

Engaging Patients by Design



Strategies to create
engaging patient education

WHO AM I?

- ❖ Editorial Director at Emmi Solutions
- ❖ Wrote and designed CNE & other provider education
- ❖ A patient

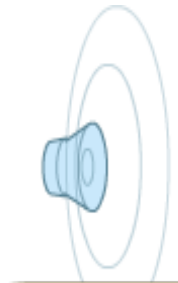
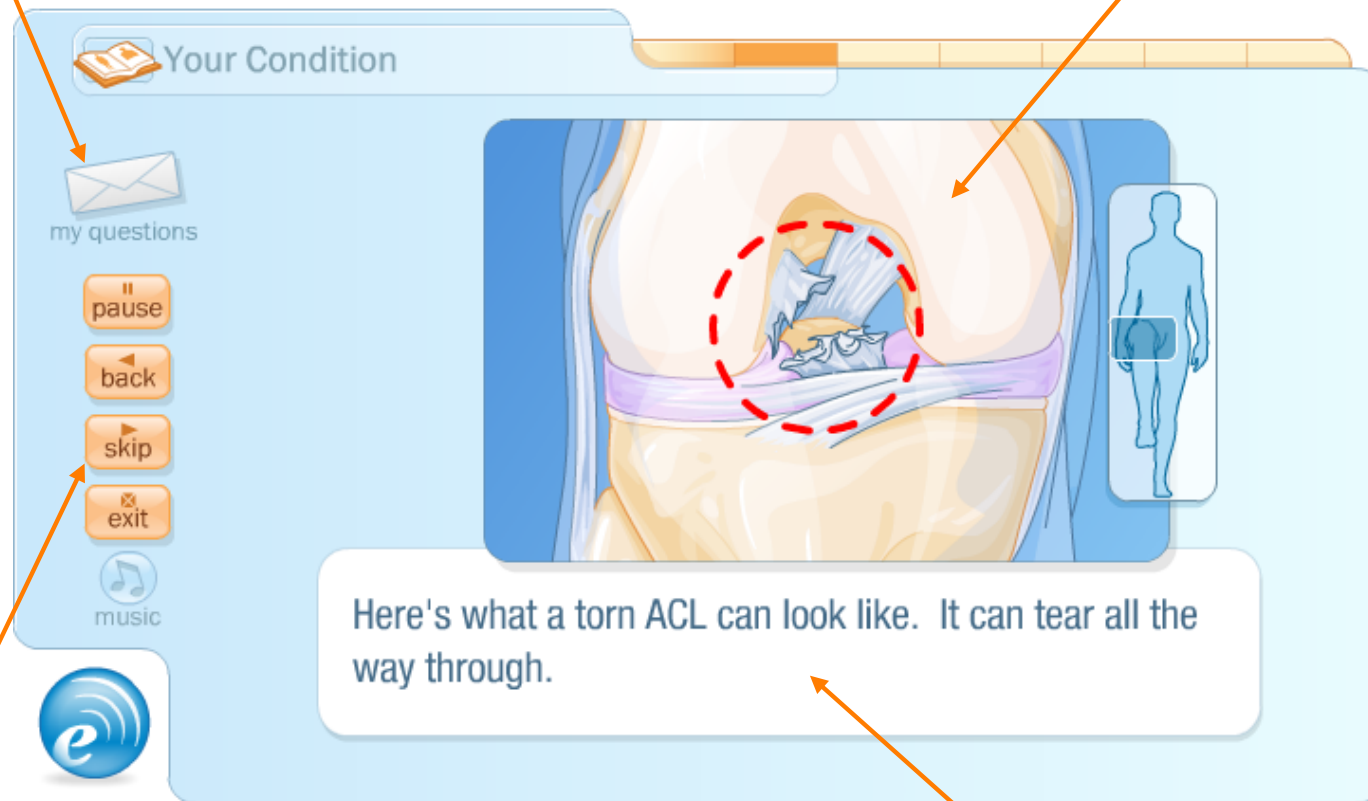
Emmi programs

Interactive:

Ask Questions at any time
for follow up with a nurse

Visual learning:

Preferred by all patients, critical
for those with low health literacy



Narrated:

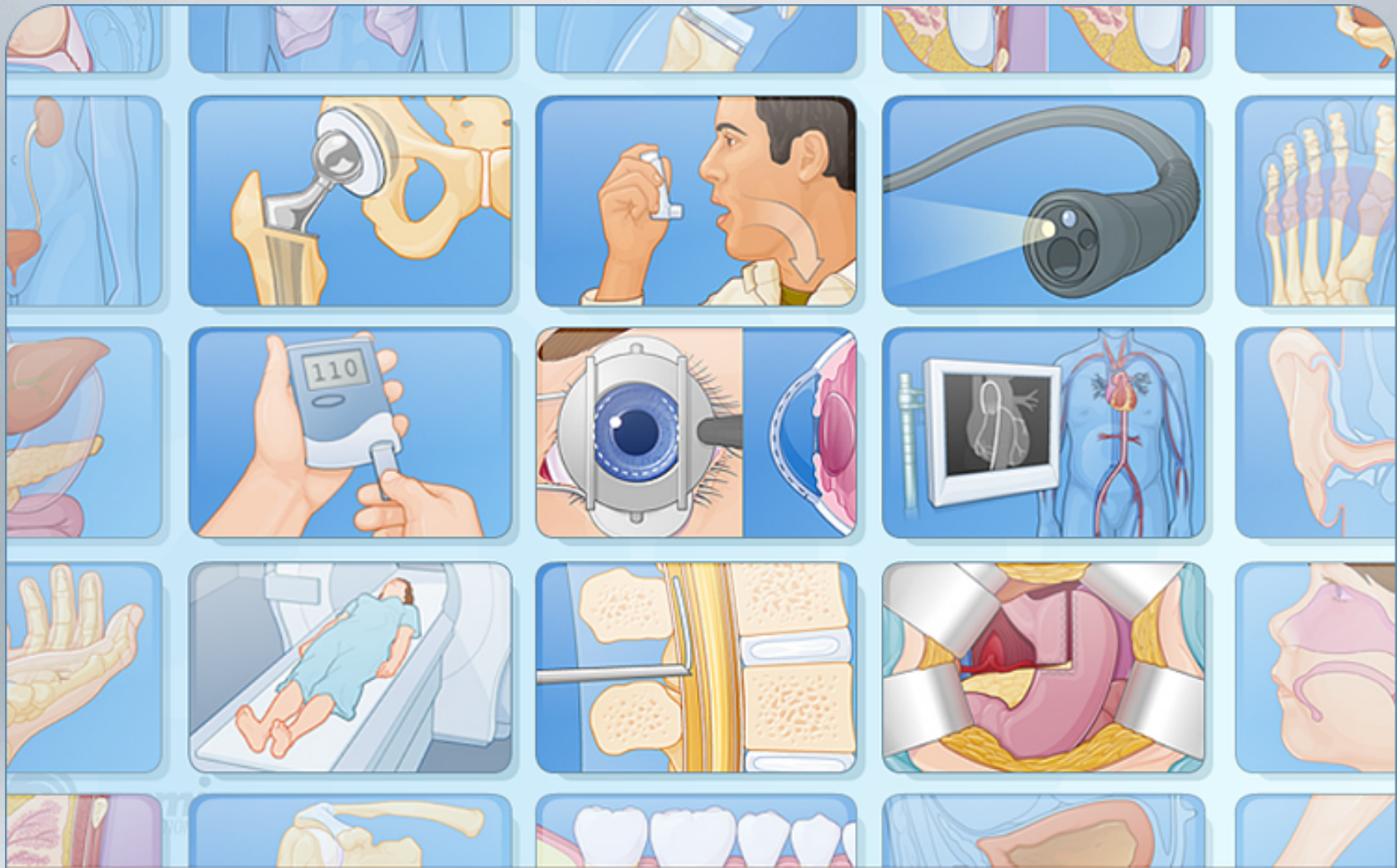
An empathetic
voice guides
the member
through the
experience

