



HEALTH LITERACY AND SEPSIS

September 18, 2019

CONTINUING EDUCATION

- The link for the evaluation of today's program is: <https://www.surveymonkey.com/r/SEPSIS-9-18-19>
- Please be sure to access the link, complete the evaluation form, and request your certificate. The evaluation process will remain open **two weeks** following the webcast. Your certificate will be emailed to you when the evaluation process closes after the 2 week process.
- If you have any questions please contact Dorothy Aldridge (Dorothy.Aldridge@ohiohospitals.org)



In the Name and by the Authority of
THE STATE OF OHIO

WHEREAS, sepsis is the body's extreme response to infection that can lead to tissue damage, organ failure, and death; and

WHEREAS, some people are at higher risk of developing sepsis, including infants, the elderly, those with chronic illnesses, and those with weakened or impaired immune systems; and

WHEREAS, about 30% of patients diagnosed with severe sepsis do not survive; and

WHEREAS, until a cure for sepsis is found, early detection and treatment is essential for survival and limiting disability for survivors; and

WHEREAS, sepsis signs can be remembered with the mnemonic "TIME," which stands for "Temperature," "Infection," "Mental decline," and "Extremely ill"; and

WHEREAS, to avoid sepsis, people should take good care of chronic conditions, get recommended vaccines, and practice good hygiene, especially when treating wounds; and

WHEREAS, raising public awareness of sepsis might save lives; and

NOW, THEREFORE, We, Mike DeWine and Jon Husted, Governor and Lieutenant Governor of the State of Ohio, do hereby recognize September as

SEPSIS AWARENESS MONTH

on this 1st day of September 2019.

Mike DeWine
Governor



Jon Husted
Lieutenant Governor



Tom Heymann, MBA
President & Executive Director
Sepsis Alliance
San Diego, CA

Karen Komondor, RN, BSN, CCRN
Director, Organizational Development and
the Health Literacy Institute
St. Vincent Charity Medical Center
Cleveland, OH

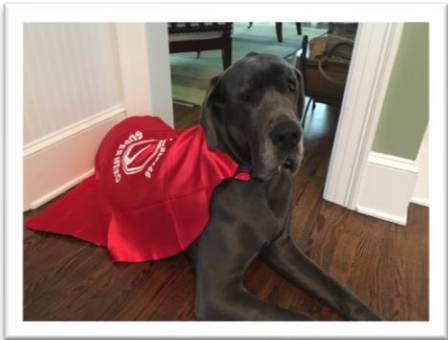


SAVING LIVES TOGETHER



SEPSIS ALLIANCE.

Suspect Sepsis. Save Lives.



Thomas Heymann
Executive Director
Sepsis Alliance

SEPTEMBER IS SEPSIS AWARENESS MONTH

SEPSIS AWARENESS MONTH™

- Launched in 2011 by Sepsis Alliance
- State designations
- Community events
- Sepsis Superhero™ Challenge
- Toolkits for advocates, healthcare providers, Government health agencies
 - Posters and infographics
 - Videos
 - Ideas to get involved



2019 | **SEPTEMBER**
SEPSIS SAY SEPSIS
SAVE LIVES
SEPSISAWARENESSMONTH.ORG

www.SepsisAwarenessMonth.org



SEPSIS ALLIANCE

Suspect Sepsis. Save Lives.

ABOUT SEPSIS ALLIANCE



Carl Flatley, DDS, MSD, Sepsis Alliance founder, with daughter Erin, a victim of sepsis

- First and leading sepsis education and advocacy NGO
- Working in all 50 states
- GuideStar Platinum Rated
- Education Organization:
 - Public, patients, survivors
 - Health Providers
 - Policy and thought leaders
 - Innovation
- Trained 30,000+ medical professionals
- Leverage impact via patient empowerment in care process
- Building systemic and lasting improvements in awareness and the recognition, diagnosis and treatment of sepsis



GLOBAL MARKET RESEARCH
radius

Sepsis Awareness Study

Summary Report

Final Report | September 2019 | Prepared for:



SEPSIS ALLIANCE.

Suspect Sepsis. Save Lives.

About This Study

Methodology

The survey was conducted online within the United States by Radius Global Market Research on behalf of Sepsis Alliance in June and July 2019 among more than 2,000 adults living in the U.S. The results were weighted to the U.S. census for age, gender, region and income. Surveys were conducted in English.

About Radius Global Market Research

Radius Global Market Research (www.radius-global.com) is one of the largest independent market-research companies. For more than 50 years, the business has partnered with global marketers to develop insight-based strategies that drive brand performance. A superior level of senior team involvement is the hallmark of Radius GMR's approach. Radius GMR is based in New York. Global operations include London-based Radius Europe, Radius MEA in Dubai, and Radius Asia in Beijing.

