



# How to talk to your patients about preventive care

September 10, 2018

# About your speakers



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Plain Language Writer



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Operations Manager

# Poll

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## Instructions:

Use your chat box to type  
1 or more answers.

After attending one or both of HLM's  
in-person workshops, I have:

- A** Used Teach-back with a patient or coworker
- B** Applied plain language strategies to written materials I use with patients
- C** Shared some health literacy tips with a coworker
- D** Not yet had a chance to use the tips I learned
- E** Other (*type your answer*)

# our agenda

1

## Our training series

A quick overview of the health literacy strategies we've covered

2

## What is preventive care?

A brief description of the services and how they can help patients

3

## Applying what you've learned

Practice how to communicate with patients

4

## Review and Q & A

A quick recap of our presentation and a Q & A session.





1

# Use plain language

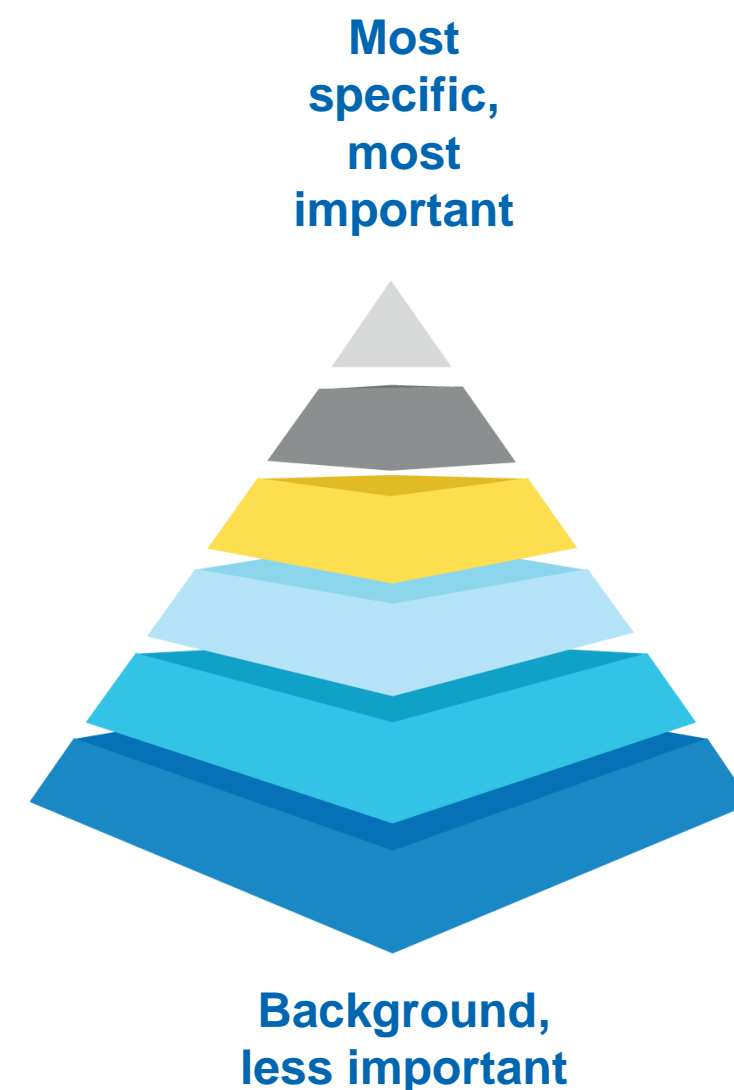
Communication your audience  
can understand the first time they  
read or hear it

# Plain language strategies



## **Prioritize information:** 3 most important points

- Choose the 3 important points you want to cover before the encounter ends
- Prioritize “need-to-know” over “nice-to-know” information



## **Focus on action steps:** **what, how, when, and why**

To make an action step, write down:

- What the patient can do
- How to do it
- When to do it
- Why to do it





**2**

**Highlight behaviors  
with design**

# Health-literate design can help patients take action

**Understand pharmacy benefits and prescription medicines**  
Getting your prescriptions is an important part of getting and staying healthy. Most insurance plans include prescription drug benefits. But, it's important to understand the details of your plan to save money.

**Here are 4 ways to save on the cost of your prescriptions:**

- 1. Use an in-network pharmacy**  
Call your insurance company or visit their website for a list of in-network pharmacies
- 2. Ask your insurance company about mail order pharmacy**  
Know what medicines are covered on your formulary
- 3. Check your insurance plan's drug formulary**  
A formulary or drug formulary is a list of the prescription medicines or drugs that are covered under your insurance plan.  
Most plans use a formulary that groups the drugs into tiers or levels to control costs. Ask your doctor or pharmacist for a generic version, which usually costs less.
- 4. Ask your pharmacist for a 90-day supply**  
Most pharmacies give you a 30-day supply for long-term medicines. You may be able to get a discount for a 90-day supply.

Tier	Cost
Tier 1	\$ Generic medicines
Tier 2	\$ \$ Preferred medicines
Tier 3	\$ \$ \$ Non-preferred medicines

**August 2018**

Sunday <b>SUN</b>	Monday <b>MON</b>	Tuesday <b>TUES</b>	Wednesday <b>WED</b>	Thursday <b>THURS</b>	Friday <b>FRI</b>	Saturday <b>SAT</b>
July 28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15 Relaxation Day	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	September 1

**Quick tip:** If you have questions about which prescriptions are covered and how much you'll pay, call your insurance company. Find the phone number on the back of your insurance card.

