



Be Health Empowered!

Using Health Literacy to
Empower Individuals and
Communities

Advancing Health Literacy Series

Session 2

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Be Health Empowered!

Using Health Literacy to Empower Individuals and Communities

Session I: Community-based approaches to health literacy

- I. The roots of health inequities in the US
- II. Mistrust and the role of trust in healthcare
- III. How addressing mistrust and health literacy can improve health outcomes
- IV. Community partnering with healthcare to address health literacy
- V. Group Discussion

Session II – Individual Health Literacy

- Know your rights as a healthcare consumer
- The importance of healthcare consumer self-advocacy
- Four strategies to get the highest quality healthcare
- Use effective communication skills to initiate trusting relationships with constituents, help them to establish their health priorities, and obtain high quality care

Session II

Individual Health Literacy



Preparing Individuals for Self-care and Self-Advocacy

Session II Learning Objectives



Understand the need for patient advocacy, especially for patients of color



Using motivational interviewing in engage clients in personal health goal setting.



Empowerment and Self-Advocacy Skills:



Educate patients on their rights, responsibilities, and self-advocacy techniques to empower them in their healthcare journey.



Support patients in building their self-advocacy skills and confidence to effectively communicate their needs within the healthcare system

Do you have a story?



Be Health Empowered!

How to advocate for one's health!

- 1. Don't be a "patient" patient**
- 2. Five (5) strategies for self-advocacy**
 - 1. Be prepared for a healthcare visit**
 - 2. Know what to ask for**
 - 3. Get the free stuff**
 - 4. Don't go it alone**
 - 5. Know who's on your team**
- 3. Motivational Interviewing to establish health goals**

What are healthcare consumers entitled to?

High Quality Care:

1. Respect and dignity regardless of race, ethnicity, gender, age, religion, or sexual orientation
2. High-quality, safe, and effective healthcare in a clean and secure environment.
3. Care that is sensitive to cultural background and beliefs, and interpretation services at no cost

Autonomy

1. Participate in decisions about your care.
2. File a Complaint regarding your care without fear of reprisal, and to have concerns addressed in a timely and fair manner.
3. Refuse Treatment and to be informed of the potential consequences of refusing recommended care.



Clear Communication:

1. Be informed about your condition, proposed treatment and alternatives, potential risks and benefits
2. Access Medical Records and ask for corrections to inaccuracies.
3. Receive clear explanation of charges, payment methods, and financial assistance related to the healthcare received.

Privacy and Confidentiality

1. Privacy during medical examinations, procedures, and discussions of your medical condition.
2. Confidentiality regarding your health information

Tip #1 *Don't be a "Patient" Patient*

Be Health Empowered!



**What is going on in these pictures?
List some words that describe these
scenes or what these women may be
thinking.**



“Patient” =
Suffering =
Passive
Mindset

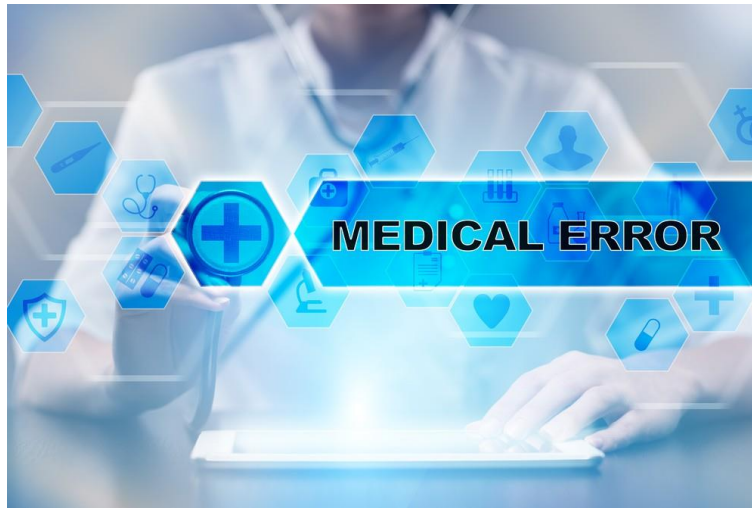


You are less likely to acknowledge your agency in how you can affect your current health condition



Consequence #2

Being a patient *patient* may leave you more vulnerable to unintentional mistakes that can occur in the course of your care



Why is it even more important for women and people of color to self-advocate?

People who are their own
advocates are more satisfied with
the care they get!



