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

Here's what a torn ACL can look like. It can tear all the way through.
Library of 170 Emmi® programs
These blocks of bone (vertebrae) are stacked to give your spine its "S" shape.
Percent of Emmi Programs Completed

<table>
<thead>
<tr>
<th>Age</th>
<th>Percent of Programs Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-17</td>
<td>81%</td>
</tr>
<tr>
<td>18-34</td>
<td>85%</td>
</tr>
<tr>
<td>35-49</td>
<td>86%</td>
</tr>
<tr>
<td>50-64</td>
<td>87%</td>
</tr>
<tr>
<td>65-79</td>
<td>87%</td>
</tr>
<tr>
<td>80+</td>
<td>85%</td>
</tr>
</tbody>
</table>
“Design experiences, not information.”

- Cathy Moore
**Cardio CRP**

For Ages > 17 Years:

<table>
<thead>
<tr>
<th>CCRP mg/L</th>
<th>Risk According to AHA/CDC Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1.0</td>
<td>Lower Relative Cardiovascular Risk</td>
</tr>
<tr>
<td>1.0-3.0</td>
<td>Average Relative Cardiovascular Risk</td>
</tr>
<tr>
<td>3.1-10.0</td>
<td>Higher Relative Cardiovascular Risk</td>
</tr>
<tr>
<td>&gt;10.0</td>
<td>Persistent elevations upon retesting, may be associated with infection and inflammation</td>
</tr>
</tbody>
</table>

RESULT (• = OUT OF RANGE) | UNITS | REFERENCE RANGE
---|---|---
0.4 mg/L | | |
Bloodwork Cardiology Result

Patient Info
NAME: John Doe
GENDER: M AGE: 49 DOB: 01/10/1961

ORDERED BY: Dr. Francis Pulaski
Bellevue Medical Centre
lanlu.d@bactamedicen.edu
(603) 555-5432 x1523

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
3.3 your level of a specific protein in the blood linked to inflammation of blood vessels

Total cholesterol level
265

LDL "bad" cholesterol
233

HDL "good" cholesterol
32

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 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

David McCandless & Stefanie Posavec for Wired Magazine // InformationIsBeautiful.net
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
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
And if other treatments haven't worked, then surgery might improve your pain from an 8 to a 5 or a 6.
The night before the procedure, outline where your bra with the widest straps fits on your chest.
Mythbreaking
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
Rhyme as Reason
Woes unite foes.

Woes unite enemies.
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
<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Amount</th>
<th>%DV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fat</td>
<td>2g</td>
<td>4%</td>
</tr>
<tr>
<td>Sat. Fat</td>
<td>.5g</td>
<td>3%</td>
</tr>
<tr>
<td>Fiber</td>
<td>7g</td>
<td></td>
</tr>
<tr>
<td>Cholest.</td>
<td>5mg</td>
<td>0%</td>
</tr>
<tr>
<td>Sugars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium</td>
<td>950mg</td>
<td>19%</td>
</tr>
<tr>
<td>Protein</td>
<td>6g</td>
<td></td>
</tr>
<tr>
<td>Vitamin A</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Vitamin C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calcium</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Daily Values (DV) are based on a 2,000 calorie diet.
Find your voice
“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 ≠ Uninteresting
Keep people oriented
When a boy is older, the vas will carry sperm from the testicles to the penis.
Where do I go from here?
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
Self Recognition

Real Info from Real People

Reveal Yourself

Seem Psychic

Set Expectations

Rhyme as Reason

Explain Why & Explain How

Find a Voice

Next Step?
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):