Intuitive navigation:

Simple to use for all levels of
computer experience

Plain language:

Targeting a 4th to 5th grade
reading level



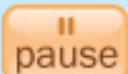
Library of 170 Emmi[®] programs



Your Back



my questions



pause



back



skip



exit

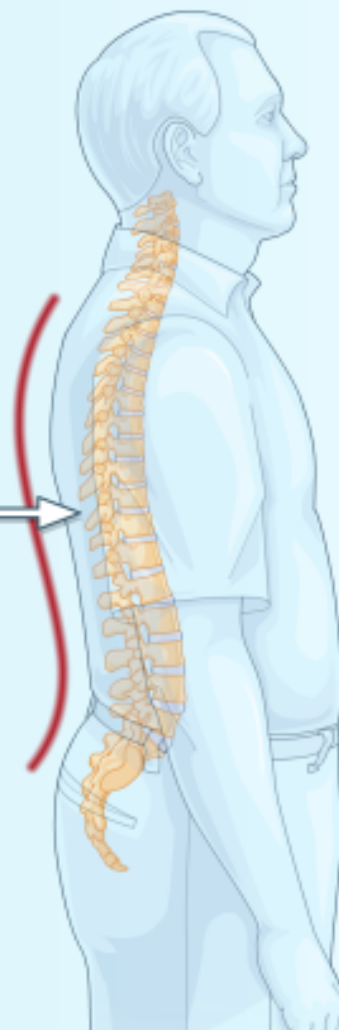


music



These blocks of bone (vertebrae) are stacked to give your spine its "S" shape.

Vertebrae



1.5 Million Patient Experiences



Age 0-17	18-34	35-49	50-64	65-79	80+
81%	85%	86%	87%	87%	85%

Percent of Emmy Programs Completed

“Design experiences,
not information.”

- Cathy Moore

<input checked="checked" type="checkbox"/> ALIGN HERE	SEND TO:

PATIENT NAME DOE, JOE				PATIENT ID NO. NOT GIVEN		DATE 06/11/2010	TIME NOT GIVEN
ACCESSION NO. 36904447	BIRTH DATE 55	GENDER MALE	SAMPLE ID NO. NOT GIVEN	OTHER ID NO.		RECEIVED 06/11/2010	09:41
REMARKS SAMPLE REPORT, NO SAMPLE SENT				REFERRING PHYSICIAN		REPORTED 06/11/2010	10:00
						STATUS FINAL	

TEST	RESULT (+ = OUT OF RANGE)	UNITS	REFERENCE RANGE
Cardio CRP	0.4	mg/L	
For Ages > 17 Years:			
CCRP mg/L	Risk According to AHA/CDC Guidelines		
<1.0	Lower Relative Cardiovascular Risk.		
1.0-3.0	Average Relative Cardiovascular Risk.		
3.1-10.0	Higher Relative Cardiovascular Risk. Consider retesting in 1 to 2 weeks to exclude a benign transient elevation in the baseline CRP value secondary to infection or inflammation.		
>10.0	Persistent elevations upon retesting, may be associated with infection and inflammation.		

Bloodwork Cardiology Result



ORDERED BY: Dr. Francis Pulaski

Bellevue Medical Centre
lamar.d@bactamed.edu
(603) 555-54321 x1523

Patient Info

NAME: John Doe

GENDER: M AGE: 49 DOB: 01/10/1961

COLLECTED: 11/02/2010, 10:40 a.m.

RECEIVED: 11/02/2010, 1:03 p.m.

1 About this test

This report evaluates your potential risk of heart disease, heart attack, and stroke.

2 Your results

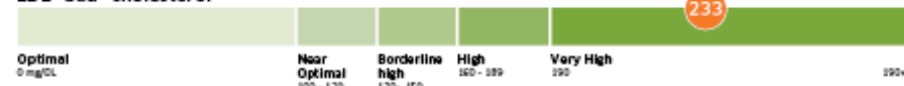
CRP level test



Total cholesterol level



LDL "bad" cholesterol



HDL "good" cholesterol



3 Your risk You show an elevated risk of cardiovascular disease

If you're a smoker with normal blood pressure, (130 mm/Hg) but family history of heart attack before age 60 (one or both parents) your risk over 10 years is:

15%

Your risk would be lowered to

12% if your blood pressure were 120mm/Hg
10% if you quit smoking
6% if you reduced cholesterol to 160mg/DL

Use your CRP results and cholesterol level to calculate your 10 risk of a cardiovascular event at ReynoldsRisk.org