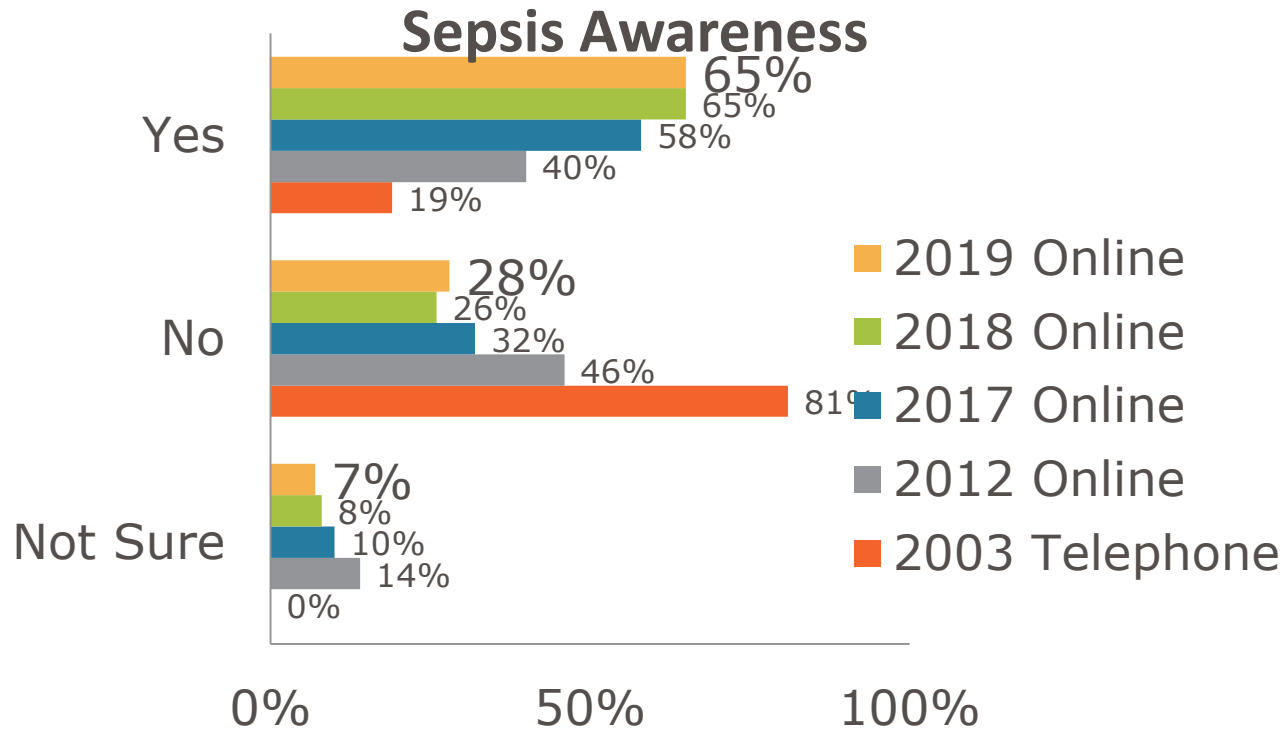
Background on Sepsis

Sepsis is deadly.

Every year, it kills 270,000 people in the United States – 1 every 2 minutes, more than prostate cancer, breast cancer, and opioid overdose combined. It is the 3rd leading cause of death overall and the leading cause of death in U.S. hospitals.

- Sepsis is the #1 cause of death in hospitals.
- Sepsis is the #1 cost of hospitalization in the U.S. consuming more than \$27 billion each year.
- Sepsis is the #1 cause for readmissions to the hospital costing more than \$2 billion each year.
- As many as 87% of all sepsis cases originate in the community.
- Mortality rates are high. Mortality from sepsis increases as much as 8% for every hour that treatment is delayed. As many as 80% of sepsis deaths could be prevented with rapid diagnosis and treatment.
- Sepsis affects over 30 million people worldwide each year and is the largest killer of children – more than 3 million each year.
- More than 1.7 million people in the U.S. are diagnosed with sepsis each year – 1 every 20 seconds.
- Every day, there is an average of 38 amputations in the U.S. as the result of sepsis.

Awareness levels of the term sepsis remains consistent from 2018 at 65%.

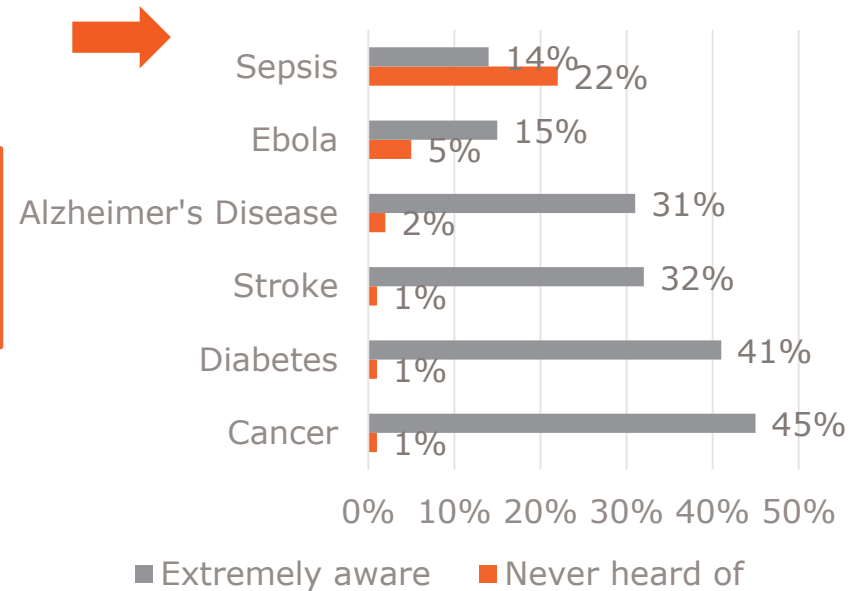


* CANNOT TREND THE DATA FROM ONE METHODOLOGY TO ANOTHER. MAY NOT BE EQUAL TO 100% DUE TO ROUNDING.

Sepsis Awareness

While overall awareness of the term sepsis remains at 65%*, there is a large discrepancy in awareness when asked about familiarity with sepsis and other conditions.

Sepsis Awareness Overall**



*Have you ever heard the term sepsis?

** How familiar are you with the term sepsis?

Less common or deadly conditions like stroke and diabetes are better known than sepsis.

Disease Awareness				Burden of Disease	
Condition	At least somewhat aware	Never heard of	Never heard of/ Just heard the name	Estimated Number of Cases Per Year in US*	Estimated Number of Deaths Per Year in US*
Cancer	95%	1%	5%	1,658,716	598,031
Diabetes	95%	1%	5%	1,500,000	79,535
Stroke	94%	1%	6%	795,000	140,000
Alzheimer's	92%	2%	8%	500,000**	121,404
Ebola	75%	5%	21%	11***	2
Sepsis	58%	22%	42%	1,700,000	270,000

How aware are you of each of the following conditions?

