



# **Can We Talk?**

## **Utilizing your Patient Education Committee as the Vehicle for Sustaining Health Literacy Initiatives**

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# North Shore-LIJ Health System



- **15 Hospitals / 4 Tertiary, 8 Community, Children, Psych**
- More than **42,000 employees** – the largest employer on Long Island, 9<sup>th</sup> largest in NYC, 2<sup>nd</sup> largest secular health system in U.S.
- Service area of **7 million people** (across Long Island, Manhattan, Queens & Staten Island)
- Recipient of the National Quality Forum's **2010 National Quality Healthcare Award**
- Hofstra North-Shore-LIJ **School of Medicine** - June 2010

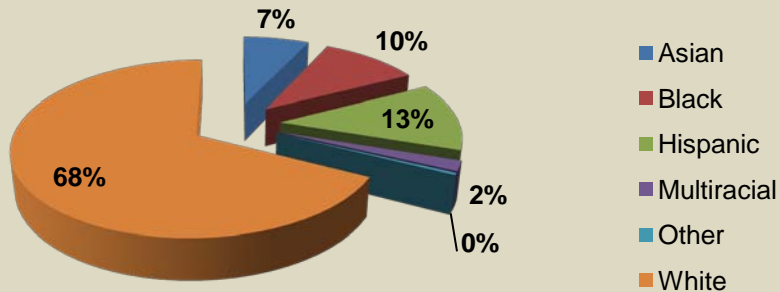
## 2010 Operating Statistics\*:

- More than 7,500 physicians\*
- More than 10,000 nurses\*
- More than 3,200 volunteers
- More than 5,600 hospital and long-term care beds\*
- 25,100 babies delivered
- 278,000 inpatients treated
- 135,500 ambulatory surgeries performed
- 616,000 emergency visits
- 825,000 home health visits

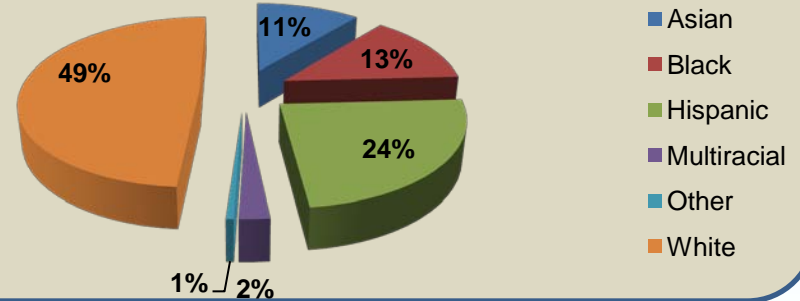
• Does not include affiliate organizations  
\*Preliminary statistics-March 2010