4 What now?



Diet & exercise-can improve your cholesterol levels



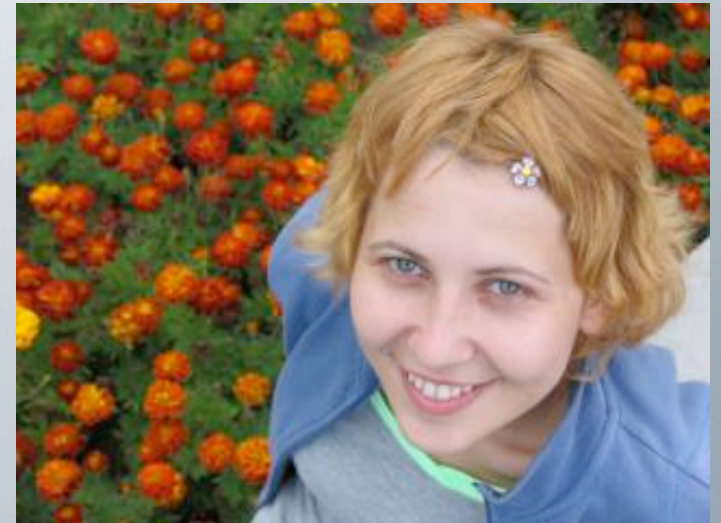
Quitting smoking-can decrease your heart disease risk by 50% or more



Ask your doctor about statins or other medications that can lower cholesterol



Consider retesting in 1 to 2 weeks to exclude a temporary spike in blood levels



Get real information
from real people







Self Recognition

A way to recognize themselves as the real audience

- ❖ Recognize their pain, condition or situation
- ❖ Pose a pressing question
- ❖ Show you know what's really going on
- ❖ Gain trust by showing you truly “get” them





Reveal
yourself





What is a VBAC?



my questions

||
pause

◀
back

▶
skip

ⓧ
exit



music



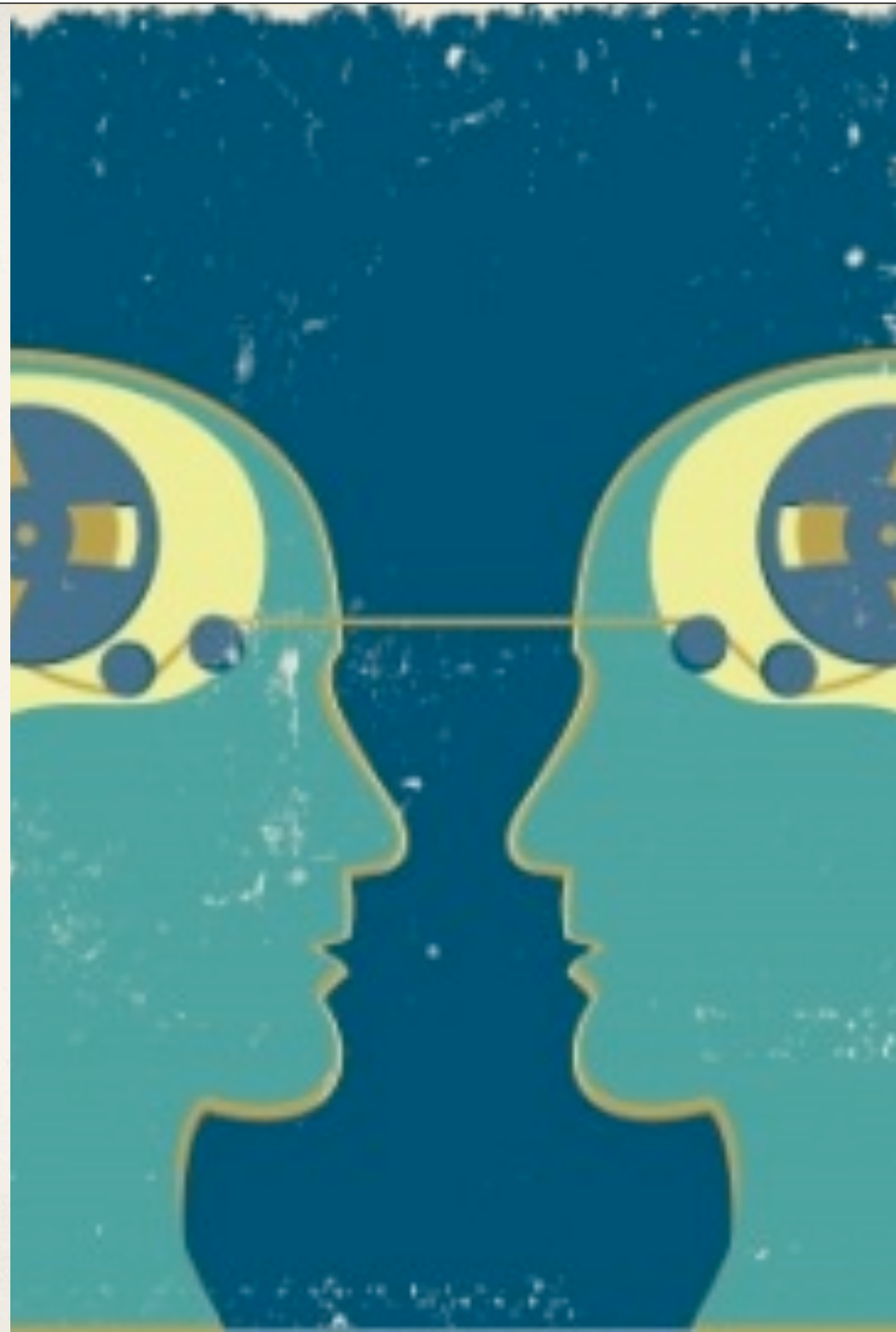
While making the decision about a
VBAC isn't easy, I want to make
sure we don't lose sight of this.



