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."1

How literacy links to lifespan
People with low health literacy may not understand their health issues. This lack of understanding can result in developing 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.

Low rates of Health literacy
Increased risk of non-adherence
Poor outcomes from treatment

Proposed Steps, Goals & Timing
1. Open the Discussion

Goal: To increase awareness in the Health Care Community

2. Recruit & Educate

Goal: To increase and educate Pharma, Market Research, Health Literacy Experts, Academia, Patient Advocacy

3. Expand the Conversation

Goal: To increase and educate Pharma, Market Research, Health Literacy Experts, Academia, Patient Advocacy

4. Drive Change

Goal: To increase and educate Pharma, Market Research, Health Literacy Experts, Academia, Patient Advocacy

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.

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Health Literacy Initiative intends to provide today's leaders in healthcare marketing with the tools and understanding required to address the growing needs of those patients with a variety of health literacy levels.1

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