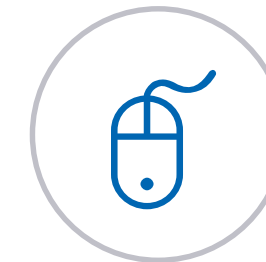
Print materials can help patients take control of their health and help consumers use their health insurance



Easy-to-understand content



Engaging visuals



Interactive elements



Translated text



3

**Keep numbers  
simple and clear**

# Do the math for your patients

If you must include numbers, do the math for the readers instead of making them calculate

You need to lose  
You need to lose  
5 percent of your  
about 10 pounds  
body weight

# Give numbers meaning and context

- Give your patient a reference point
- Present numbers in context by using comparisons – such as “high” or “low”

Blood pressure level	Systolic (upper number)		Diastolic (lower number)
Low blood pressure	less than 90	and	less than 60
Normal blood pressure	90-119	and	60-79
Pre-hypertension	120-139	or	80-89
Hypertension stage 1	140-159	or	90-99
Hypertension stage 2	160-180	or	100-110
Hypertensive crisis	more than 180	or	more than 110

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An ounce of prevention  
is worth a pound of cure

Benjamin Franklin

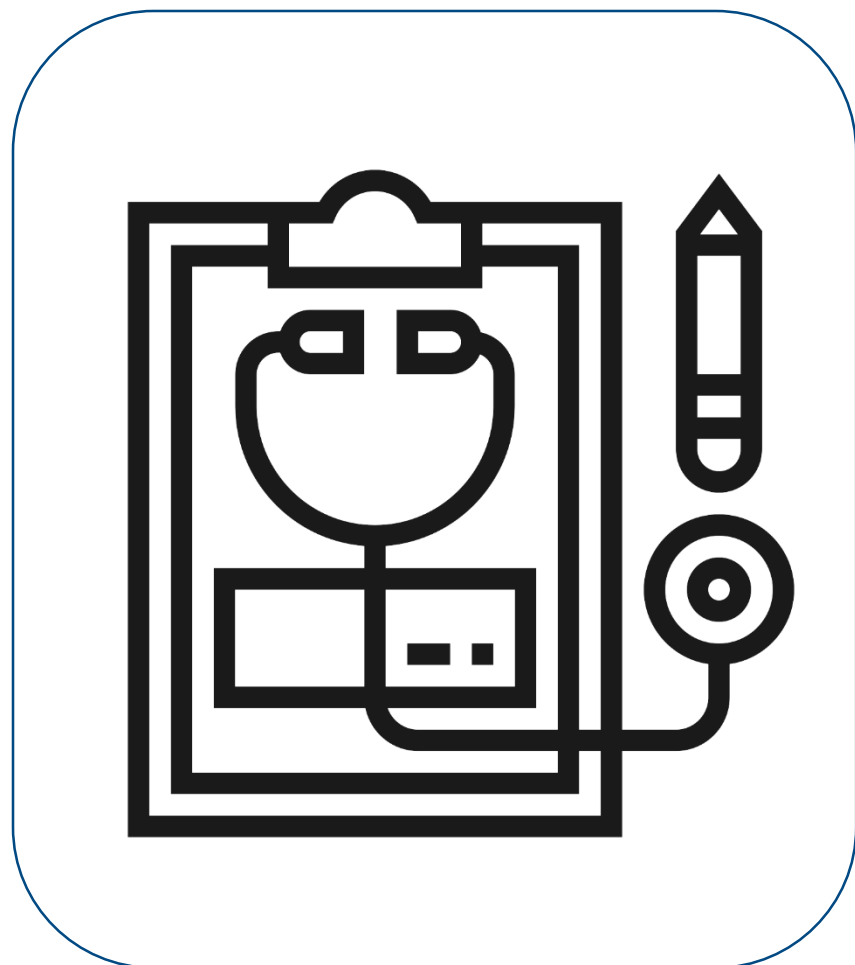
# | What is preventive care?



Routine health care that includes screenings, check-ups, and other care to keep patients healthy **before** they have a health problem.

Many preventive care services are covered **for free**.