# Service Area Demographics

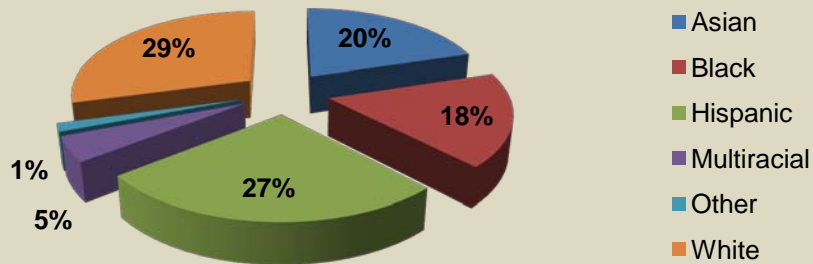
## Nassau



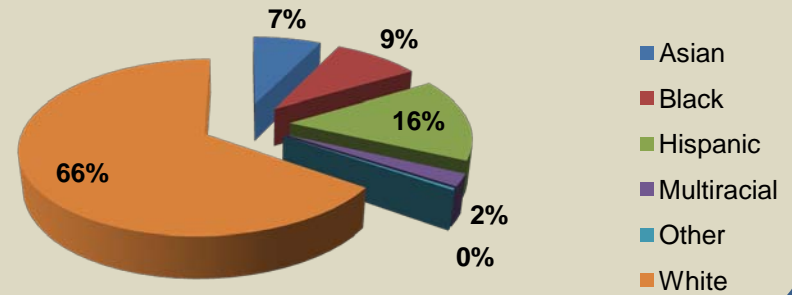
## New York



## Queens

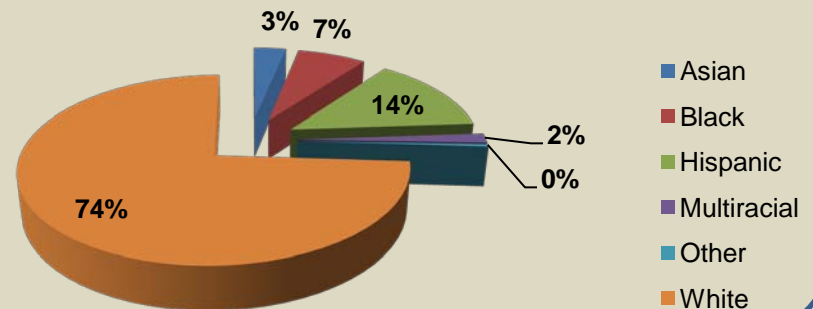


## Richmond



Queens is one of the most ethnically diverse regions in the world, populated by residents who represent more than 100 nationalities and speak more than 170 languages<sup>1</sup>.

## Suffolk



# Patient & Family Education Committee

- Background on committee
- Cyclical in nature
- “New” patient & family education committee
- Selecting committee members:
  - Roles and responsibilities
  - “Special” to belong
  - We had fun!

# Patient & Family Education Committee

- The “Working Committee Meeting”:
  - What is it ?
    - Every other meeting, scheduled in advance
    - Empowered and “gave permission”
    - Worked on projects for their unit or dept.
    - “Train-the-trainer”

# Patient & Family Education Committee

- Lay Committee Members:
  - Defined the role of the lay members early on
  - Volunteers from our Auxiliary Dept.
    - Already vetted
    - Confidentiality and HIPAA
    - Review approved health information & comment
    - Bring back to next meeting and discuss
    - Feedback was very important



# Written Material Development

- Developed a process and accountability.
  - identification of need
  - pt ed committee notified – assess if exists
  - primary writer or content expert – lead
    - determines the audience
    - how the material will be used
  - initial draft is written in a word document

# Patient & Family Education Committee

- review and editing process goes back and forth until a “final draft” has been written
- review done for other “tenets” of health literacy (white space, font size, text justification, graphics, cultural appropriateness, etc.)
- upon completion of the “final draft”, readability statistics done
- formatted “final draft” is sent back to the primary author or content expert with the signature form



# Patient & Family Education Committee

- signatures: primary author/content expert, MD, quality management, other experts also review and sign off when indicated
- lay review: sign off - comments to the pt ed committee
- final document is then reviewed by two independent committee members
- posted on intranet - a “new” symbol highlights for 3-5 days



# Patient & Family Education Committee



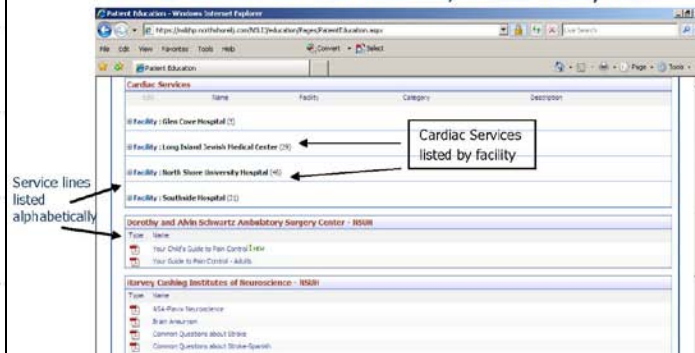
## Patient Education Link on HealthPort

The Patient Education link includes patient education materials from several service lines at North Shore University Hospital and the Health System. Here's how to find the resource you need:

- Double click on HealthPort icon. 
- Place cursor over **QUICK LINKS**, then move cursor down and click on **Patient Education**.