Be
Psychic

Seem psychic

- ❖ Anticipate questions
- ❖ Address questions, fears & worries up front
- ❖ Proactively bring up embarrassing issues



◆ Pain

◆ Scars

◆ Driving

◆ Sex

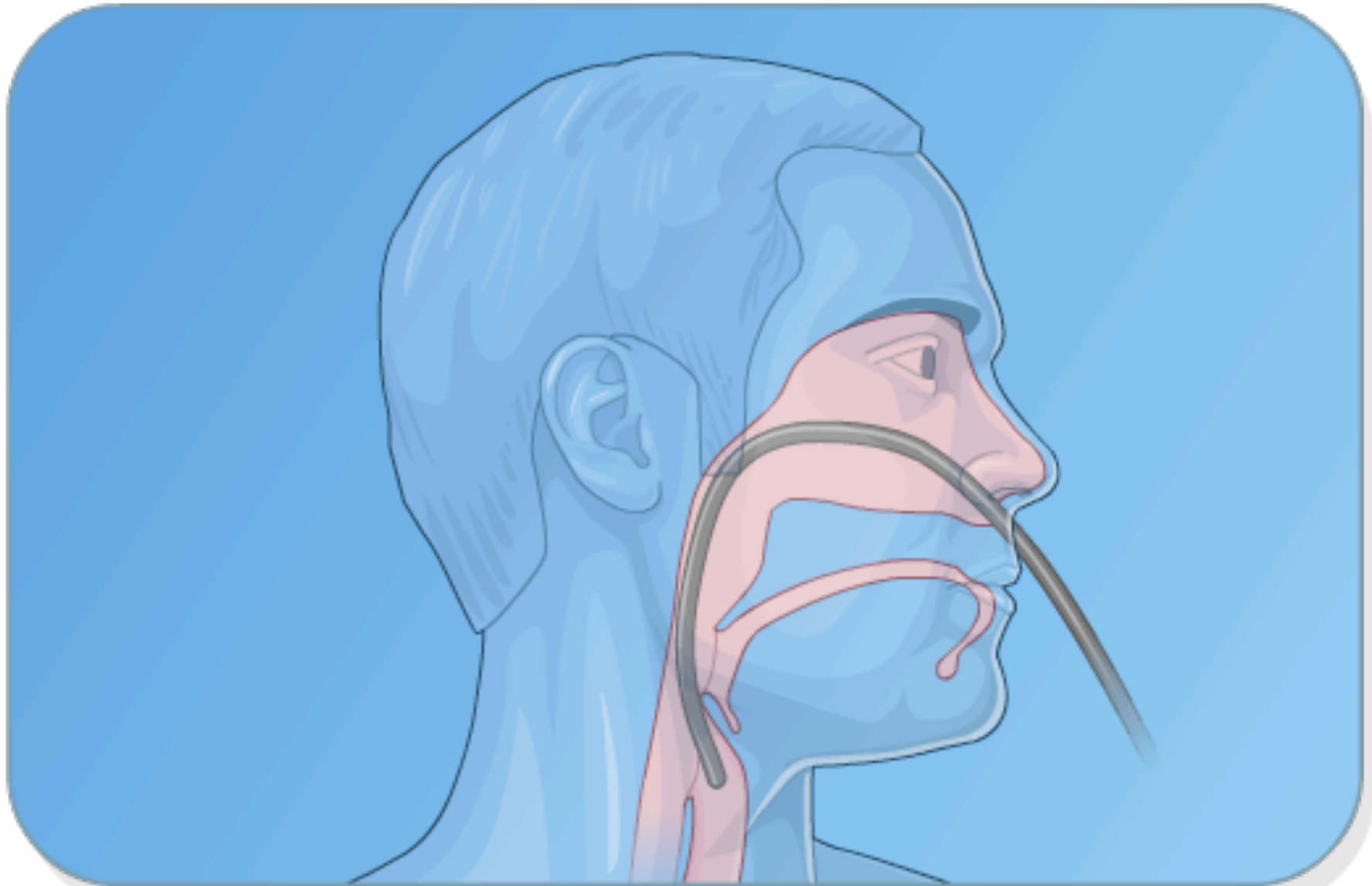
◆ Childcare



“This answered several questions that me and my family and friends might not have thought to ask or felt we could ask!”

- Patient Safety viewer

Set expectations





After the Procedure



my questions

||
pause

◀
back

▶
skip

✕
exit



music





Alternatives

play

No pain



1

2

Mild pain



3

4

Moderate pain



6

7

Severe pain



8

9

10



And if other treatments haven't worked, then surgery might improve your pain from an 8 to a 5 or a 6.







Before Your Procedure



my questions

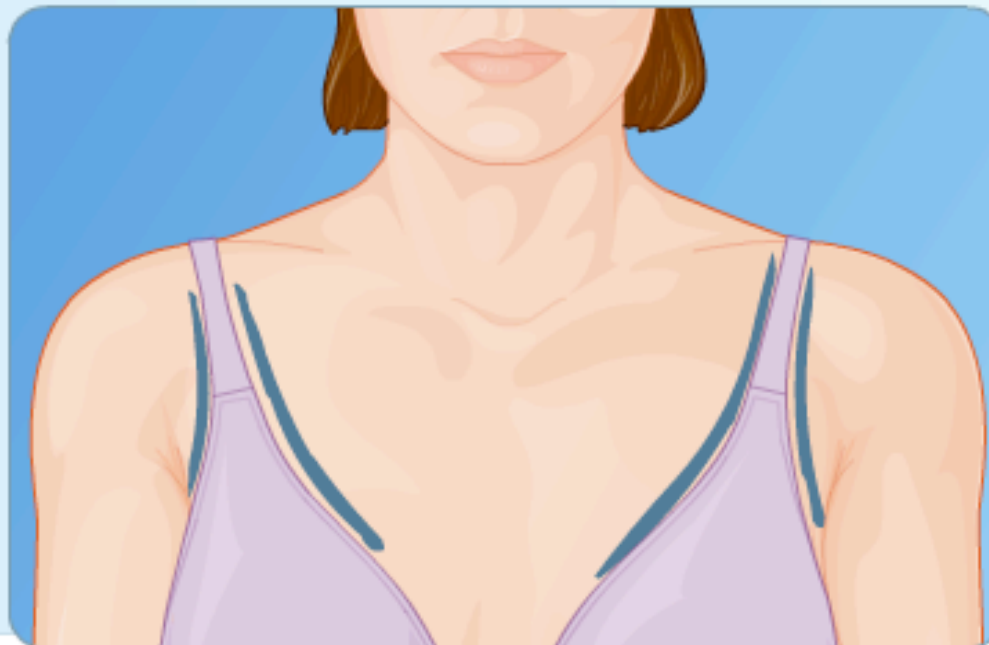
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pause