# Yearly wellness checkups



A chance to speak with their doctor about their health and future

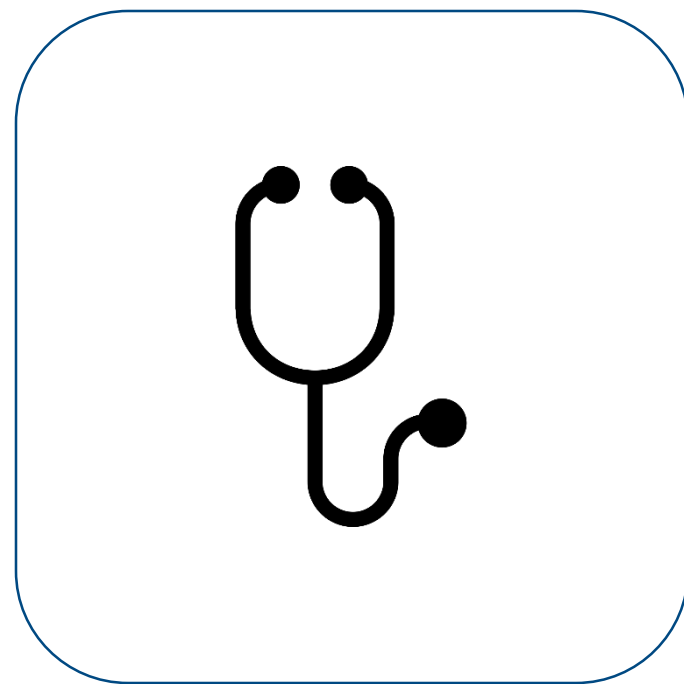


Sometimes include a review of a patient's medical history and family history



Height, weight, blood pressure, and other routine measurements

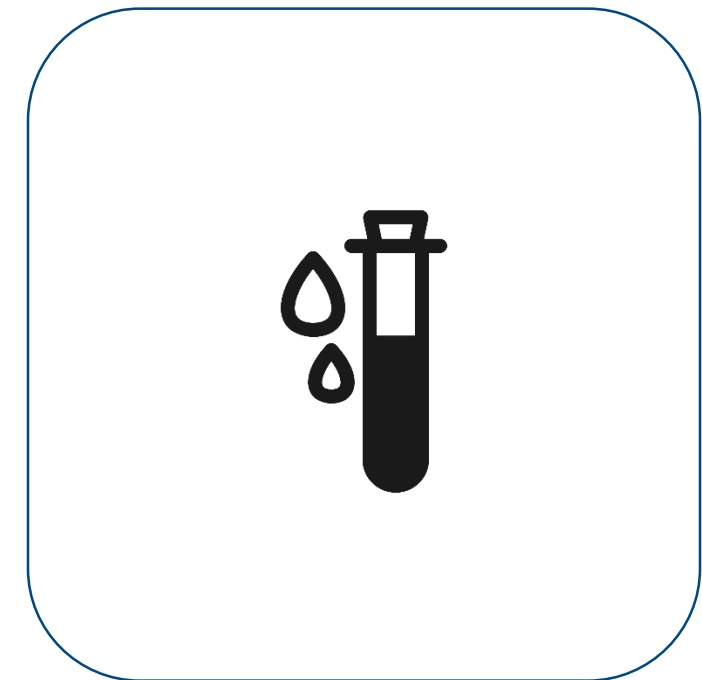
# Preventive care services include:



Tests and  
screenings for  
chronic diseases

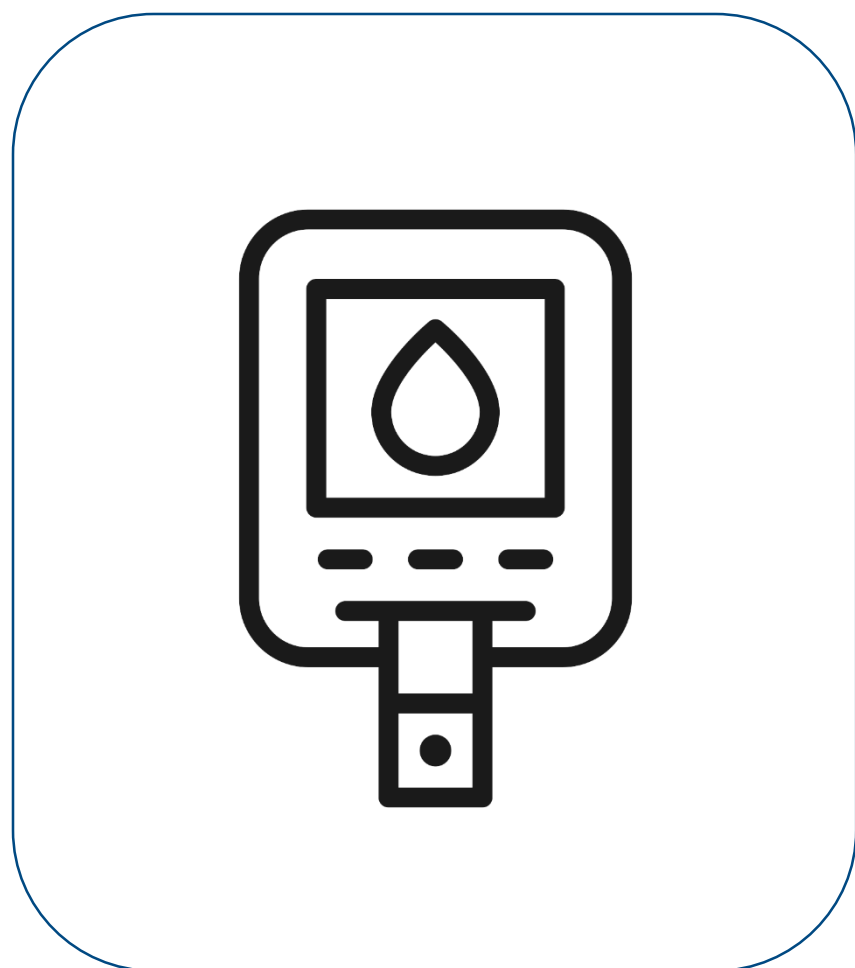


Counseling  
about healthy  
eating and  
weight loss



Sexually  
transmitted  
infections (STI)  
screenings

# Examples of screenings



Depending on a patient's age, doctors may order screenings for chronic diseases, such as:

- Diabetes (type 2)
- High cholesterol
- High blood pressure



For Sexually Transmitted Infections (STI), doctors may test for:

