

“A big part of providing equitable care is shifting the paradigm around health education and literacy, and empowering people to make more informed decisions about their health. At Elsevier, we strive to lay the groundwork for equitable care across populations – it’s at the heart of everything we do.”

– Tiffany McCauley, MSN, RN

ADVANCING HEALTH OUTCOMES

THROUGH PATIENT ENGAGEMENT AND CARE PLANNING TECHNOLOGY

Best practices to support patients and their caregivers with resources to understand and manage their health journeys.



Tiffany McCauley
Clinical Executive, Elsevier

Elsevier’s Clinical Nurse Executive, Tiffany McCauley, MSN, RN, sat down with Sara Heath from Xtelligent Healthcare Media to discuss the barriers impacting patient education today. She explained how leveraging multi-channel education tools can help close the gap by engaging all patients in self-management.



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Educating and engaging patients across the care continuum

Since most health care happens outside of the clinic or hospital, your clinicians need to go beyond providing quality care. They need to help patients better understand and self-manage their care – reaching far beyond the four walls of the health system.

Providing quality, consistent care requires:

1. Establishing a starting point to understand a patient's full story.
2. Recognizing where patients are in their learning process.
3. Identifying an effective communication strategy to ensure comprehension and retention of meaningful information.

20% of discharged patients are readmitted within 30 days, **but patient education can dramatically improve readmission rates.**¹

Collaboration within the interprofessional team is critical to build off each other's efforts in reinforcing what's important for the patient, and to help them develop the knowledge and skills necessary to achieve optimal health.

A thoughtful patient education and engagement strategy that focuses on the end-user – the patient – can make a powerful impact on health equity. By providing content and innovative technology that is tailored to the diverse needs of your community through the channels they expect can ultimately result in an improved quality of life.



49% Patients recall only about half of the information their doctors give them.³

When patients and their caregivers are empowered to self-manage their care and take an active role in their health, they're less likely to be readmitted to the hospital. But, individual barriers, such as low health literacy and social determinants of health, are compounded by system-level barriers that widen the knowledge gap between healthcare teams and patients. Unfortunately, these barriers are impacting some populations more than others, exacerbating health inequities.

Systemic barriers, such as insufficient access to patient engagement tools and inconsistent health information, leave patients and providers with a one-size-fits-all approach. Providing the same education strategy to every patient simply doesn't work – it's inequitable.

You can start addressing these barriers to health equity and education through evidence-based content and innovative technology. But, technology should only be part of your strategy. You need a platform that's flexible enough to meet the unique needs of the diverse population you're serving to help improve equitable care and healthcare efficiencies. This means an approach that's all about the patient; meeting them where they are to provide education in the format that best suits their needs – printed or via digital channels – at relevant points within their journey.

Acknowledging barriers

88% of adults in the U.S. have inadequate health literacy.²

Health literacy influences a patient's ability to follow ongoing care instructions – impacting everything from medication compliance to readmission rates and overall quality of life – which is why it's one of the cornerstones of the Healthy People 2030 initiative.

“We have a responsibility to equitably enable patients to better understand and take an active role in their care.”

– Tiffany McCauley, MSN, RN



Patient engagement technology empowers better patient health outcomes

Digital clinical and patient engagement tools help your organization improve patient care during a visit and at home. However, as technology adoption in healthcare expands, so do the challenges in ensuring patients have the digital literacy to effectively engage with these tools.

Although many organizations are working to unify their strategy for all patients, 57% of healthcare leaders say their patient education is disjointed.⁴ Healthcare organizations have a responsibility to provide the resources needed for clinicians to administer equitable, consistent care information for all patients. This includes patient education tools that:

- Enable the **flexibility** to evolve as patients' needs change – understanding that a one-size-fits-all approach doesn't work.
- Support **consistent care** by pairing evidence-based clinician tools with patient education materials to be used by all care teams at every touchpoint.
- Empower care teams to provide **personalized patient education** tailored to reach patients on their preferred device, in their language, at their reading level, and in terms that are easy for them to understand.
- Build a multi-channel, **data-driven digital approach** that allows your care team to see what educational materials have already been shared with the patient, and which ones they've actually used so they can make adjustments as needed.

57% of healthcare leaders say their **patient education** is disjointed.⁴

Patient engagement technology helps reduce pressure on clinicians and empower them to do what they do best – *care for patients.*

Incorporating digital tools can:

- Strengthen access to consistent, evidence-based information across your organization.
- Reduce clinician burden through workflow optimization.
- Support adherence to treatment plans.
- Enable care teams to be present with patients; not connected to technology.
- Improve visibility into patient education usage and patient preferences.