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back

ⓧ
exit

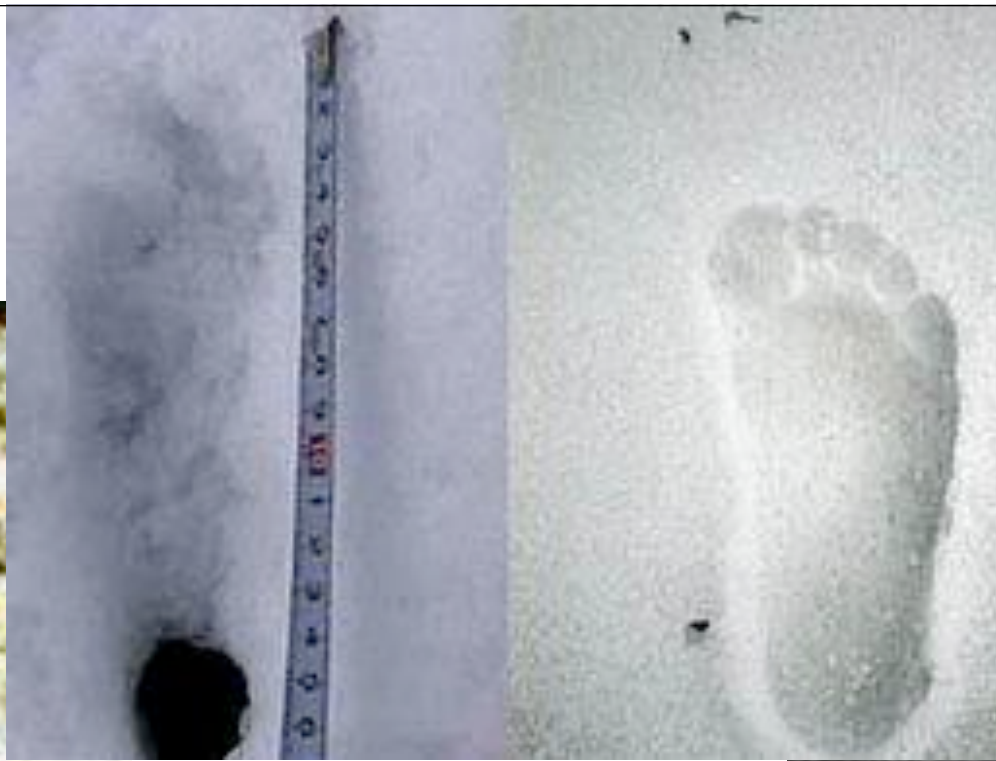


music



The night before the procedure, outline where your bra with the widest straps fits on your chest.





Mythbreaking



After Delivery



my questions

||
pause

◀
back

▶
skip

⌵
exit



music

You may have heard
that you can't get pregnant
while breastfeeding.



I found out that a lot
of the research I'd done
was 'here say.'

– Gastric Banding Patient

**EASY =
TRUE**

Rhyme as Reason



Woes unite foes.

Woes unite enemies.



Cholesterol



my questions

||
pause

◀
back

▶
skip

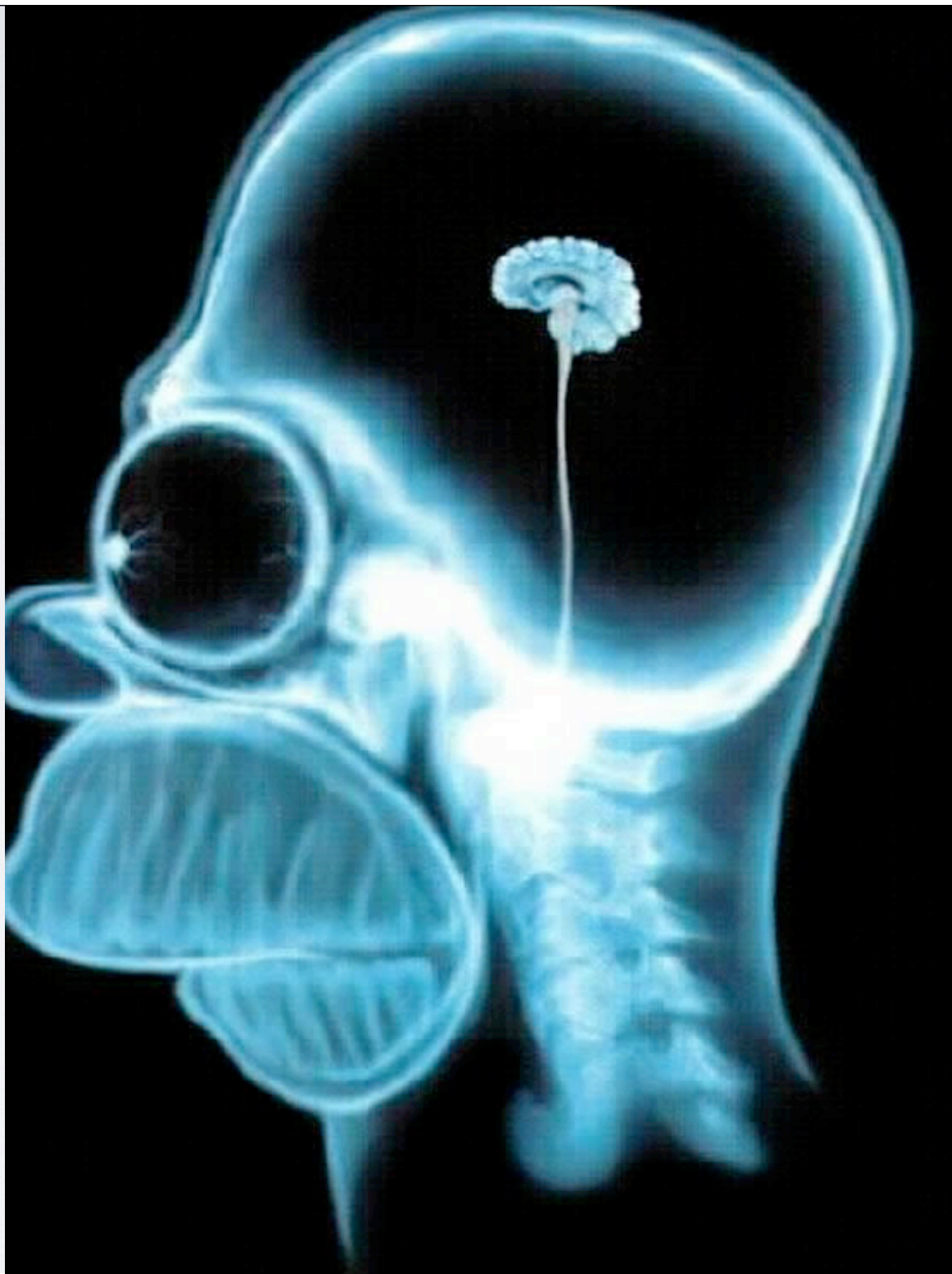
⌵
exit



music



MEMORY



Explain Why

- ❖ We are infovores
- ❖ More likely to follow directions
- ❖ People make up their own reasons
- ❖ Shorter is not always better if it leaves information gaps



