

IOM/UCLA Anderson School of Management Health Literacy Workshop

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Understanding What Works in Improving Health Literacy Across a State

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Questions Addressed

- Why is *this* Important?
- Who Must Understand *this* Importance?
- How Best Do We Convey *this* Importance?
- What is the Role of the Academy in Addressing the Needs of *this* Important Area?



Improving Health Literacy

Why is *this* Important?



Why is *this* Important?

Transitive Property

If $a = b$ and $b = c$ then $a = c$.



Why is *this* Important?

Transitive Property

If

Quality of Health Care (*a*) Depends on Effective Patient-Provider Communication (*b*)

and

Effective Patient-Provider Communication (*b*)
Depends on Understanding Health Literacy Level of Patient (*c*)

Then

Quality of Health Care (*a*) Depends on
Understanding Health Literacy Level of
Patient (*c*)



Why is *this* Important?

Transitive Property

If

Population Health Improvement (*a*) Depends on Effective Community Communication (*b*)

and

Effective Community Communication (*b*) Depends on Understanding the Health Literacy Level of the Population (*c*)

Then

Population Health Improvement (*a*) Depends on Understanding the Health Literacy Level of the Population (*c*)



Why is *this* Important?

Quality of Health Care (Six Quality Aims)

- Safe
- Effective
- Patient-Centered
- Timely
- Efficient
- Equitable



Experience of Collaboration in Decision-Making Stimulated Recall

		Positive	Negative
Shared Decision-Making Directly Observed	Present	True Partnering 22%	False Partnering 36%
	Absent	Assumed Partnering 21%	Unwilling Partnering 21%

Improving Health Literacy

Who Must Understand *this* Importance?



Who Must Understand?

- Audience
- Customer
- Constituent
- Partner
- Stakeholder



Who Must Understand?

- Patients
- Providers
- Employers
- Payers
- Policy Makers

- Communities/Populations
- Community Leaders

- Researchers



Who Must Understand?

- AUDIENCE - the group of spectators at a public event; listeners or viewers collectively, as in attendance at a theater or concert. A regular public that manifests interest, support, enthusiasm, or the like; a following
- CUSTOMER - a person who purchases goods or services from another; buyer; patron
- CONSTITUENT - a person who authorizes another to act in his or her behalf, as a voter in a district represented by an elected official
- PARTNER - a person who shares or is associated with another in some action or endeavor; sharer; associate. A player on the same side or team as another
- STAKEHOLDER - a person or group not owning shares in an enterprise but affected by or having an interest in its operations, such as the Employees, customers, local community, etc



Who Must Understand?

	Audience	Customer	Constituent	Stakeholder	Partner
Patients				X	
Providers				X	
Employers				X	
Payers				X	
Policy Makers	X			X	
Community Leaders				X	
Researchers				X	X



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How Best Do We Convey *this* Importance?

Best Approach to Convey Importance

Involve All Stakeholders
and Partners



Best Approach to Convey Importance?

Stakeholders and Partners

- Patients/Populations
- Providers
- Employers
- Payers
- Policy Makers
- Community Leaders
- Researchers

- Educators
- Communicators/Disseminators



Improving Health Literacy

What is the role of the Academy?

What is the Role of the Academy?

- Conveying Importance
- Expanding Relevant Workforce
- Advancing Research Methods and Knowledge of What Works



The Projected Shortfall in Workers by 2020*

Pharmacists	10,400
Physicians	100,000
Public Health Professionals	250,000
Nurses	1,000,000

*Health Resources and Services Administration (HRSA)



What is the Role of the Academy?

Research and Education

- Community-Based Participatory Research
- Interventions
- Methods, Measurement & Standards
- Communication/Dissemination