- Select the patient education material from the available service lines (listed alphabetically).
  - ❖ For Cardiac Services materials, choose facility first.



# Patient & Family Education Committee

- Health Literacy & Clear Communication Workshop
  - Must attend within 1<sup>st</sup> year of membership
  - Workshop:
    - Overview of health literacy & low health literacy
    - Demographic – populations served
    - Oral communication – teach-back, practice with exercises
    - Written communication – practice development and reviewing materials
    - Environmental literacy – access and navigation
    - Show video clips

# Interactive Activity

- Teach Your Neighbor Exercise
  - Educate about adult learning principles
- 7 Adult Learning Principles (1980)
  - Malcolm Knowles, professor & theorist
  - Guide of teaching techniques for adult learners
  - Understanding how adults learn best is a part of being an effective teacher

# Health Literacy Visiting Professorship

- Organizational Priority
  - 3-day professorship
  - Walking tour – assess health literacy environment
  - Presentations:
    - Administrators – business case, quality, patient safety, patient outcomes, patient satisfaction
    - Staff – our patients, can't tell by looking, teach-back and show-me
    - Community – enhance your pt-provider visit



# Administrators Focus: Business Case

## Improved Health Literacy will:

- Strengthen our mission
- Enhance patient and family-centered care
- Support patient decision-making
- Enhance patient satisfaction
- Help reduce avoidable health care costs
- Enhance patient safety and improve quality of care
- Result in better health outcomes
- Decrease health care inequities
- Improved quality of life



# Staff Focus:

- “Can’t tell by looking”
- Teach-Back and Show-me
- Encourage questions-
  - “What questions do you have?”
- Time to listen, dignity and respect
- Stigma and shame

[Video Clip](#)

# Community Focus:

- Patient role:
  - prepare for visit, write questions down
  - Allow time to complete forms
  - Ask for help with forms
  - “Ask Me 3™”
  - “partnership” – “guest”
  - empower

# Walking Tour:

- Identify potential literacy barriers:
  - Welcoming Environment
  - Way finding
    - Information desk?
    - Maps?
  - Signage
    - Entrance to building
    - Layout and languages?
    - Everyday words?
    - Consistent wording ?
    - Placement?

# Health Literacy – Healthcare System

Affects a person's ability to access & navigate the healthcare system.




# Health Literacy – Healthcare System






# Health Literacy Month Celebration



North Shore LIJ North Shore University Hospital  
North Shore-Long Island Jewish Health System

The Patient Education Committee celebrates ...



**Health Literacy Month**  
**October 1 - 31**

**Thursday, October 1<sup>st</sup>, 2009**

**Monti Fishbowl (1<sup>st</sup> Floor, Monti Lobby)**

**7:00 am – 9:00 am**  
**11:00 am – 1:00 pm**

Health Literacy Games	Free Give Aways
Poster Boards	Health Literacy Video
Patient Education Handouts	Patient Education Website

Health Literacy is “the ability to read, understand and act on health information.”

Stop by to learn more about health literacy and clear communication.

**Enter Raffle for an iPod!**

Take the Health Literacy Quiz on HealthPort, in the “What’s New” section, during October to be entered into the drawing.

For more information, contact Fallon Edwards at ext. 2045,  
Sarah Siemers at ext. 8410 or Terri Parnell at ext. 1471.

\*Source: National Patient Safety Foundation



# Interactive Activity

“Tip of the Month”:

- Purpose
- Development and distribution
- Expectations

Activity: Let’s develop a “tip of the month”.