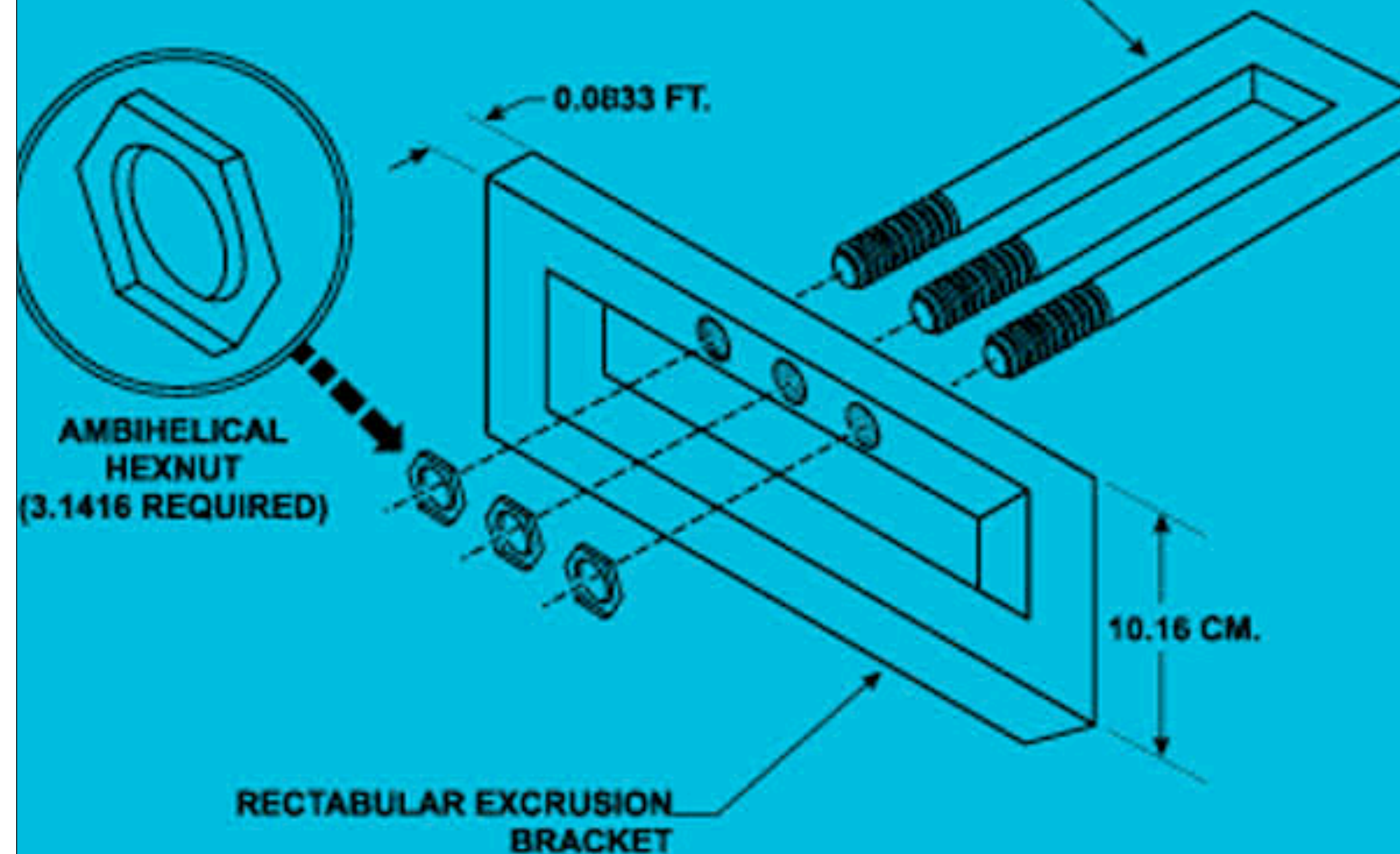
TRICHOTOMETRIC INDICATOR
SUPPORT

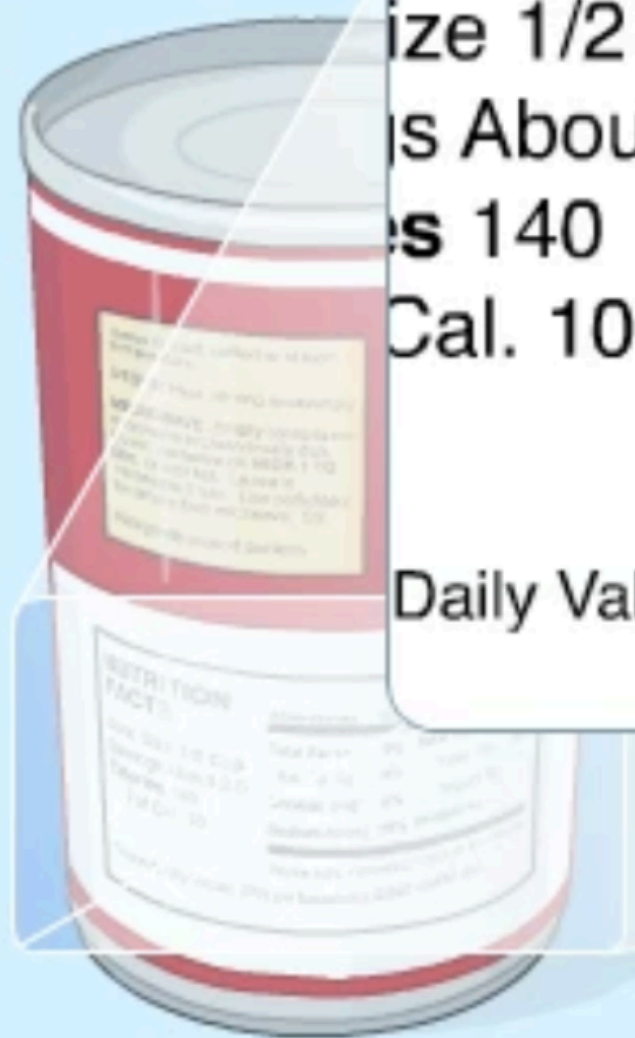
0.0833 FT.