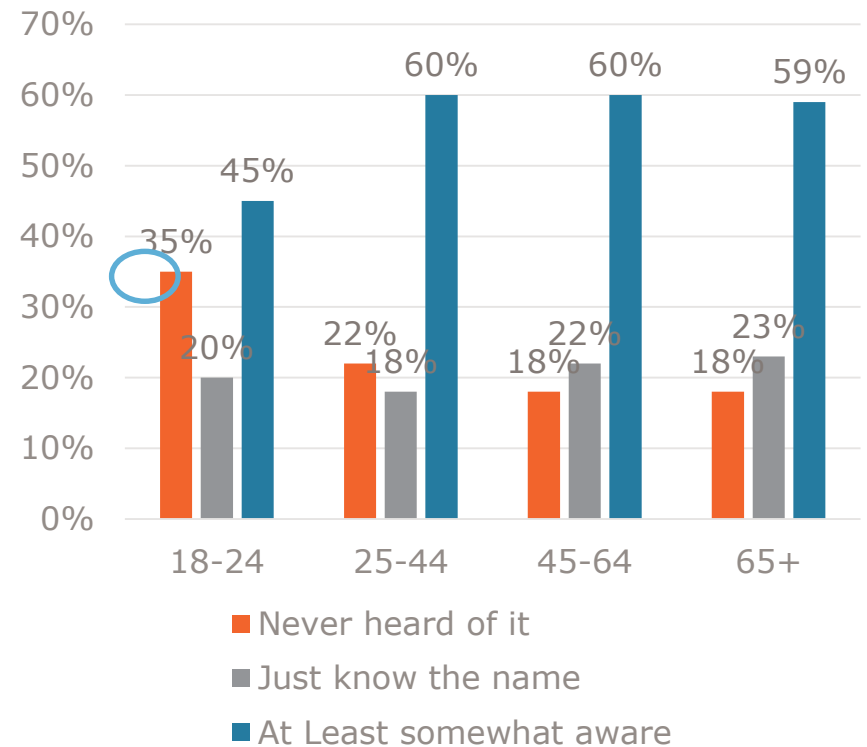
*According to the CDC

**According to Bright Focus Foundation

*** 2014 Outbreak

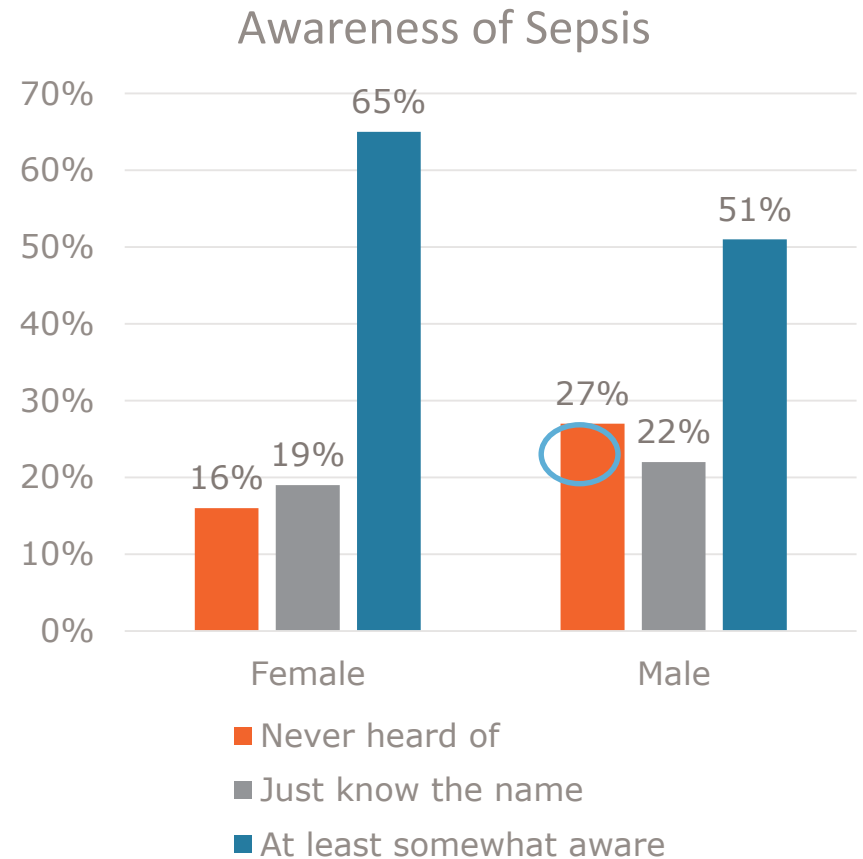
Younger adults are more likely to have *never* heard of sepsis.

Awareness of Sepsis



How aware are you of the following conditions?

