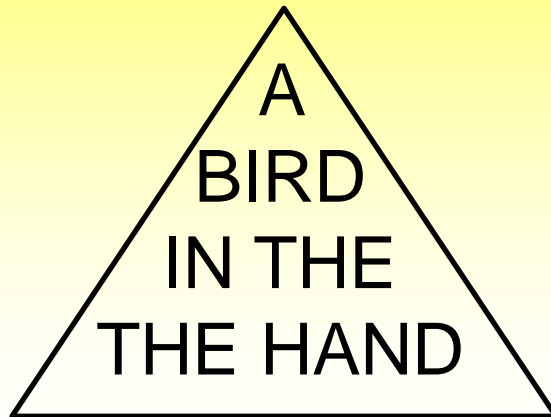
- Obtain, process, and understand basic health information and services
- Make appropriate healthcare decisions (act on information)
- Access/ navigate healthcare system

Derived from the definition of health literacy in the Institute of Medicine, A Prescription to End Confusion.

What's feeding the gorrilla?

- The vocabulary and concepts in health care
- Patients & providers from different cultures
- Health care is disjointed
- Competing sources of health information
- Communication isn't taught in most medical and health professional schools

We Only See What We See



Intentional Blindness



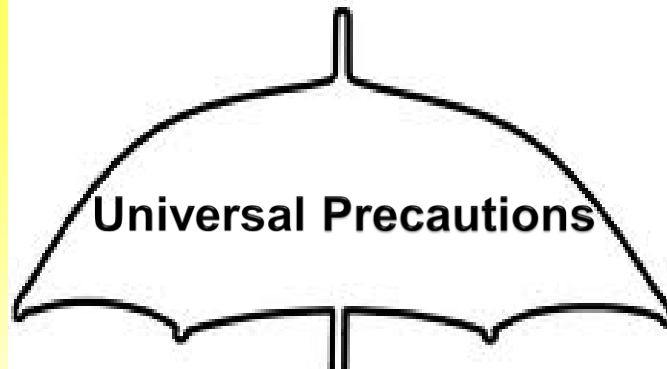


Health Literacy Is Dynamic

- Health literacy demands can change over time and differ by setting and circumstance
 - Age (teen vs senior citizens)
 - Life event (birth of a child, stress at home)
 - Medical condition (new diagnosis, chronic illness)
- Health literacy is highly contextual and reflects both sides of the interaction.



Nielsen-Bohman L et al, eds. *Health Literacy: A Prescription to End Confusion*. Institute of Medicine. The National Academies Press; 2004



A communication strategy which assumes that all health care encounters are at risk for communication errors, and aims to minimize risk for everyone

(DeWalt et al, 2010)



Universal Precautions

1. Use plain language and analogies
2. Focus on the 2 or 3 most important “need to know” and start with these
3. Check for understanding using a “teach back” method

Provide Explanations in Common Language

- Most patients do not take anatomy in school
- We use words differently in health
- Use familiar, common, & everyday language. If possible, use the patient's own words
- Use analogies that are relatable to the patient



"The labs are back."

Patient Recall of Health Information Is Poor

- Patients/Parents forget 40%–80% of what their doctor tells them as soon as they leave the office and nearly 50% of what they do remember is recalled incorrectly
- The more information provided, the less a patient/parent is able to recall

Focus on “Need-to-know” & “Need-to-do”