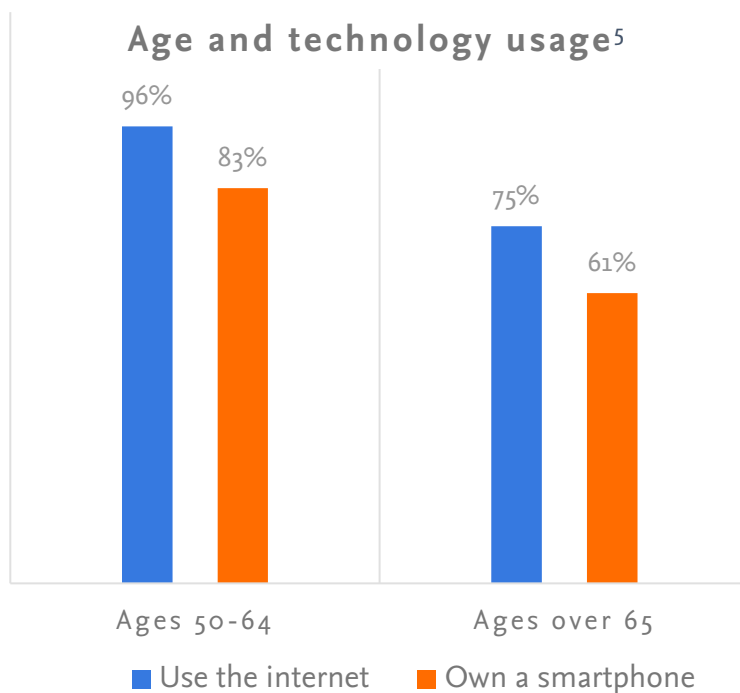


Overcoming ageism in digital health

A significant barrier for healthcare professionals to overcome is the ageism bias around technology which contributes to inequity and the growing divide in digital health. There are false assumptions that people of various ages will and won't use technology. And, the misconception that older adults don't use technology can be detrimental to outcomes.

You may be surprised by the number of people who want to receive education via digital tools.

Technology has been widely adopted by many and it's just as important to tailor the content and content delivery through the channels they expect. Digital literacy screenings should be incorporated into a patient engagement strategy. Organizations are often surprised by the results.





What to look for when building a multi-channel, digital patient engagement approach

To meet evolving patient expectations, your organization must provide the same personalized, digital-based experiences patients are used to, while maintaining processes that support more traditional delivery of information.

Access to patient usage data with continuous feedback is an important capability to look for. With these insights, you can help clinicians understand what patients have accessed, comprehended, and retained, allowing care teams to build off progress and reinforce what's most important. At the same time, this helps drive ROI, ensures a coordinated education experience across the entire health journey, and informs future patient education initiatives to drive more equitable outcomes.

Identify patient engagement tools that can:

- Integrate into your clinicians' workflow to optimize their time and improve care coordination.
- Surface education using a patient's EHR record to ensure evidence-based, relevant information is provided to patients and their caregivers.
- Show what materials have already been shared to drive content consistency across your organization.
- Meet patients where they are through personalized education and channels that best fit their needs.

87% of patients **want** personalized healthcare tools.⁶

How do you know if your patient education program is working?

Ask yourself:

- What resources are patients using?
- How are patients consuming these resources?
- What kind of measures are in place to monitor patient engagement?
- Are experiences personalized by modality, language, health literacy and reading levels, and channel?
- Are you providing equal access to education and resources?



Patient expectations are as broad and diverse as the population, so organizations need a comprehensive strategy that considers everyone. Elsevier's Patient Engagement solution helps to promote better outcomes through hyper-personalized education, so you can:

- Empower patients with the information needed to understand and follow treatment plans no matter where they are along the care continuum.
- Understand patient education usage through detailed reporting, and continuously improve to optimize your patient experience program.

Learn more at elsevier.com/patient-engagement.

¹ "Readmissions and Adverse Events After Discharge," Agency for Healthcare Research and Quality, 2019

² "Health Literacy in the United States," Milken Institute, 2022

³ 50% of Patients Forget Treatment Plans, Need Better Patient Education," PatientEngagementHIT, 2023

⁴ "Building the Future of Patient Education: How Hospitals Can Deliver Better Health Outcomes Through Digital Education Solutions and a Unified Patient Education Strategy," Elsevier, 2021

⁵ "Share of those 65 and older who are tech users has grown in the past decade," Michelle Faverio, Pew Research Center, 2022

⁶ "Personalization in Healthcare, a Global Perspective," Irma Rastegayeva, Dassault System, 2020