**How many of us really believe that
we deserve the best?!**

A photograph of three women sitting at a table in what appears to be a meeting or office setting. The woman on the left is an older Black woman with short grey hair, wearing a white top, smiling broadly. The woman in the center is a younger Black woman with braided hair, wearing a light blue button-down shirt, also smiling. The woman on the right is a white woman with long brown hair, wearing a teal top, seen from the back. The background is slightly blurred, showing shelves with various items. The text 'Five Healthcare Advocacy Strategies' is overlaid in white, centered on the image.

Five Healthcare Advocacy Strategies

Strategy #1

Be prepared for a healthcare visit...
not being a patient *patient* means
being ready for a healthcare visit



- **Bring a list or your actual medications bottles**
- **Be ready to fill in the details of what's bothering you, how long, & what you've tried**
- **Know your past and present diagnoses or give permission to access to medical records**

Strategy #2

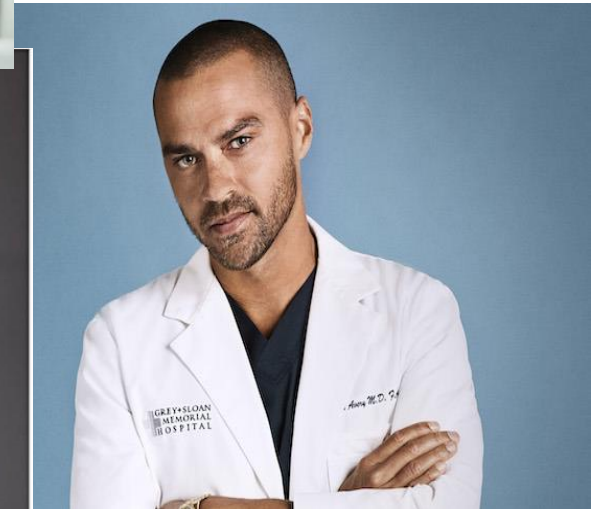
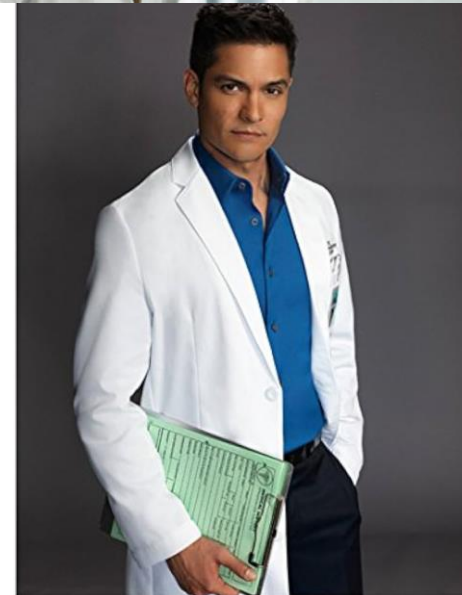
Know What to Ask For



- **Expect More From Your Doctor**
- **Ask the right questions**
- **Always get copies**

Expect more from your doctor or health plan

- **Know what's important to you**
- **Look for the highest quality primary doctors**



What is a Patient-centered medical home” (PCMH) ?

A healthcare practice where...

- ❖ the patient’s interests are at the center of decision-making
- ❖ care is provided with guiding principles
- ❖ care is team-based and whole-person



Who can be a PCMH?
Federally-qualified health systems, individual practices, hospital based practices

NCQA Report Cards: Directory of health plans, practices and other health care organizations.



Health Plans

Search for top performing health plans. See accreditation status, sort by star rating and **get detailed insights into performance** on prevention, treatment and patient experience.

[Health Plans](#)

Health Care Clinicians & Practices

Find practices and clinicians focused on providing **high-quality, patient-centered care** in this directory of NCQA-Recognized practices and clinicians.

[Clinicians](#)[Practices](#)

Other Health Care Organizations

Find **good partners for contracting and delegation** in this directory of NCQA-Accredited and Certified organizations

[Other Organizations](#)



Interview your
doctor to
check out
their:

Be Health Empowered!

Listening skills

Attention span

Compassion

Openness to other healing practices

Use of simple language

Sharing decision making with you

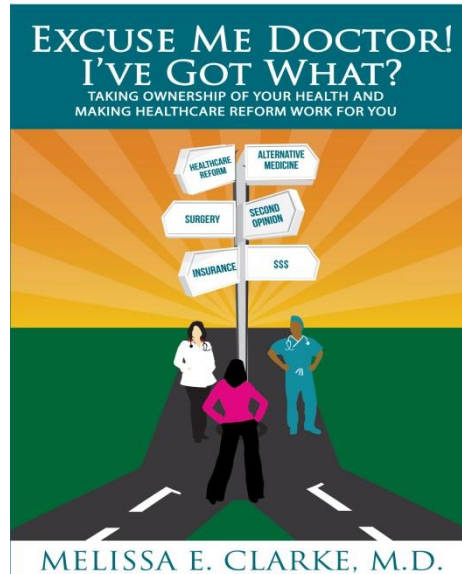
Knowledge of their limitations

Ask The Right Questions at Each Visit

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The 5 MUST KNOW QUESTIONS for your Doctor at each visit...