- HIV
- Hepatitis B
- Syphilis



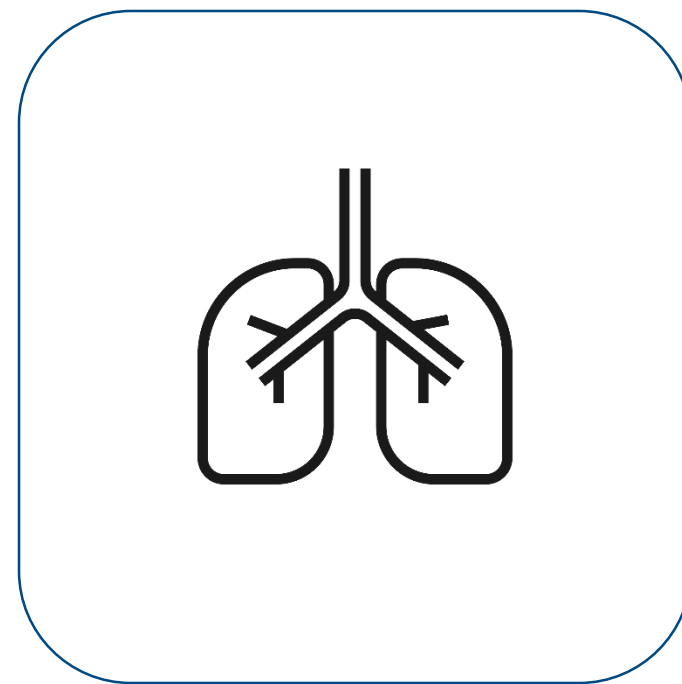
Screenings for mental health issues are also covered, such as for:

- Alcohol use
- Depression

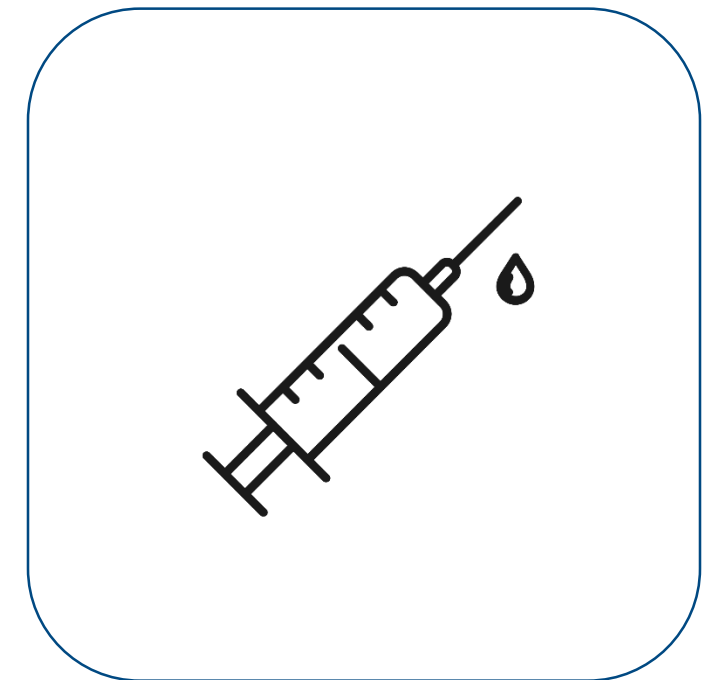
# Preventive care services include:



Counseling for  
depression,  
alcohol use, and  
smoking

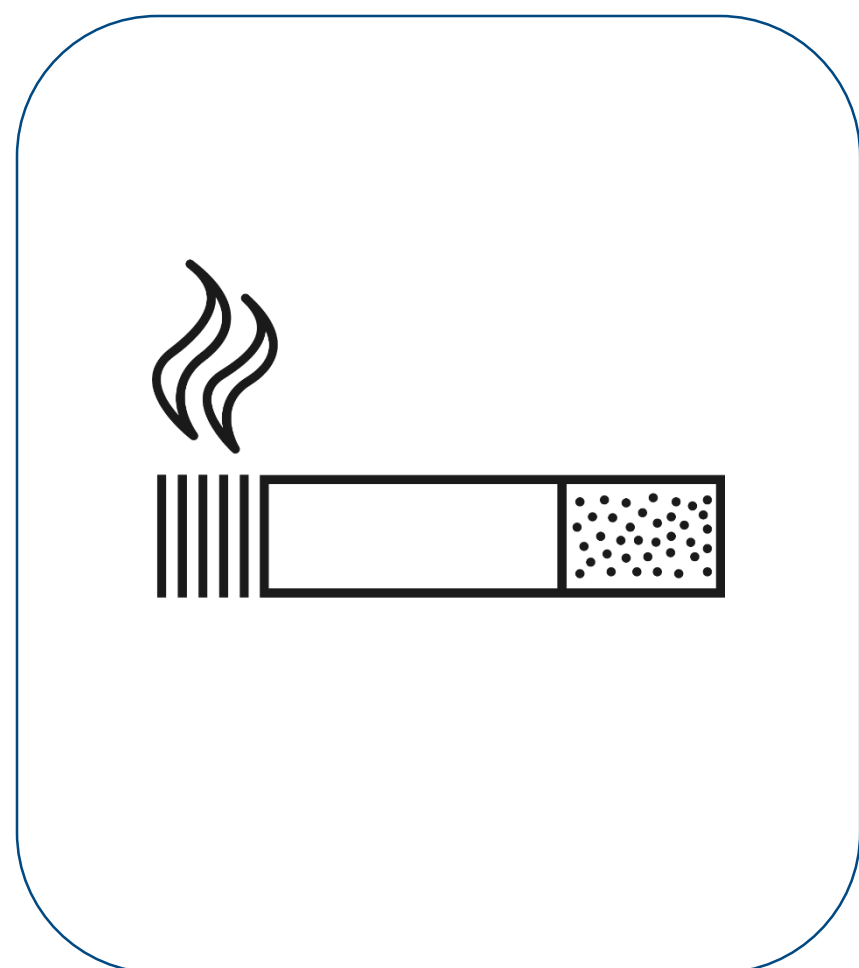


Cancer  
screenings



Vaccines

# Examples of counseling services



Diet counseling for patients with a higher chance of being overweight or obese



Alcohol misuse counseling



Tobacco cessation counseling to help patients quit smoking tobacco products

# Examples of cancer screenings



Colorectal cancer screening



Lung cancer screening

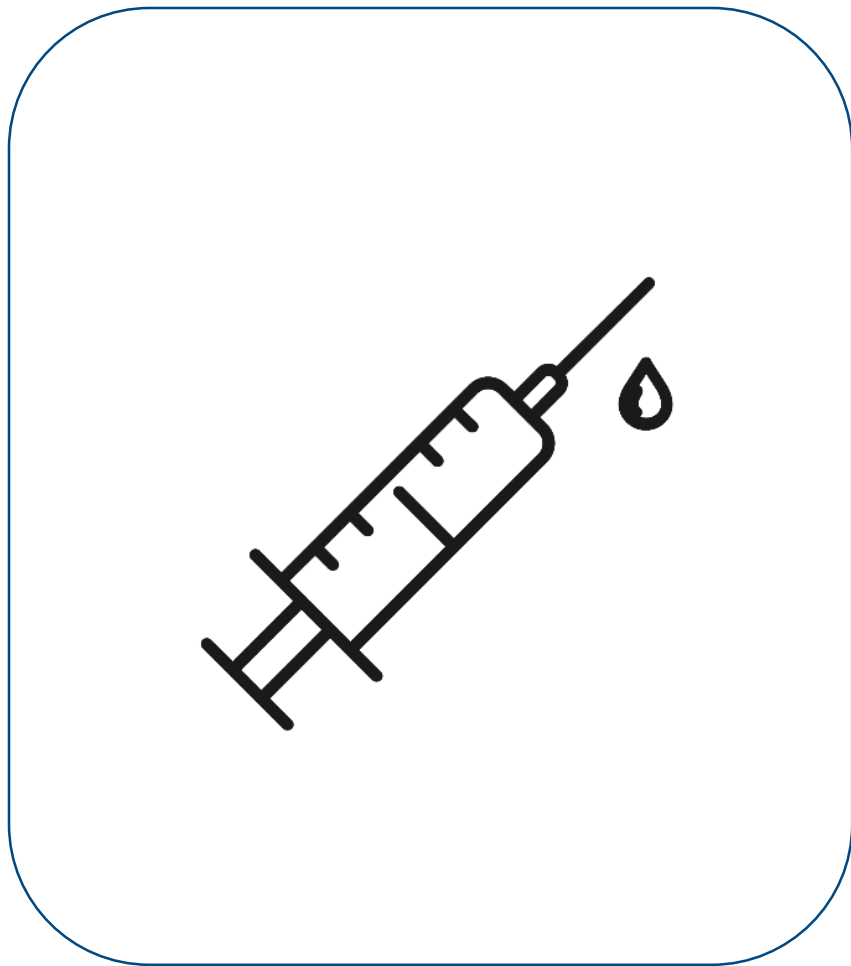


Cervical cancer screening



Breast cancer screening

# Examples of vaccines



- Diphtheria
- Hepatitis A
- Hepatitis B
- Herpes Zoster
- Human Papillomavirus (HPV)
- Influenza (flu shot)
- Measles
- Meningococcal
- Mumps
- Pertussis
- Pneumococcal
- Rubella
- Tetanus (Tdap)
- Varicella (Chickenpox)

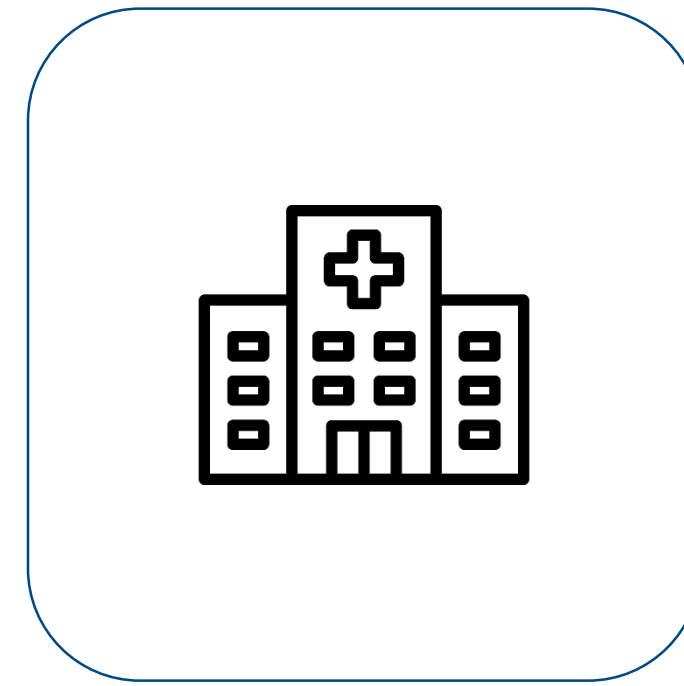
# Preventive care services for children include