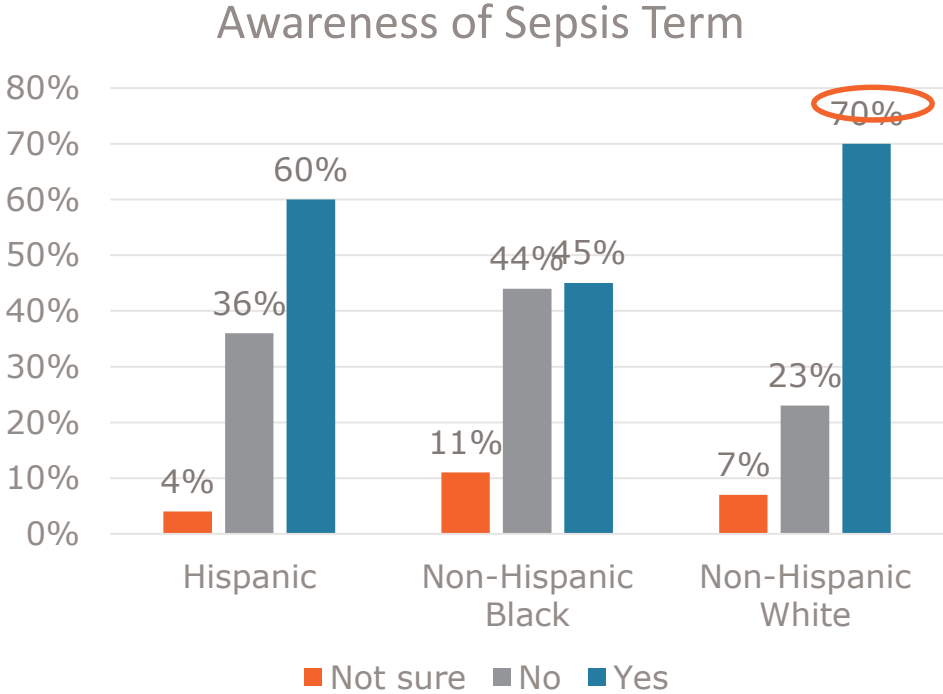
Men are more likely than women to have *never* heard of sepsis.



How aware are you of the following conditions?

Awareness of the term sepsis is varied among racial groups.

Those who identify as Non-Hispanic White are more likely to have heard the term sepsis than those who are Non-Hispanic Black or Hispanic.

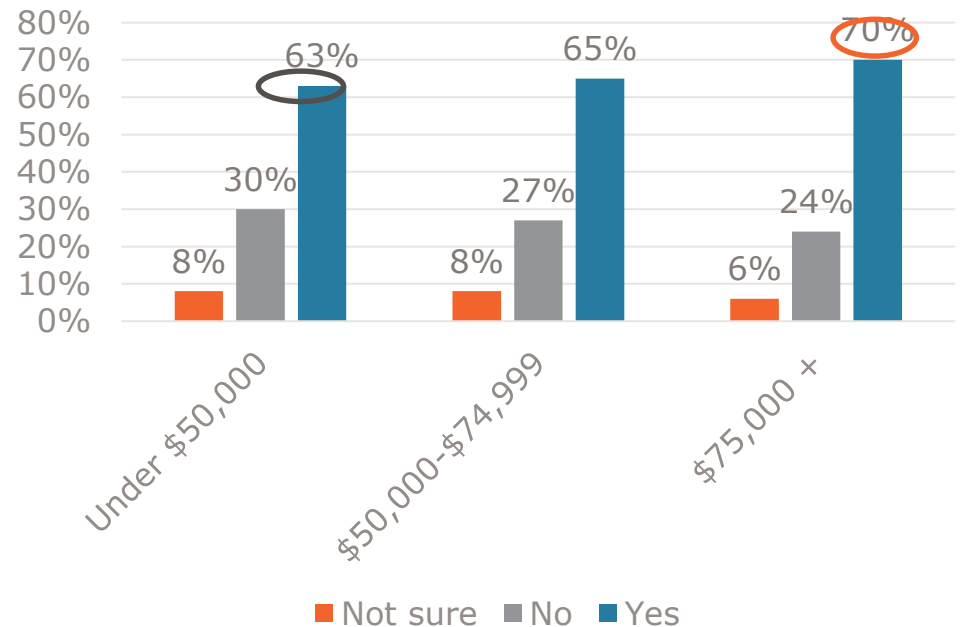


Have you ever heard the term sepsis?

The term sepsis is less recognized among lower income groups.

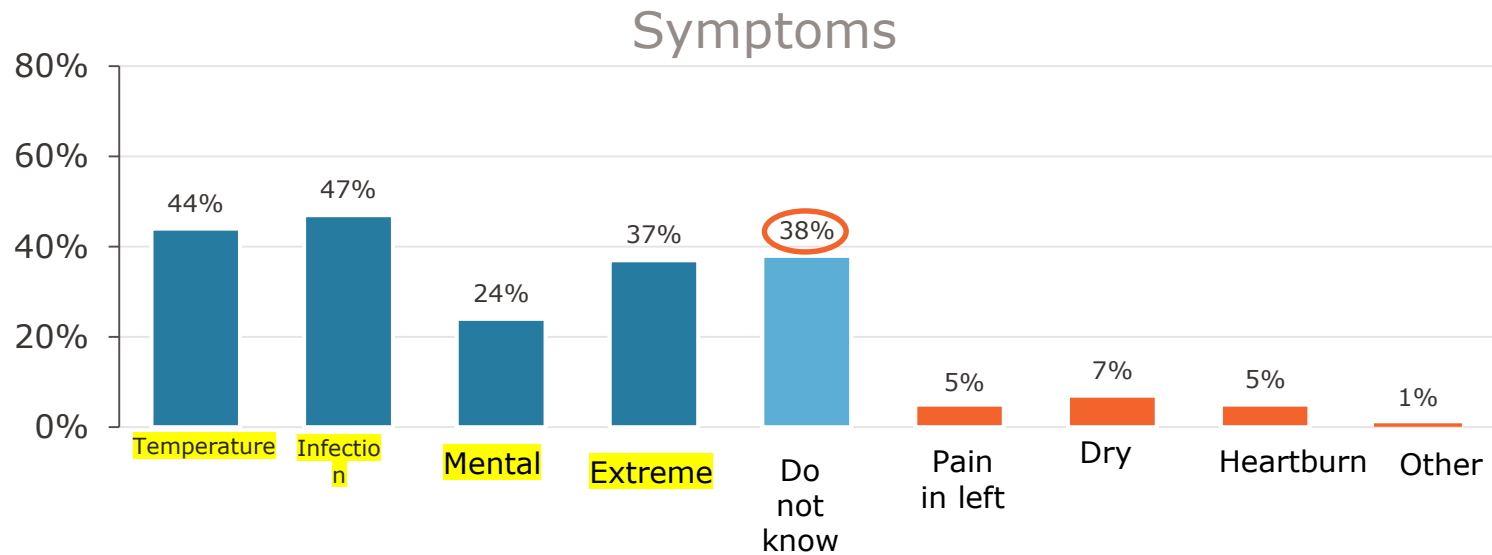
People with incomes of \$75,000 or higher are more likely to **have heard** of sepsis than those with incomes lower than \$50,000.

