

Evidence Communication Innovation Collaborative

Effective communication about
effective care

Issue. Communication is central to transforming how evidence is generated and used to improve the effectiveness and value of health care. Progress toward medical care that reflects the best evidence depends on better understanding among patients and consumers. Recent trends suggest emerging consumer interest in accessing and using information to guide care decisions—over half of American adults now seek health information from sources other than their doctor or other clinician, and, by some estimates, most patients prefer to be offered choices and asked their opinions in treatment decisions. Yet, the dynamic context for these activities—the quickening pace of change in diagnosis and treatment options and in the supporting evidence base; the complexity inherent to medical information; the challenge of varying levels of health literacy; and the emotional nature of many health decisions—underscores the need for efforts to ensure clarity, consistency, and effectiveness in communication evidence with patients and with the public. Progress in patient safety, effectiveness, satisfaction and value all depend on progress in communication.

Collaborative. An *ad hoc* convening activity, under the auspices of the IOM Roundtable, the Evidence Communication Innovation Collaborative (ECIC) explores strategies, obstacles, and feasibility for collaborative communication efforts to improve patient engagement in health care decision-making. This requires improved public understanding, appreciation and discussion—between and among patients and providers—on the nature and use of evidence to guide clinical choices and public health programs.

Participants. Individuals with relevant expertise from organizations with active, public and patient-oriented health communication efforts. The aim is for an inclusive Collaborative—without walls—and participation in individual projects is structured according to interest, need, and practicality.

CO-CHAIRS



George C. Halvorson
CEO, Kaiser Permanente

“ECIC offers a unique resource to be a catalyst for action by field leaders dedicated to better understanding evidence.”



William D. Novelli, M.A.
Former CEO, AARP

“Effective communication is the lynchpin of a true patient-centered health system.”

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Activities. Projects under way or under consideration by ECIC include:

- *Shared decision making strategies for best care.* There is growing evidence that shared decision making yields better outcomes. This Discussion Paper will present perspectives and progress in our understanding of what patients want in communication and decision support, and will suggest supporting policy actions.
- *Patients' attitudes on data sharing.* A previous survey conducted under ECIC auspices indicates that nine in ten American adults believe that their health-related data should be used to improve the care of other patients. This Discussion Paper will explore how people value and understand health-related data sharing in a variety of contexts.
- *“Communicating with Patients on Health Care Evidence”* addresses the fact that many patients want deeper engagement in decisions about their health, but their current conversations with their clinicians fall short of expectations, and presents tested messages and insights for engaging effectively with patients on medical evidence. (IOM, September 2012)
- *“Patient-Clinician Communication: Basic Principles and Expectations”* presents a set of guiding principles and basic expectations underpinning patient-clinician communication. These foundational concepts are intended to serve as common touchstone reference points for both patients, clinicians, and professional societies stewarding improved professional practices. (IOM, June 2011)

REPRESENTATIVE PARTICIPANTS

ORGANIZATIONS

American Academy of Physicians Assistants
AARP
American College of Cardiology
American College of Nurse-Midwives
American Institutes for Research
American Medical Association
AstraZeneca Pharmaceuticals
Blue Cross Blue Shield Association
Blue Shield of California Foundation
California HealthCare Foundation
Campaign for Effective Patient Care
Center for the Advancing Health
Center for Healthcare Decisions
Childbirth Connection
City College of New York
Consumers Union
Feinstein Kean Healthcare
Foundation for Informed Medical Decision Making
Glover Park Group
Healthwise
Herndon Alliance
Johnson & Johnson
The Joint Commission
Kaiser Permanente
MS&L Worldwide
Mayo Clinic
National Breast Cancer Coalition
National Business Group on Health
National Consumers League
National Partnership for Women and Families
National Women's Health Network
Partnership for Healthcare Excellence
PatientsLikeMe
Research!America
sanofi-aventis
Service Employees International Union
Stryker
TrustNetMD
United States Cochrane Center

FEDERAL AGENCIES

U.S. Department of Health & Human Services
– Agency for Healthcare Research and Quality
– Centers for Disease Control and Prevention
– Centers for Medicare & Medicaid Services
– Food and Drug Administration
– Health Resources and Services Administration
– National Cancer Institute
U.S. Department of Veterans Affairs