1. What is wrong with me?
2. What do I need to know about the treatment (effects, side effects, cost)?
3. What are the alternatives to the prescribed treatment?
4. What are the next steps?
5. What do I need to do at home?



Chapter 7: Relating To Your Doctor – How To Be Your Best Advocate - Doctor Question Checklist (Page 149)

Get Results!

- Always get a written copy of your test results
- Always ask for an explanation



Strategy #3

Get The Free Stuff!

Yearly check ups

Screenings/counseling

colon cancer, diabetes, high cholesterol
& high blood pressure, obesity, DV,
depression, Sexual health

Alcohol and Tobacco misuse counseling

Pregnancy screenings

Breastfeeding support & supplies

Routine Vaccines

Kids - vision/hearing screening,
developmental assessment



Free stuff is free with insurance

Get insured if eligible!

Medicare/Medicare Advantage – over 65 y.o
or long term disability

Medicaid – income requirement; accepted by
fewer providers

Marketplace plans – income based sliding
scale for commercial plans

Employer-based – make decisions based on
your health, your family's health

If uninsured....

**Federally Qualified Health
Centers (FQHCs) receive
federal funds to care for
people without health
insurance (formerly called
free clinics) – sliding scale**

Free Additional Resources

Patient Advocacy Foundation

- <https://www.patientadvocate.org/>
- Co – pay relief funds if you live in counties designated by the CDC as “socially vulnerable”
- Free case management if you have been diagnosed with a chronic disease and need **access to care/paying for care or medication, paying for living expenses, help with insurance or disability claims**

Veteran’s Administration

- VA’s Patient Advocacy Program helps veterans and their families who get care at any VA health care facilities.

Strategy #4

Don't Go It Alone!



- What are reasons to not go to a doctor's visit alone?**
- A. to help make sense of and remember what the doctor says
 - B. to ask clarifying questions
 - C. To provide support in telling/remembering the whole story
 - D. All of the above

***Strategy #5:* Know the members on your health care team**

You are Coach Prime when it comes to your healthcare!



Who is/are your:

1. Primary care?
2. Medical specialists and what is their focus?
3. Nurse Case Manager/Social Worker?
4. Health navigator/Peer Support Specialist?
5. Rehab team?
6. Nutritionist?
7. Pharmacist/Pharmacy?

And are they communicating with each other?

Engaging to maximize
client motivation

Motivational Interviewing



Motivational Interviewing as a health goal setting technique

- Motivational Interviewing (MI) is a client-centered method for helping people explore and resolve their ambivalence to change.
- MI does not impose change, that may be inconsistent with the person's own values, beliefs or wishes
- MI supports change in a manner congruent with the person's own values and concerns.

4 MI guiding principles

MOTIVATIONAL INTERVIEWING

R

RESIST telling them what to do:
Avoid telling, directing, or convincing your friend about the right path to good health.

U

UNDERSTAND their motivation:
Seek to understand their values, needs, abilities, motivations and potential barriers to changing behaviors.