Awareness of Sepsis Term



Have you ever heard the term sepsis?

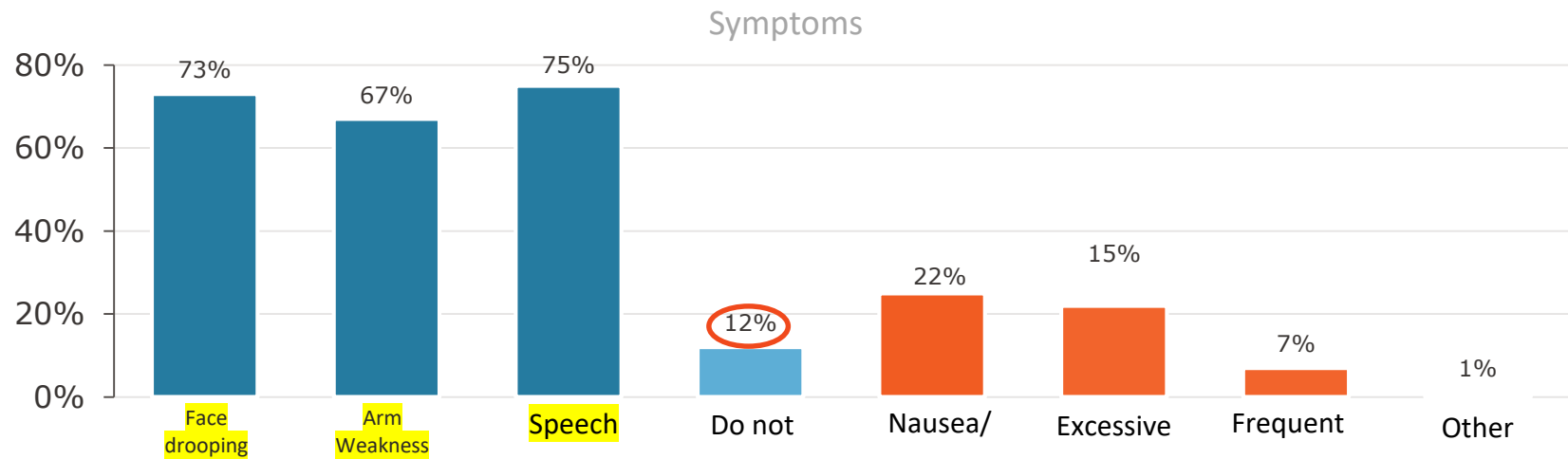
While more than 1.7 million adults are diagnosed with sepsis each year, more than 1/3 do not know the symptoms.



✓ Yellow highlights sepsis symptoms

Which of the following, if any, are the symptoms of sepsis?

The majority of adults can identify symptoms of stroke.

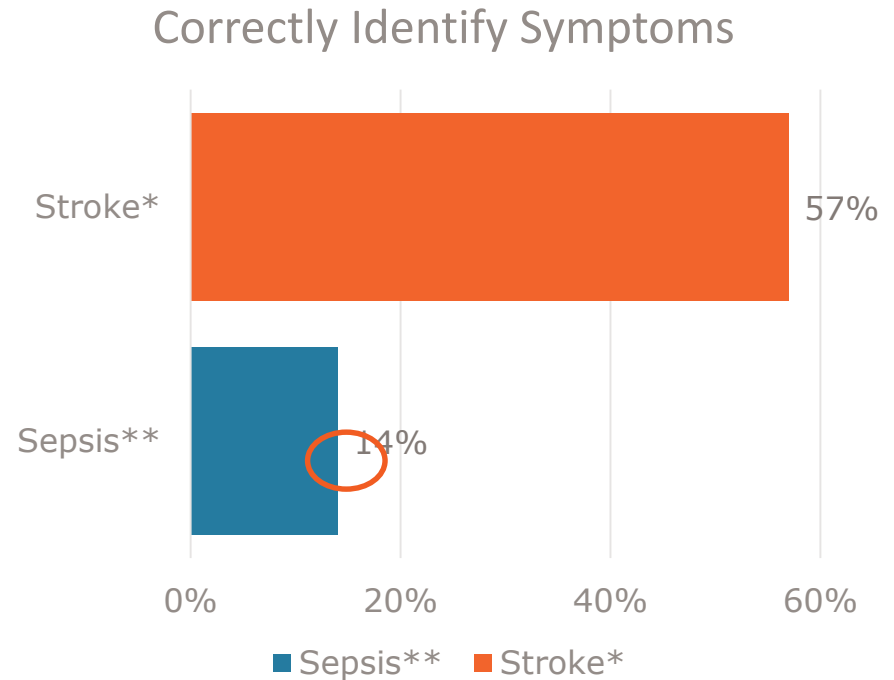


✓ Yellow highlights stroke symptoms

Which of the following, if any, are the symptoms of stroke?

57% could *correctly* identify **all** the symptoms of **stroke** listed in the survey.

Only 14% could *correctly* identify **all** the symptoms of **sepsis** listed in the survey.



*Which of the following, if any, are the symptoms of stroke?