AMBIHELICAL
HEXNUT
(3.1416 REQUIRED)

10.16 CM.

RECTABULAR EXCRUSION
BRACKET





Size 1/2 Cup
s About 2.5
s 140
Cal. 10

Total Fat 2g	4%	Total Carb
Sat. Fat .5g	3%	Fiber 7
Cholest. 5mg	0%	Sugars
Sodium 950mg	19%	Protein 6g

Vitamin A 0% • Vitamin C • Calcium 4%

Daily Values (DV) are based on a 2,000 caolrie diet



Find your voice

Bastian's IV Experience

A Bastian Adventure Book



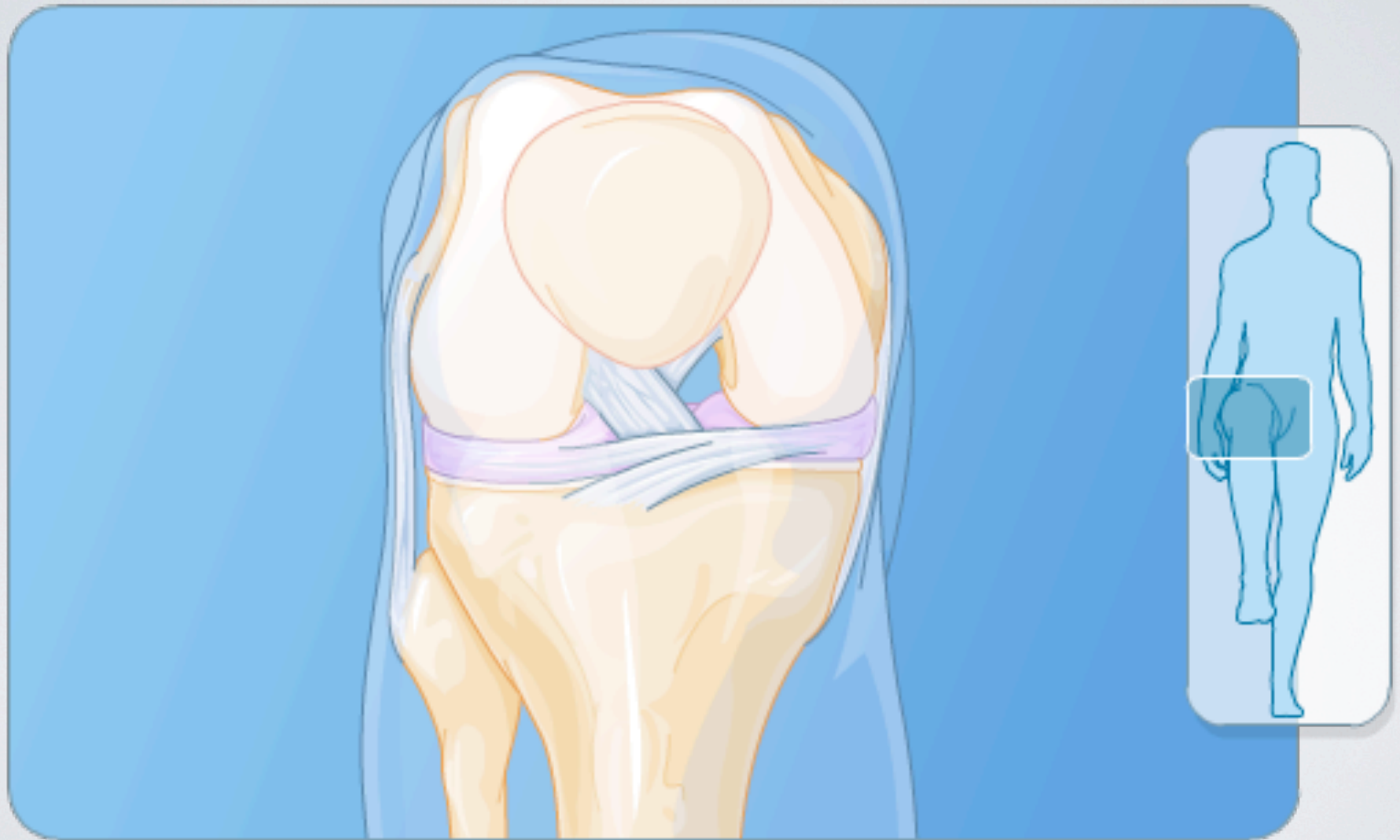
By Sofie B. DiMauro

“Sometimes the cancer journey is so absurd all you can do is laugh. Other times it flat-out sucks. At those times, humor is one of the few weapons we have.”