# Health Literacy Tip of the Month



## Patient Education Tip

### Strategies to Enhance Health Literacy

#### ■ Create a shame-free environment

- Attitude of helpfulness, caring and respect
- Easy to follow instructions for tests and appointments
- Simple telephone processes
- Assistance provided confidentially



#### ■ Create and use patient-friendly materials

- Patient Education website on HealthPort - under Quick Links

HealthPort™



#### ■ Improve communication with patients

- Use "Teach-back" and "Show-me"



Contact: Fallon Edwards, MPH  
Ext. 2045 or in global

## Can We Talk? ...

January 2011

### What is health literacy?

- "The degree to which individuals have the capacity, to obtain, process, and understand basic health information and services needed to make appropriate health decisions."

(Healthy People 2010, U.S. Dept of Health & Human Services)

- "Health literacy happens when patients, or anyone on the receiving end of health communication, and providers, anyone on the giving end of health communication, truly understand one another."

(Rima Rudd Sc.D., Sr. Lecturer, Harvard School of Public Health)

### Why is health literacy important?

- Nearly nine out of ten adults may lack the skills needed to manage their health and prevent disease.
- Low literacy has been linked to poor health outcomes such as higher rates of hospitalization and less frequent use of preventive services.

### What can I do?

- Identify and address patient communication needs.
- Use plain language instead of medical jargon.
- Ask patients to "teach back" the information you give them, where they repeat key points and instructions in their own words.



Office of Diversity, Inclusion & Health Literacy

If you have questions or comments, please call 516-396-6373.

# “Can We Talk?” and Teach-Back

## Can We Talk?

### Welcome to North Shore University Hospital.

We realize that you meet many staff members while you are a patient in the hospital. We want you to know who is in charge of your care, so you can ask any questions you may have. Clear communication helps both you and the staff that are caring for you.

- We hope this information will help you feel more comfortable when asking questions.
- We want to be sure you understand.

Please feel free to speak to any member of your health-care team. We are here to help in any way we can.

#### Which doctor is in charge of your care?

We want you to know which doctor is in charge of your care. Each discussion about your plan of care depends upon clear communication.

#### Clear communication helps when you are:

- making an appointment
- describing how you are feeling
- learning about your discharge instructions

#### We want you to know:

- the name of the doctor in charge of your care
- how to contact the doctor in charge of your care

#### It is also important that you:

- are kept informed of your tests and progress
- feel comfortable speaking to your doctor
- feel comfortable asking questions

## “Teach Back”

“Teach-back” is when you are asked to explain in your own words the information that you have been given.

“Teach-back” will help the staff know if they were clear enough. Please don’t worry. If you are not able to “teach-back” the information correctly, the staff will explain it in another way.

We want to help you understand your health condition and follow instructions. We can do this by explaining your plan of care in clear, simple language. Your doctor or nurse may ask you to “teach-back” the information they have explained.

While you are a patient at North Shore University Hospital, it is important that you feel comfortable speaking with us about your health. We want you to know that you are an important part of our team. Each clear conversation we have about your plan of care will help us to help you.

We hope this information is helpful to you. Please feel free to speak to the nurse manager if you have any questions.

**North Shore University Hospital**  
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Manhasset, NY 11030  
(516) 562-0100

[www.northshorelij.com](http://www.northshorelij.com)

11/27/08

# National Patient Safety Week

## National Patient Safety Week

Terri Ann Parnell, DNP, RN; Fallon Edwards, MPH

### Can We Talk?

#### ... about Clear Health Communication

- Clear health communication is the cornerstone of patient safety and fundamental to quality of care.
- All staff play a role in enhancing clear communication and patient safety.
- A safer healthcare environment is one in which a patient:
  - o knows what to do
  - o understands the health event
  - o can make informed decisions

### What Can We Do?

- Make effective communication a priority to protect the safety of our patients.
- Create a shame-free environment.
- Use "Teach-Back" and "Show-Me" when educating patients.
- Create and use patient friendly written materials.
- Address patients' communication needs across the continuum of care.

Sources: AMA, 2007; Partnership for Clear Health Communication



# Interactive Activity

## “Patient Safety Rounds”:

- Purpose & expectations
- Occurs weekly
- Across entire organization & Health System
- Teams
- Education
- Data

Activity: Let's develop a patient safety job aide.