Developmental  
and behavior  
screenings

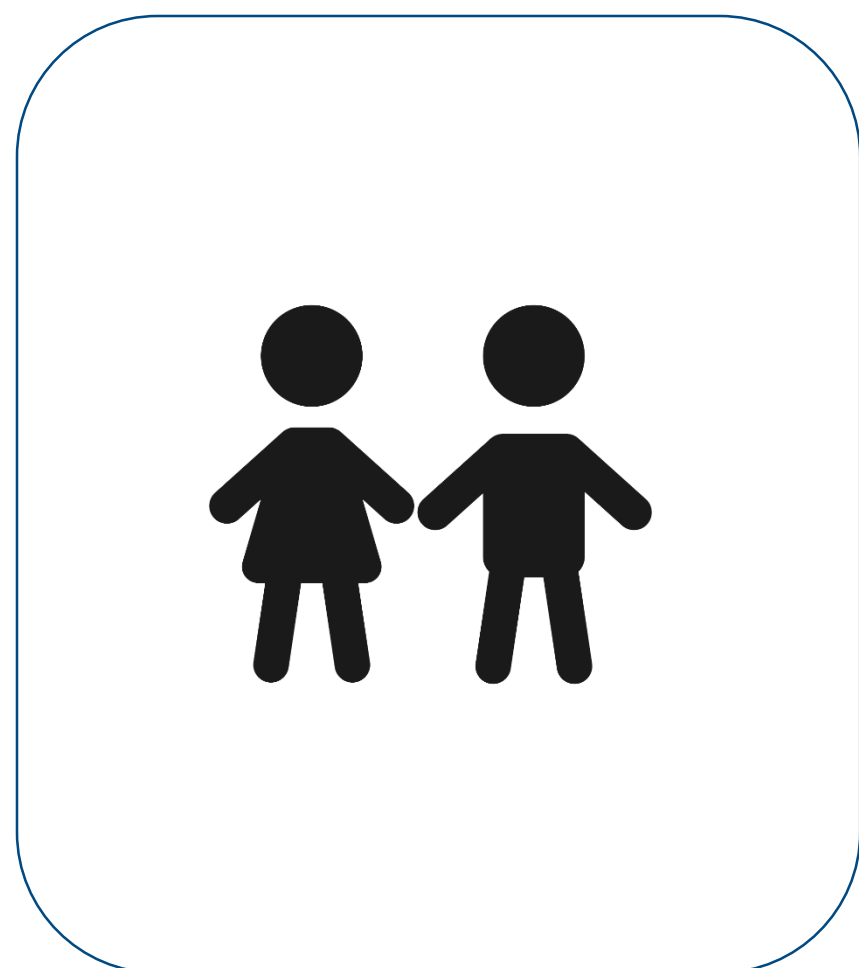


Newborn tests,  
medicines, and  
screenings



Well-baby and  
well-child  
visits

# Examples of developmental and behavioral screenings



Behavioral assessments



Autism



Alcohol and drug use



Speech and language screenings

# Examples of newborn tests and screenings



Blood screening



Sickle cell disease screening



Heart defects screening

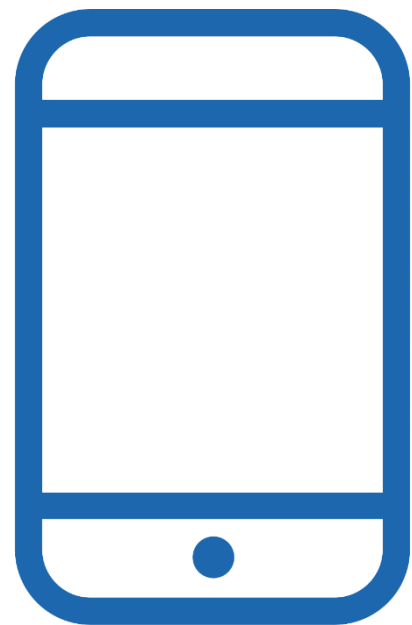


Lead screening

To learn more about newborn screening go to:  
**[babysfirsttest.org](https://babysfirsttest.org)**

# How do patients get preventive care?

1



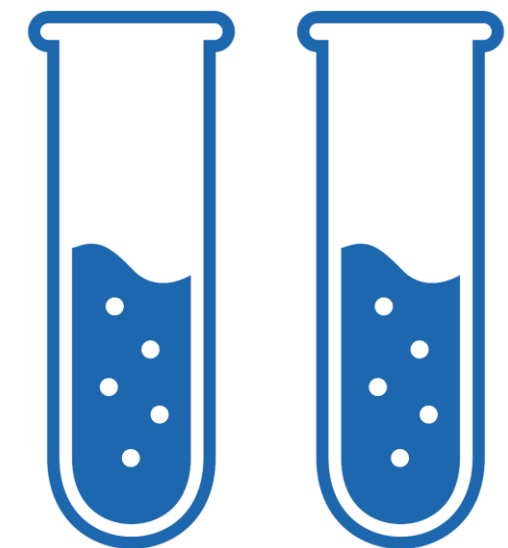
Call an in-network  
provider to schedule  
a yearly checkup

2



Tell the scheduler  
that it's for  
preventive care

3



At their visit, ask the  
doctor which  
preventive services  
they should get

# Why is preventive care important?

Preventive care helps patients live **longer, healthier lives**

# Why is preventive care important?

Preventive care saves money for patients because:



It's free – patients don't pay a copay or other out-of-pocket costs



Insurance companies pay the full cost of certain preventive care services



Doctors can catch problems before they get worse and cost more

# Sharon's story



## Sharon needs a colonoscopy

Sharon has a family history of colon cancer so her doctor recommends she has a colonoscopy or screening test for colon cancer. She goes to an in-network doctor.

The doctor took out a small growth during the colonoscopy that could have become colon cancer.