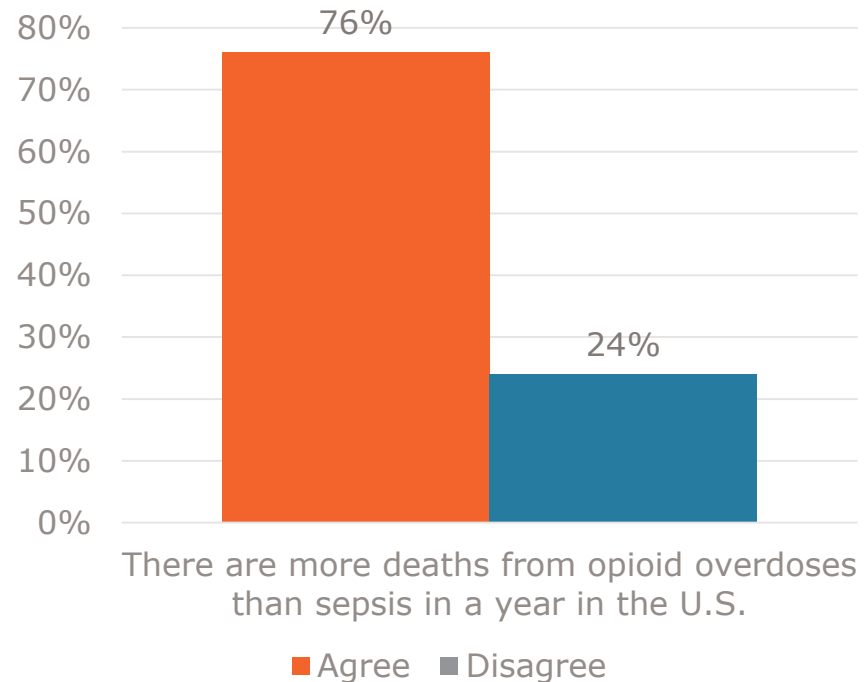
**Which of the following, if any, are the symptoms of sepsis?

Most adults believe that there are more deaths from opioid overdoses than sepsis in a year.

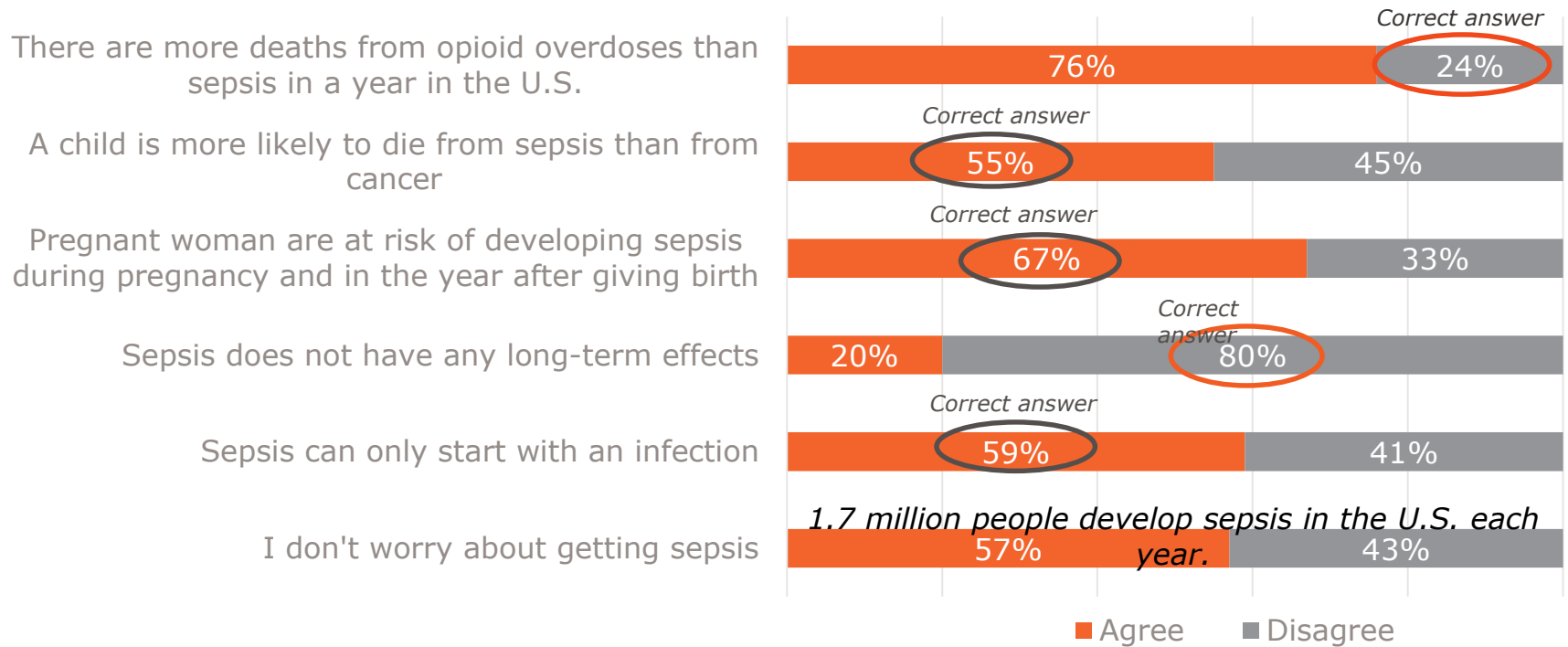
In fact, more people die from sepsis than they do from opioid overdoses each year.