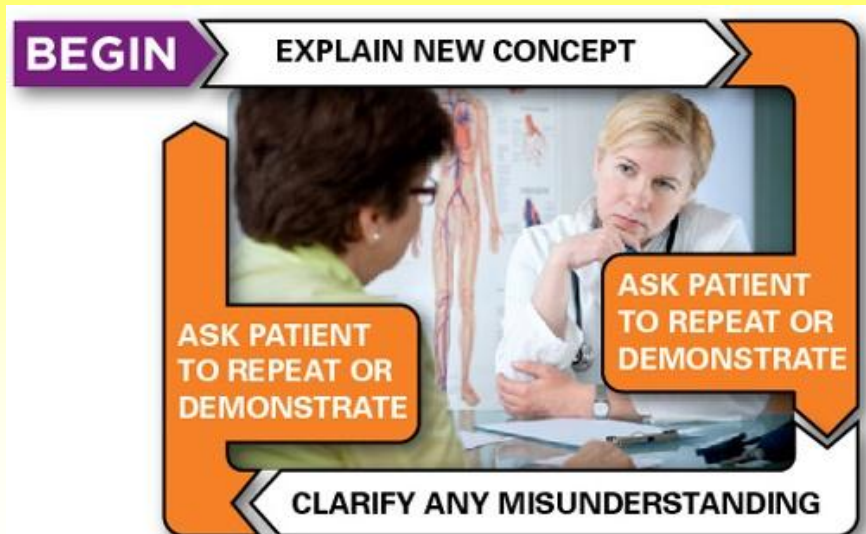
What do patients need to know/do...?

- When they leave the exam room/check out
- When they get home
- What do they need to know about?
 - Taking medicines
 - Self-care
 - Referrals and follow-ups
 - Filling out forms

Avoid Miscommunications



Teach-Back: Closing the Loop



Schillinger D, Piette J, Grumbach K, Wang F, Wilson C, Daher C, Leong-Grotz K, Castro C, Bindman A. Closing the Loop: Physician Communication With Diabetic Patients Who Have Low Health Literacy. Arch Intern Med/Vol 163, Jan 13, 2003

Teach-back – Additional Points

- Do not ask yes/no questions like:
 - “Do you have any questions?”
 - “Do you understand?”

INSTEAD...

“What questions do you have?”

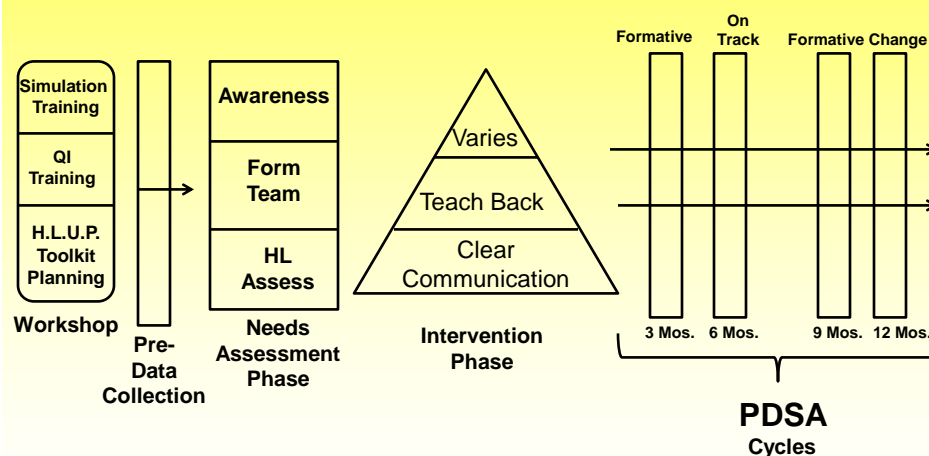
“Tell me one or two questions you've been thinking about.”

- For a lot of concepts use “Chunk and Check”

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HL MOC Quality Improvement Module



Next offering August 23 in Columbia

<http://healthpolicy.missouri.edu/projects-hlmoc.html>

Clinical Resources

- Health Literacy Universal Precautions Toolkit
(<http://www.ahrq.gov/qual/literacy/>)
- CAHPS Health Literacy – Item Set
(https://www.cahps.ahrq.gov/content/products/HL/PROD_HL_Intro.asp)
- AMA Health Literacy Video
(http://www.youtube.com/watch?v=cGtTZ_vxjyA)
- ACP Health Literacy Video
(<http://www.youtube.com/watch?v=ImnlptxIMXs>)
- HRSA Online HL Training
(<http://www.hrsa.gov/publichealth/healthliteracy/index.html>)

Thanks!

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