# Sharon's colonoscopy costs

Preventive care finds health problems early when they cost less to take care off.

	Sharon's costs
Colonoscopy	\$0
Getting a colon growth removed	\$2,000
Contracted cost with Sharon's plan	\$1,200
Insurance pays	\$960
<b>Sharon pays</b>	<b>\$240</b>

# Sharon's colonoscopy costs

If Sharon didn't have a colonoscopy, her growth could've become colon cancer and would cost more to treat.

	Sharon's costs
Surgery to remove cancer	\$10,000
Contracted cost with Sharon's plan	\$6,000
Insurance pays	\$4,800
<b>Sharon pays</b>	<b>\$1,200</b>

The colonoscopy only cost her \$240!

# What is diagnostic care?

Health care that includes treatments or tests to diagnose a health problem.



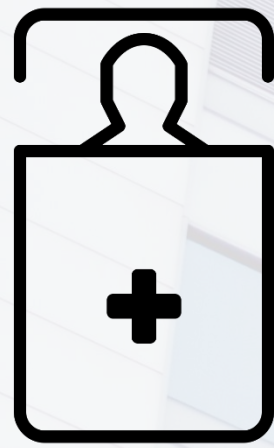
Patients are having **symptoms**,  
such as trouble breathing



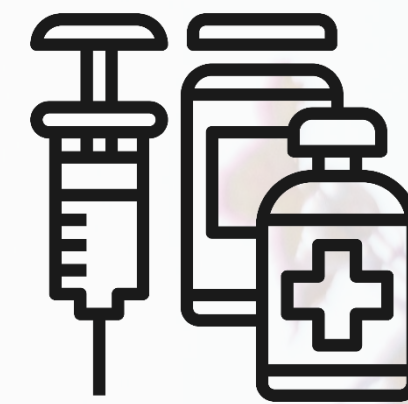
Patients may have **risk factors**  
for a health problem, such as  
family history

# Preventive care that becomes diagnostic

A preventive care visit may become diagnostic if:



A doctor finds a health problem that  
needs a test or treatment



A patient asks their doctor about a  
health problem they've noticed, and  
the doctor does a test or treatment

## Activity: Let's practice!



“I went for my yearly wellness checkup. My doctor checked my blood pressure and found it’s within the normal range.”

This scenario highlights an example of \_\_\_\_\_ care.  
Use the poll to choose 1 answer:

- a. Diagnostic
- b. Preventive
- c. Preventive care that becomes diagnostic
- d. Not enough information



“I went to my doctor because I wake up with headaches often. My doctor found that my blood pressure was too high, so she ordered an extra heart test.”

This scenario highlights an example of \_\_\_\_\_ care.

Use the poll to choose 1 answer:

- a. Diagnostic
- b. Preventive
- c. Preventive care that becomes diagnostic
- d. Not enough information



“I went for my yearly wellness checkup. My doctor found that my blood pressure was too high, so she ordered an extra heart test.”

This scenario highlights an example of \_\_\_\_\_ care.

Use the poll to choose 1 answer:

- a. Diagnostic
- b. Preventive
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# Replace jargon with simple words

## ✗ Jargon

Replenish

Comprehensive

Reimbursement

In the event that

## ✓ Plain language

Refill

Covers everything

They will pay you back

If

# Activity 1

## Replace jargon

---

### Instructions:

Type in a more simple word or phrase to replace it.

### Replace jargon:

Immunizations

Annual

Hypertension

Hyperlipidemia

### Simple words:

Vaccines, shots

Yearly

High blood pressure

High cholesterol

# Activity 2

## Define jargon

---

### Instructions:

Type in a definition that uses words that would be familiar to your patients.

### Define jargon:

Preventive care

Diagnostic care

Colonoscopy

Mammogram

Sexually  
transmitted  
infection  
(STIs)

### Simple definitions:

Health care to help you avoid illness before you have symptoms of a problem

Treatments or test to diagnose a health problem

A procedure that threads a thin, lighted tube with a small camera through your rectum to look at your intestines

An x-ray of your breast

Infections caused by bacteria or viruses that are usually spread from person to person during sex

# Action steps: what, how, when, and why



**Action steps** help patients know what to do to improve their health

**To make an action step, write down:**

- What the patient can do
- How to do it
- When to do it
- Why to do it

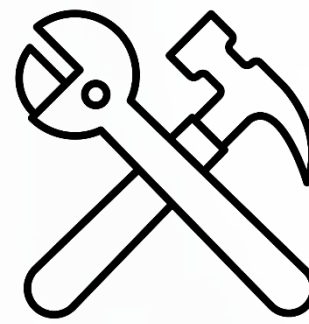


# What information to include?



## Knowledge

What patients  
should do



## Skills

How they  
should do it



## Motivation

Why they  
should do it

## **Here's an example**

### **A poor example of an action step:**

Get enough exercise.

### **A helpful example of an action step:**

To stay healthy, be active for at least 30 minutes a day, 5 days a week. To do this, you could take a 10-minute walk 3 times a day.

# Activity 3

## Create action steps

---

### Instructions:

Create clear action steps for a patient about one of the topics listed on the right side of the screen.

To make action steps, type:

1. What the patient can do
2. How the patient can do it
3. When the patient can do it
4. Why the patient should do it, or the benefit

### Potential topics:

- Find an in-network provider
- Schedule a yearly wellness checkup

# Activity 3

## Create action steps

---

### Instructions:

Create clear action steps for a patient about one of the topics listed on the right side of the screen.