According to the CDC:

270,000 Sepsis Deaths
46,000 Opioid Deaths



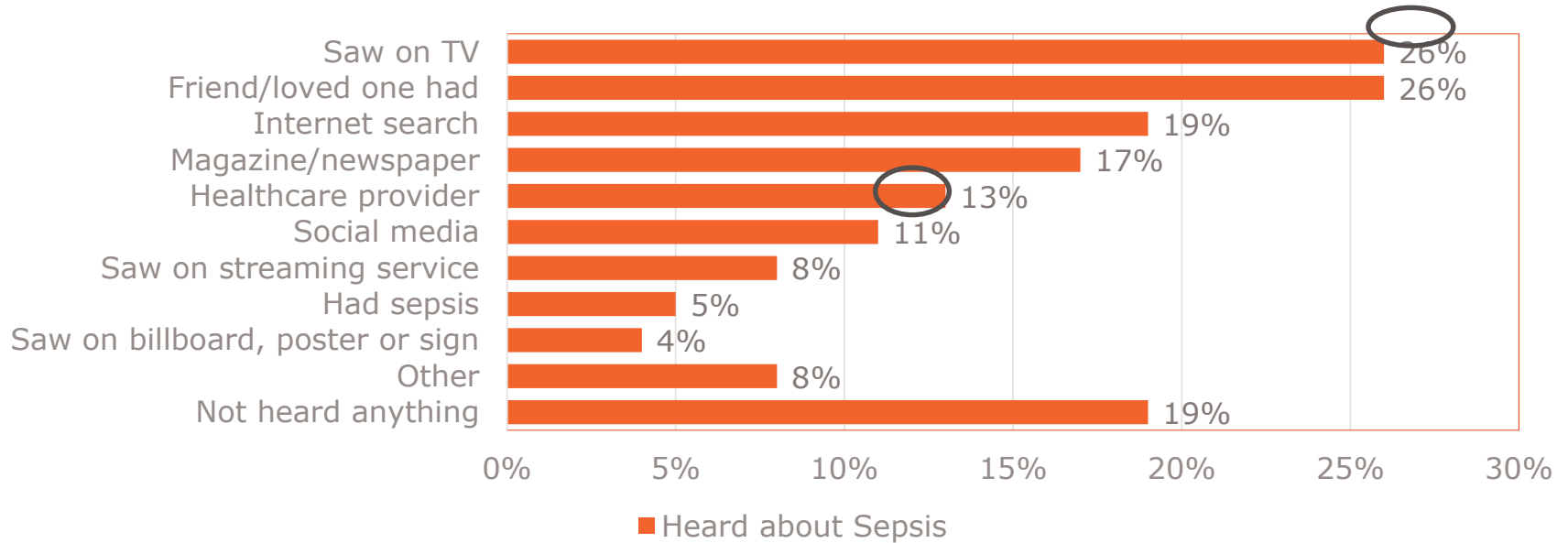
Understanding of sepsis is improving, but education is still needed.



How much do you agree or disagree with the following statements?

More Have Heard of Sepsis On TV than through their Healthcare Provider

Heard about Sepsis



Which of the following ways, if any, have you heard about sepsis?



Clear thinking for a complex world.

Radius U.S. Radius Europe Radius MEA Radius Asia

radius-global.com

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THANK YOU!

    @sepsisalliance



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Executive Director
Sepsis Alliance
theymann@sepsis.org

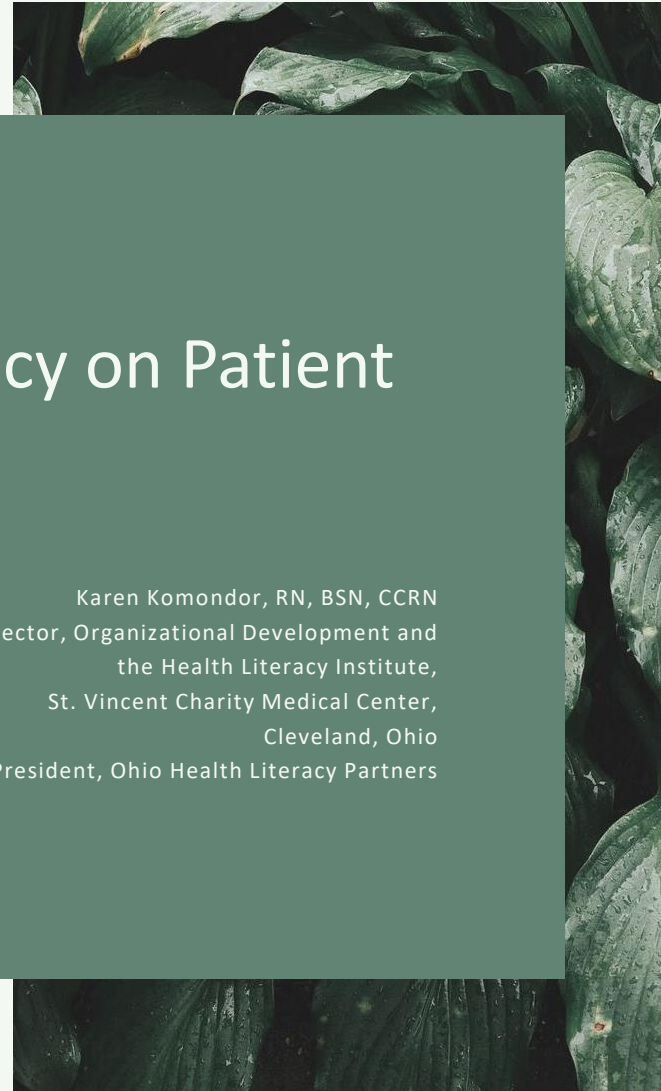
www.sepsis.org



SEPTEMBER 18, 2019
Ohio Hospital Association

The Impact of Health Literacy on Patient Safety and Sepsis Mortality

Karen Komondor, RN, BSN, CCRN
Director, Organizational Development and
the Health Literacy Institute,
St. Vincent Charity Medical Center,
Cleveland, Ohio
President, Ohio Health Literacy Partners





ST. VINCENT CHARITY
MEDICAL CENTER

A Ministry of the Sisters of Charity Health System

Since 1865



HEALTH LITERACY INSTITUTE
ST. VINCENT CHARITY MEDICAL CENTER

Since 2007



Since 2013

Objectives

-
- Describe the scope and implications of low health literacy
 - Identify common low health literacy problems
 - Apply strategies to increase clear communication between patients and providers