# Patient Safety Job Aid



## Patient Safety Rounds Can We Talk? ...about Clear Health Communication 10.22.2010

**Aim:** To enhance staff knowledge regarding the importance of clear health communication between patients and providers.

- Clear health communication between patients and their providers help both in executing the proper plan of care.
- All staff play a role in enhancing clear communication and patient safety.
- A safe environment is one in which a patient:
  - ☐ Knows what to do
  - ☐ Understands the health event
  - ☐ Can make informed decisions

### What Staff Need to Know and Do:

- Make **effective communication** a priority to protect the safety of our patients.
- Create a **shame-free** teaching/learning environment and use plain language.
- Create and use **patient friendly written materials**.
- Use "**Teach-Back**" and "**Show-Me**" when educating patients.
- Address **patients' communication needs across the continuum of care**.
- **NSUH Patient & Family Education** Committee has developed a **review process** for the development and maintenance of patient education materials.
- Patient Education materials are located on the Patient Education Website. Currently there are 178 patient education materials on the website.
- JC - A Roadmap for Hospitals – 2010 – Recommended guidelines to incorporate into patient care.

### References:

- Patient Education Website  
<https://nsljhp.northshorelij.com/NSLIJ/education/Pages/PatientEducation.aspx>
- American Medical Association, 2007
- Partnership for Clear Health Communication
- The Joint Commission – [www.jointcommission.org](http://www.jointcommission.org)





# Patient Safety Job Aid



Team \_\_\_\_\_ Unit \_\_\_\_\_

## Patient Safety Rounds – Can we Talk?..about Clear Health Communication

Questions:	YES	NO
Can staff describe a situation when they used “Teach-Back” and “Show Me” when educating a patient?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Ask staff to demonstrate where they would find patient education materials?  (Answer: HealthPort, Quick Links, Patient Education)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

To enhance our culture of Patient Safety, please remember to submit Good Catches to [goodcatch@nshs.edu](mailto:goodcatch@nshs.edu). All staff that submit will be acknowledged. Thank you for your continued efforts in helping to enhance Patient Safety.

Good catch forms are available on Healthport's Forms on Demand – send to QM.

[Home](#) > [NSLIJ](#) > [Policies](#) > [North Shore University Hospital](#) > [Forms On Demand](#) > [Good Catch](#)

Are there any safety issues that you would like to discuss?

**Refer to**  
 Infection control  
 Administration  
 Engineering  
 Laboratory  
 Environmental  
 Emergency Department  
 Materials Management  
 Patient Care Services  
 Radiology  
 Food and Nutrition  
 Pharmacy  
 Respiratory Therapy  
 Physical therapy  
 Human resources  
 KBC  
 Transport  
 Security  
 Other