Remember, to make action steps, type:

1. What the patient can do
2. How the patient can do it
3. When the patient can do it
4. Why the patient should do it, or the benefit

**Here's what we came up with to help patients find an in-network provider:**

### What

In-network providers are health care providers, such as doctors, hospitals, and other suppliers, who contract with your insurance company to give health care services to you at a lower cost

### How

Call your insurance company or visit their website to see a list of in-network providers

### When

Check that your provider is in-network before each visit

### Why

You'll pay less for in-network providers

# Activity 3

## Create action steps

---

### Instructions:

Create clear action steps for a patient about one of the topics listed on the right side of the screen.

Remember, to make action steps, type:

1. What the patient can do
2. How the patient can do it
3. When the patient can do it
4. Why the patient should do it, or the benefit

**Here's what we came up with to help patients schedule a yearly wellness checkup:**

### What

Preventive care includes tests, shots, screenings, and other care to help you avoid illness before you have symptoms

### How

- Call your in-network doctor to schedule a yearly wellness checkup
- At your appointment, ask your doctor which preventive services you should get based on your gender, age, health, and family history

### When

Each year

### Why

- To help you stay healthy
- Also, it's free!

# Build in levels and chunks

 EPA 402/F/09/004 | September 2009 | www.epa.gov/iaq

## Secondhand Tobacco Smoke and the Health of Your Family



### Make Your Home and Car Smoke-Free

Secondhand smoke is the smoke that comes from the burning end of a cigarette, cigar or pipe. Secondhand smoke can make you and your children sick.

### Secondhand Smoke is Dangerous

Everyone knows that smoking is bad for smokers, but did you know:

- Breathing in someone else's cigarette, pipe or cigar smoke can make you and your children sick.
- Children who live in homes where people smoke may get sick more often with coughs, wheezing, ear infections, bronchitis or pneumonia.
- Children with asthma may have asthma attacks that are more severe or occur more often.
- Opening windows or using fans or air conditioners will not stop secondhand smoke exposure.
- The U.S. Surgeon General says that secondhand smoke can cause Sudden Infant Death Syndrome, also known as SIDS.
- Secondhand smoke also can cause lung cancer and heart disease.

### Protect Your Family

- Make your car and home smoke-free.
- Family, friends or visitors should never smoke inside your home or car.
- Keep yourself and your children away from places where smoking is allowed.
- If you smoke, smoke only outside.
- Ask your doctor for ways to help you stop smoking.

### Remember

Keeping a smoke-free home and car can help improve your health, the health of your children and the health of your community.



Indoor Air Quality (IAQ)

# Use bullet points strategically

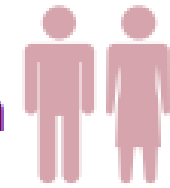
- Keep each list between 3-5 items – if you have more, try to separate them into sections
- Each bullet should be 1 phrase or sentence, not paragraphs

## Employers can



- ◇ Create and support walking programs for employees.
- ◇ Identify walking paths around or near the work place and promote them with signs and route maps.
- ◇ Provide places at work to shower or change clothes, when possible.

## Individuals can



- ◇ Start a walking group with friends and neighbors.
- ◇ Help others walk more safely by driving the speed limit and yielding to people who walk.
- ◇ Use crosswalks and crossing signals when crossing streets and not jaywalk.
- ◇ Participate in local planning efforts that identify best sites for walking paths and sidewalks.
- ◇ Work with parents and schools to encourage children to walk to school where safe.

# Activity 4

## Chunk related information

---

### Instructions:

1. Look at this passage and break it into easy-to-read chunks by adding a paragraph break
2. Add bullets for any lists of items
3. Write any new or revised headings you would add

### **Tdap Vaccine**

Tdap is a triple shot that protects against tetanus, diphtheria and pertussis (whooping cough). Pregnant women should get this shot after their 20th week of pregnancy, even if they have gotten the shot in the past. Anyone who cares for a young baby should get this shot. Tell family members about getting this shot. Vaccines are a safe way to protect you and your baby.

# Activity 4

## Chunk related information

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### Tdap Vaccine

Tdap is a triple shot that protects against tetanus, diphtheria and pertussis (whooping cough). Pregnant women should get this shot after their 20th week of pregnancy, even if they have gotten the shot in the past. Anyone who cares for a young baby should get this shot. Tell family members about getting this shot. Vaccines are a safe way to protect you and your baby.

After

### What is the Tdap vaccine?

It is a safe shot that protects you and your baby against tetanus, diphtheria and whooping cough.

### Who should get it?

- Pregnant women after their 20<sup>th</sup> week of pregnancy
- Anyone who cares for young babies

Tell your family members about this shot today.

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**Use one of our videos**  
**to talk about preventive care**



[Healthcare Hacks: Preventive care](#)

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# Presentation review

- ✓ Plain language, health-literate design, and numeracy can help you clearly communicate with patients
- ✓ Preventive care is routine health care that includes screenings, check-ups, and other care to keep patients healthy before they have a health problem. Preventive care catches problems early. This can save patients time and money down the road.
- ✓ To clearly communicate about preventive care:
  - Focus on the 3 most important points
  - Chunk related written information
  - Give clear action steps – include what, when, how, and why
  - Use clear heading and bullets strategically

「Questions?」



## Online

[healthliteracy.media](http://healthliteracy.media)

[facebook/healthliteracymedia](https://facebook.com/healthliteracymedia)

[twitter/healthlitmedia](https://twitter.com/healthlitmedia)

[instagram/healthlitmedia](https://instagram.com/healthlitmedia)



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「Thank you!」