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# **Essential Questions to Improve Communication**

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# Goals

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- Develop an understanding of health literacy
- Share information about the Ask Me 3 pilot
- Share lessons learned
- Answer questions



# What is health literacy?

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- Health literacy = the ability to read, understand, and act on health information
  - Literacy skills = strongest predictor of an individual's health status
  - One study of 2,600 patients found that:
    - About 1/3 were unable to read basic health care materials
    - Almost half did not understand directions for taking medicine
    - About 1/4 did not understand information on an appointment slip
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# Who is addressing health literacy?

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**BADGERCARE+**



wisconsin•literacy



Wisconsin Medical Society  
Your Doctor. Your Health.



UNIVERSITY OF WISCONSIN  
**Population Health Institute**  
*Translating Research into Policy and Practice*



*Southwest Wisconsin*  
**AREA HEALTH EDUCATION CENTER**

# What is the Ask Me 3 Pilot?

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- Ask Me 3
    - What is my main problem?
    - What do I need to do?
    - Why is it important for me to do this?
  - Six Community Health Centers
    - Milwaukee Health Services—2
    - Bridge Community Health Clinic
    - Community Health Systems—2
    - Marshfield Clinics—Phillips Center
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# Pilot cont.

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## □ Project goals

- To increase member engagement in their own care
  - To improve patient satisfaction with their visits
  - To improve health outcomes by increasing patient understanding
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# Pilot cont.

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- Two approaches to implementation
    - Half of the sites using social marketing
      - Ask Me 3 materials provided in waiting and exam rooms
      - All staff receive orientation
    - Half of the sites using social marketing plus
      - The above plus:
        - Training for direct care staff to enhance communication skills
        - Clinic staff explain Ask Me 3 to patients
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# Pilot cont.

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- Answer key questions
    - Does Ask Me 3:
      - Increase patient engagement in their own care
      - Improve patient satisfaction
      - Improve health outcomes (long term)
  - Evaluation will include:
    - Patient surveys
    - Focus groups
    - Clinician surveys
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# How is it working?

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- Clinic Orientation
    - Interest by staff
    - Short & to the point
    - WMS video well received
  - Patient video in waiting room
    - Very well done, professional
    - Patients stop watching due to constant repetition
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# How is it working? cont.

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## □ Materials

- Well designed and simple to read and understand
- Key tags popular, unique

## □ Improvements

- Patient video
  - More direct involvement by staff
  - Patient testimonials
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# What we have learned so far?

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- Need strong buy-in from clinic director/medical director
  - Social marketing may not be enough
  - Patient video should be available in other languages
  - Patient video would be more interesting with additional information
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## **What we have learned?** Cont.

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- Appear to need additional on-site technical assistance and monitoring
  - Future—Need flexibility to make adjustments to increase effectiveness
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# Questions

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