Jackie Fox, author of From Zero to Mastectomy

Simple \neq Uninteresting

Keep people oriented





Your Child's Body



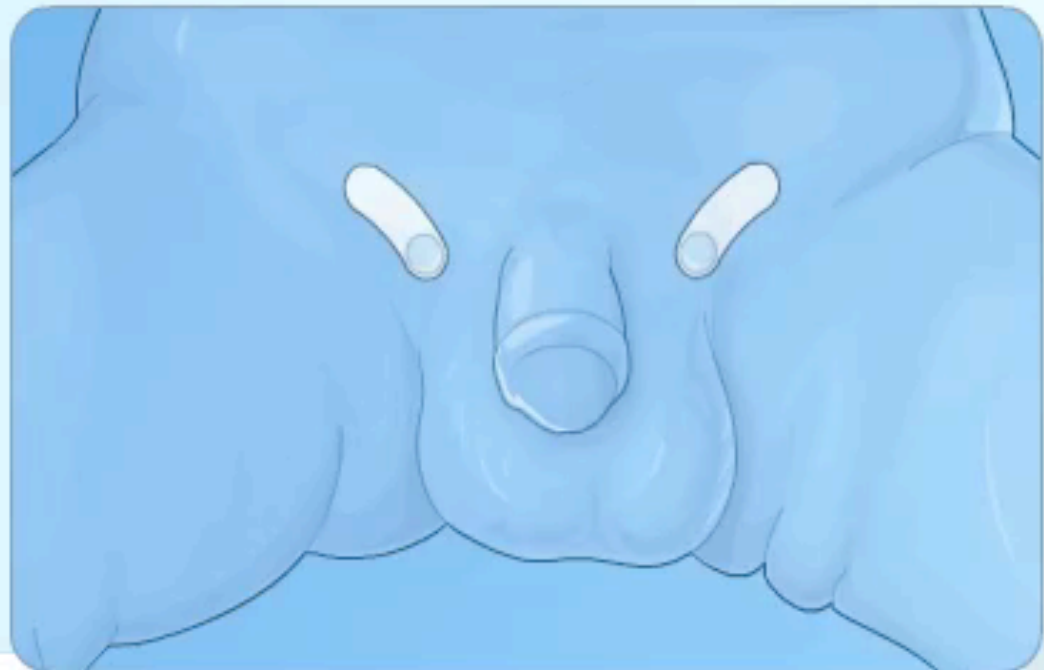
my questions

||
pause

◀
back

ⓧ
exit

🔊
music



When a boy is older, the vas will carry sperm from the testicles to the penis.



Where do I go from here?





Medications & Treatments



my questions

||
pause

◀
back

ⓧ
exit



music



Please choose the items that interest you:

- ☐ Anti-inflammatory drugs
- ☐ Epidural injections
- ☒ Massage, acupuncture
- ☐ Relaxation therapy
- ☒ Spinal manipulation

continue

Checklist: Hypertension

- Choose only 1 or 2 things from the list you feel sure you can do over the next 2 weeks.
- After you've done those 2 things, you can choose what to work on next.



☐ Find out what my blood pressure goal is



☐ Buy a home blood pressure machine (like an automatic arm monitor)

☐ Check my blood pressure _____ times a week



☐ Ask my doctor to help me put together an exercise plan



☐ Eat more fresh fruits and vegetables



☐ Eat more whole grains (oatmeal, whole grain bread)



☐ Avoid canned and packaged foods that are high in salt



☐ Stop using sauces that are high in salt (ketchup, soy sauce, BBQ)



☐ Ask my doctor about things that can help me quit smoking



☐ Ask about less expensive medications (generics and water pills)



☐ Ask about ways to manage stress

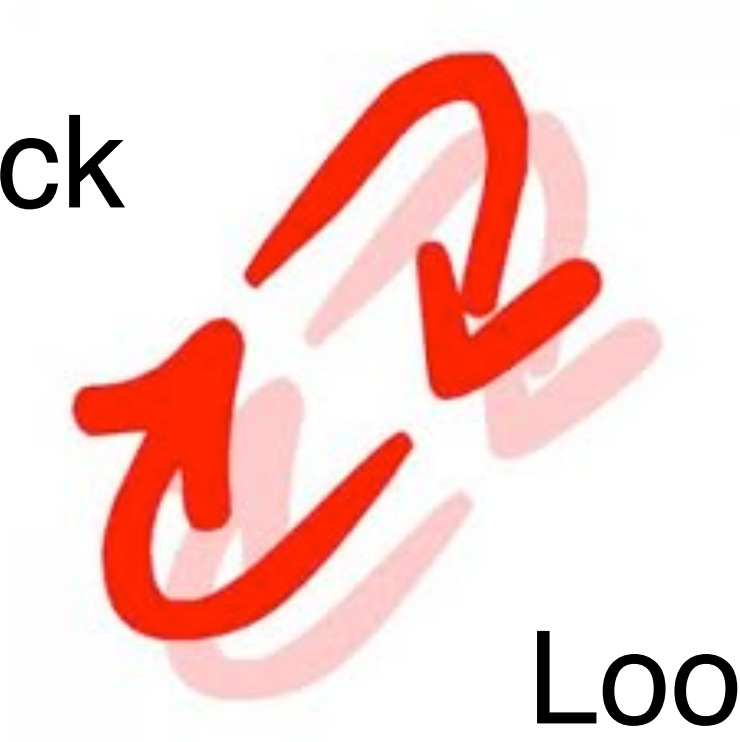


☐ Drink less alcohol (women: 1 drink | men: 1-2 drinks)

Signature: _____

Date: _____

Feedback



Loop

Real Info from
Real People



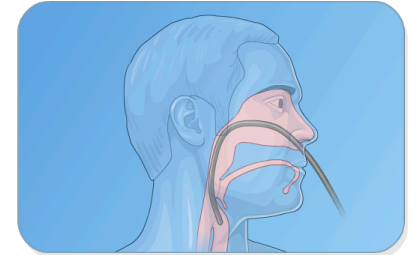
Self Recognition

Reveal Yourself



Seem Psychic

Set Expectations



Rhyme as Reason



Explain Why &
Explain How

Find a Voice



Next Step?

engaging the patient

Research, news, opinion, and more from Emmi Solutions



« Struggling to Understand Health Information (A Podcast)

Confessions of a Health Literacy Expert Identifying and Removing Barriers »

October 6, 2010 by Dr. Hilary Seligman



Dr. Hilary Seligman, UCSF, Health Literacy Expert

I have a patient who I will call Antonia.

Antonia is in her early 70's. She came to the United States from Guatemala many years ago, but never learned to speak much English. This doesn't cause her much of a problem; her community is small and tightly-knit, so she doesn't have much need to speak English in her home or her neighborhood. And she has a large family—children and grandchildren and great-grandchildren—who live close by.

Antonia is one of my favorite patients. We communicate in different languages, and taking care of her is a series of endless frustrations. But I love her contradictions.

She seems so little when she sits in the chair in my exam room, feet up on the bar supporting the chair's legs, her body folded up around the purse clutched tightly in her lap. But when she talks, she shines; she is larger than life. We enjoy ourselves. I like her, and I like being her doctor.

Here is Antonia's medication list:

For diabetes:

Metformin 1000 mg: 1 tablet 2 times daily

Glyburide 5 mg: 1 tablet 2 times daily

For pain associated with neuropathy (a complication of her diabetes):

So which medicines do I stop? You be the doctor. Stop the medicines that make her feel better, or the medicines that make her live longer?

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35250

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