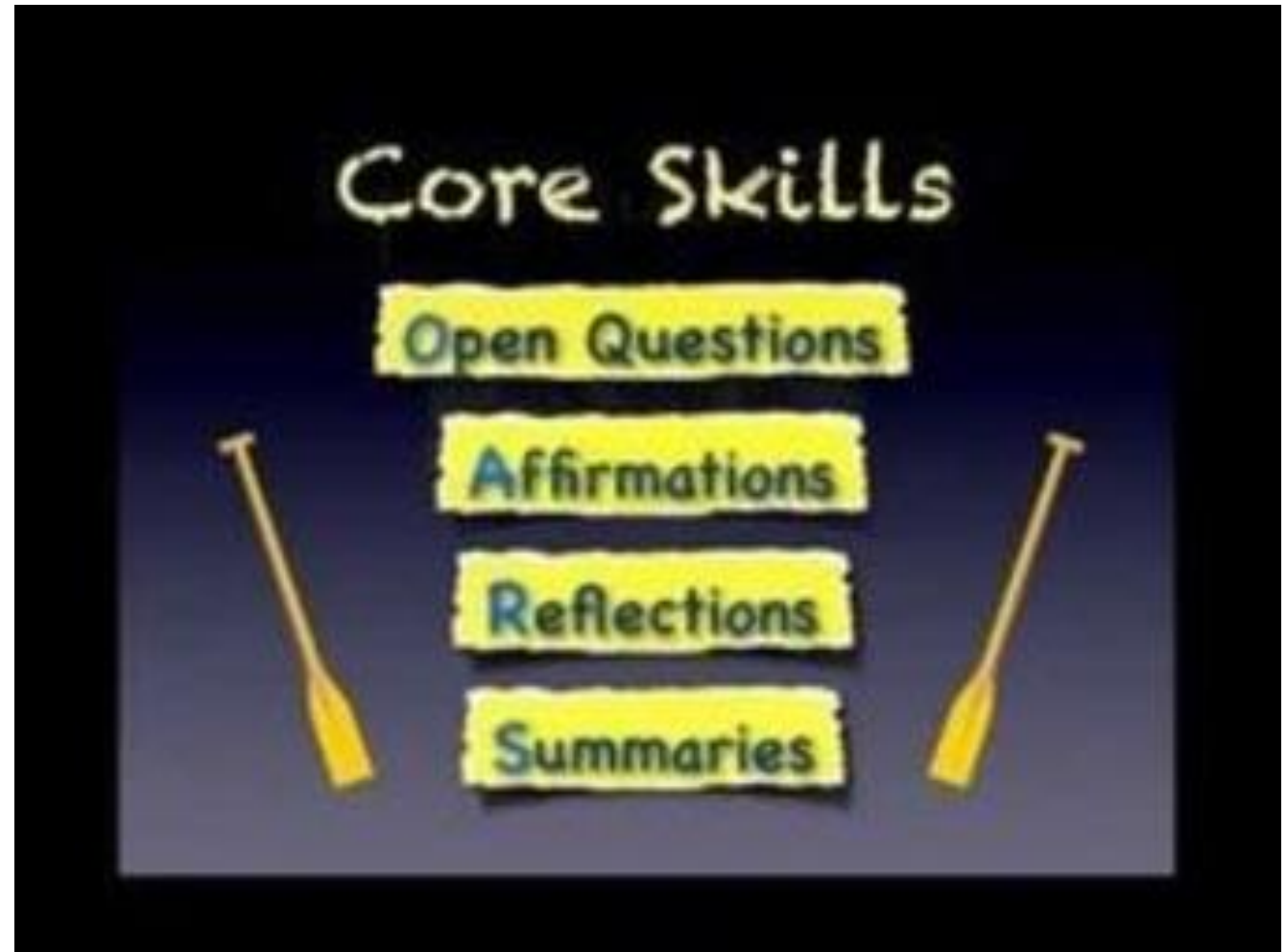
L

LISTEN with empathy:
Seek to understand their values, needs, abilities, motivations and potential barriers to changing behaviors.

E

EMPOWER them:
Work with your friends to set achievable goals and to identify techniques to overcome barriers.

Strategies for Engaging in Change Talk with Clients



Am I listening
and
supporting?

Encouraging Motivation to Change Am I Doing this Right?

- 1. Do I listen more than I talk?**
 Or am I talking more than I listen?
- 2. Do I keep myself sensitive and open to this person's issues, whatever they may be?**
 Or am I talking about what I think the problem is?
- 3. Do I invite this person to talk about and explore his/her own ideas for change?**
 Or am I jumping to conclusions and possible solutions?
- 4. Do I encourage this person to talk about his/her reasons for *not* changing?**
 Or am I forcing him/her to talk only about change?
- 5. Do I ask permission to give my feedback?**
 Or am I presuming that my ideas are what he/she really needs to hear?
- 6. Do I reassure this person that ambivalence to change is normal?**
 Or am I telling him/her to take action and push ahead for a solution?
- 7. Do I help this person identify successes and challenges from his/her past *and* relate them to present change efforts?**
 Or am I encouraging him/her to ignore or get stuck on old stories?
- 8. Do I seek to understand this person?**
 Or am I spending a lot of time trying to convince him/her to understand me and my ideas?
- 9. Do I summarize for this person what I am hearing?**
 Or am I just summarizing what I think?
- 10. Do I value this person's opinion more than my own?**
 Or am I giving more value to my viewpoint?
- 11. Do I remind myself that this person is capable of making his/her own choices?**
 Or am I assuming that he/she is not capable of making good choices?



Questions?