HEALTH LITERACY INITIATIVE

Improving Adherence Through Comprehension

What is Health Literacy?

“The degree to which individuals have the capacity to obtain, process, understand, (and act upon) basic health information and services needed to make appropriate health decisions.”

How literacy links to lifespan

People with low health literacy may not understand their health issues. This lack of understanding can result in deviating its treatment, which can negatively impact their health in the long term.

Facts

In the U.S., some 3.8 billion prescriptions are written every year.

• More than half of those prescriptions, however, are taken incorrectly or not at all.

• In a survey of 1,000 patients, nearly 75% admitted to not always taking their medications as directed.

• A study of over 75,000 commercially-insured patients found that 30% failed to fill a new prescription.

• It is estimated that poor compliance costs the US healthcare system $290 billion each year.

Proposed Steps, Goals & Timing

1. Open the Discussion
   - Goal: To increase awareness in the Market Research community
   - 2015

2. Recruit & Educate
   - Goal: Recruit and educate Pharma, Market Research, Health Literacy Experts, Academia, Patient Advocacy
   - 2016

3. Expand the Conversation
   - Goal: IHA poster, TMRE presentation, PMRG poster and presentation, Insights Association presentation and publications including Quirks, PharmaVoice, and Research in Social and Administrative Pharmacy journal
   - 2017

4. Drive Change
   - Goal: Pilot studies and outcomes, strategic partnerships, training and certifications, publications, conferences, and awards.
   - 2018+

To explore Health Literacy and its impact on patient compliance, we spoke with both professionals (PCPs, CARDs, and PHARMs) and patients on the topic of hypertension.

Would better patient information improve comprehension and adherence?

We tested two versions of Patient Information—a standard version akin to what patients typically receive, and one that was optimized using special health literacy software.

Patients were asked five questions relating to content included in the Patient Information. The number of questions answered correctly corresponded to a comprehension score.

Inconsistency in communication across professional groups and their collective communication with patients exposes a gap in efforts to improve adherence.

Health literacy impacts a patient’s ability to understand how to take medication effectively and manage his or her condition.

Healthcare Professionals

MDs Asking About Adherence Some Of The Time or Less

Pharma Asking About Adherence Some Of The Time or Less

ADEQUATE LITERACY

LIMITED LITERACY

Health Literacy Initiative intends to provide today’s leaders in healthcare marketing research with the tools and understanding required to address the growing needs of those patients with a variety of health literacy levels.


Healthcare Professionals

150

Patients

805

Low rates of health literacy non-adherence from treatment

Healthcare Professionals

Patients

150

805

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