KINDLY RETURN COMPLETED FORM TO ADMINISTRATION BY THE END OF THE DAY



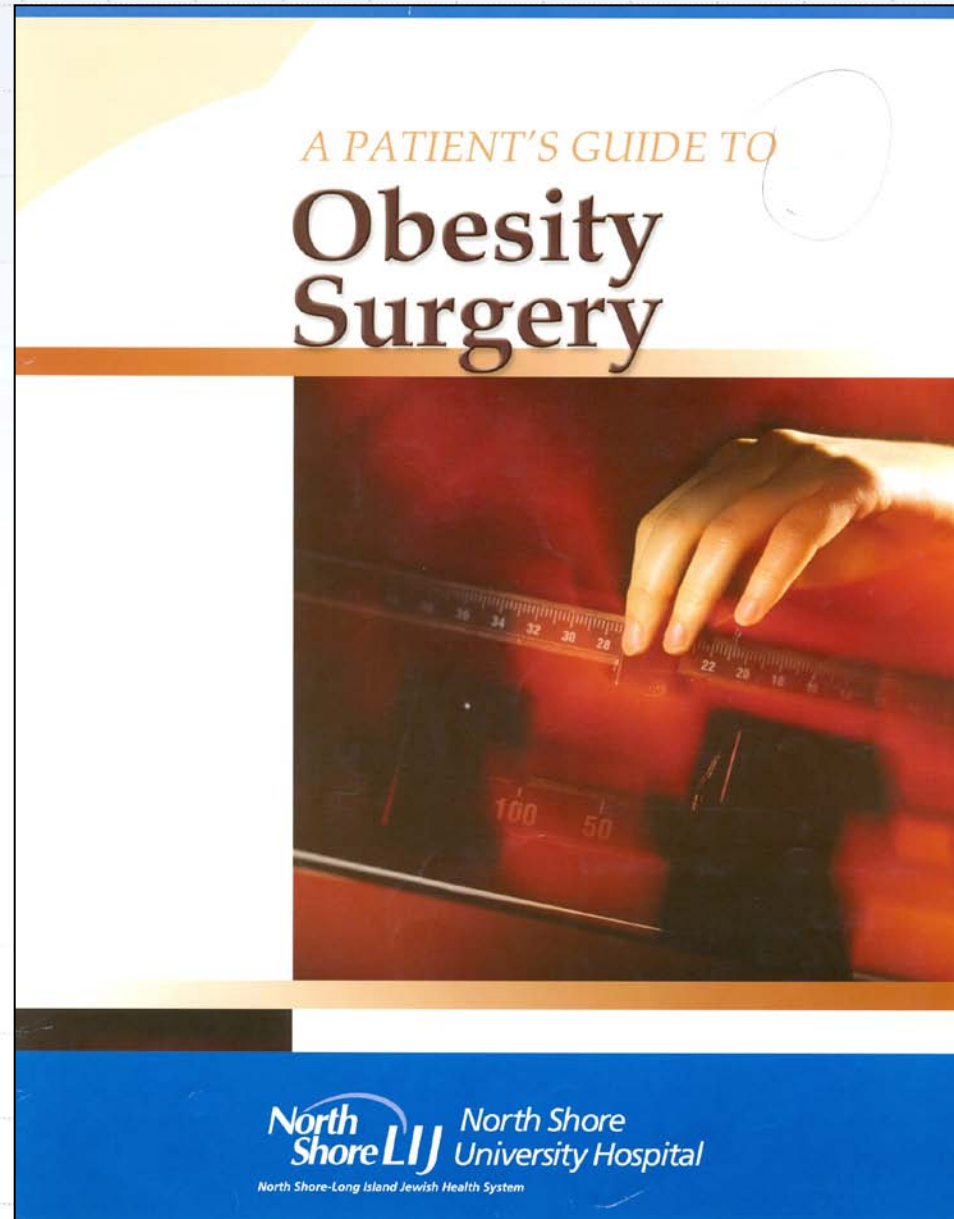
# Marketing and Public Relations

Always sending “tidbits” I come across as a “teachable moments” :

- **Media:**
  - “Hospitals are sued by seven foot doctors.”
- **Research:**
  - “New study for obesity looks for larger test group.”

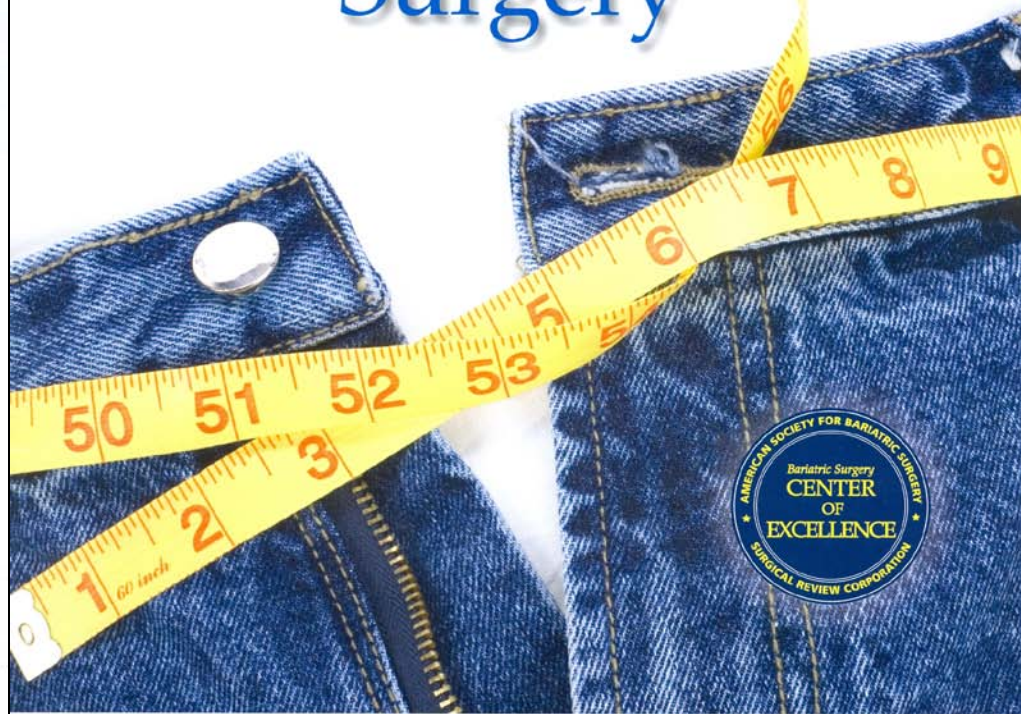
Reference: [www.plainlanguage.gov/examples](http://www.plainlanguage.gov/examples) Accessed 11-22-10

# Art Dept.



Art Dept.

# Patient Guide to Weight Loss Surgery



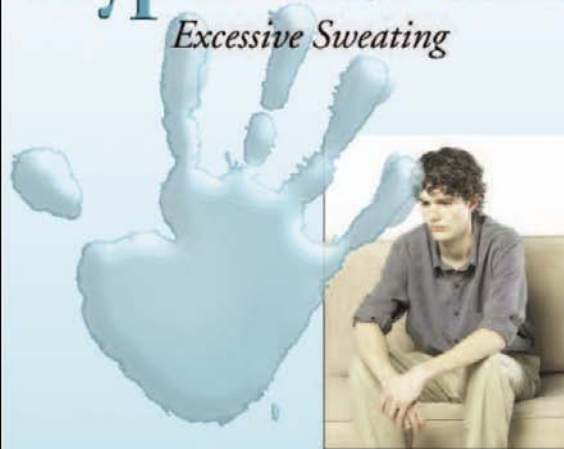
**North  
Shore LIJ** North Shore  
University Hospital  
North Shore-Long Island Jewish Health System





# Art Dept.

## SURGICAL TREATMENT OF **Hyperhidrosis** *Excessive Sweating*



# Nursing Recognition

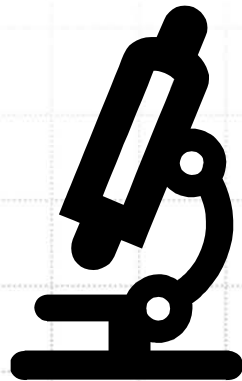
- Clinical Ladder





# Institutional Review Board - IRB

- Committee Member
  - Review of submitted research protocols
  - Focus on informed consents
    - Templates
    - PI Projects
      - – before and after consents with lay reviewers



# Summary

- Patient Education Committee
  - engage, educate and excite champions
  - vehicle for consistent messaging
  - increase awareness & educate all
  - hard-wire health literacy throughout organization
  - enhanced the culture of quality & safety
  - providers recognized the link between health literacy, effective communication and patient safety
- New opportunities

# Office of Diversity, Inclusion & Health Literacy

## Our Mission & Vision

**Our Mission:** To promote, sustain & advance an environment that supports principles of equity, diversity, inclusion, health literacy and community.

**Our Vision:** To build a community of excellence where the affirmation of differences is clearly seen in the composition of North Shore-LIJ leadership, faculty, staff and students, reinforced through its policies, practices and organizational structure, and woven into the fabric of its interpersonal relationships.

# Thank you !

## Contact Information:

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