Meet Nancy



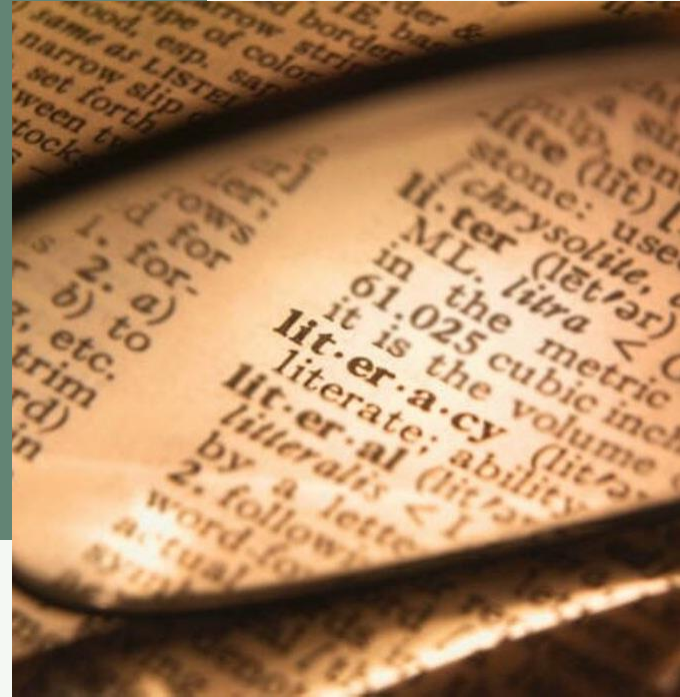
Meet Lynn

Literacy

The ability to read, write, compute,
think critically to achieve one's potential.

U.S. Department of Education. 1993

Knowledge and competence in a specific area
(i.e. computer literacy, health literacy)



■ ————— ■ ————— ■ —————

"The degree to which *individuals* have the capacity, to obtain, process, and understand basic health information and services needed to make appropriate health decisions."

IOM 2004

"The degree to which an individual has the capacity to obtain, *communicate*, process, and understand health information and services in order to make appropriate health decisions"

Plain Writing Act, ACA, 2010

Health literacy applies to all individuals and to health systems

Calgary Charter on Health Literacy,

2011

Health Literacy Defined

“Health literacy occurs when a society provides accurate health information and services that people can easily find, understand, and use to inform their decisions and actions.”

HHS 2019

CURRENT SKILL LEVELS

- **Average American reads at the 8th grade level**
- **One out of five read below grade level five.**

US Department of Education, 2003

- **66% of Cleveland residents are functionally illiterate**
- **Some Cleveland neighborhoods have an illiteracy rate as high as 95%**

Seeds of Literacy, 2019

- **20 percent of the population in 14 Ohio counties is operating at the lowest level of literacy**

National Institutes
of Literacy

SCOPE OF THE PROBLEM

Up to 80 percent of medical information provided by healthcare providers is forgotten immediately by patients.

Almost half of the information that is remembered is incorrect.

Most health information materials are written at the 12th grade level or above.

AMA Foundation 2007

Scope of the Problem

Nearly half of all American adults-90 million people-have only basic or below-basic health literacy skills and have difficulty understanding and acting on health information

Healthcare is more complex now

40 Years Ago

1 Doctor

1 Pharmacist

No Forms

In-Patient

650 Medicines

Today

Many Providers

Chain Drug Stores

Numerous Forms

Out-Patient

24,000 Medicines

Persons with limited health literacy skills have:

- **Higher utilization of treatment services**
 - **Hospitalization**
 - **Emergency services**
- **Lower utilization of preventive services**



\$106-\$238 billion is lost every year on health care costs due to a disconnect in the delivery of health information

A Vernon, (2007). Low Health Literacy: Implications for National Health Policy



Word Exercise

Expected

Underlying

Value

Present

Price

Net

Time

Return

Calculate

Option

Exercise

Equal

Strike

Probability

NegativeU

sing

Price

Spot

Below

Zero

Today

When Does Exercising Give You An Advantage?

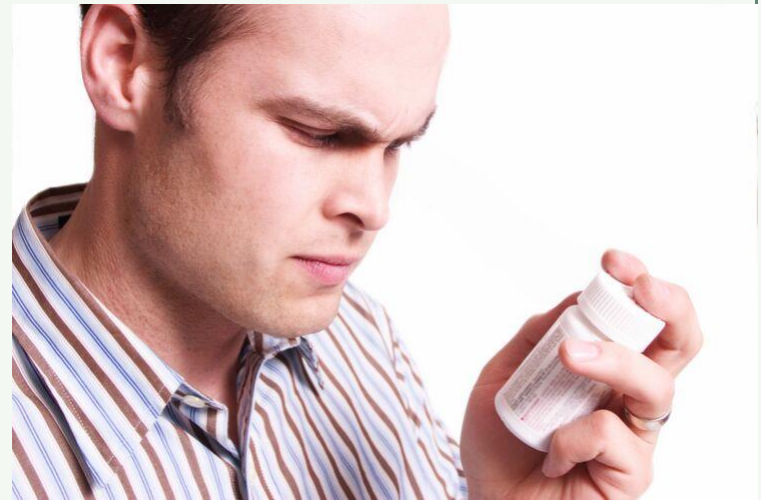
“If you’re using expected return to calculate the option’s probability-weighted net present value, if you set the expected return below zero, the time value will go negative. If you set the strike price equal to zero, the option value will equal the exercise-today value, which will be equal to the spot price of the underlying.”

Diagnosis

Filling out forms

Medical jargon

Written education materials



**COMMON
HEALTH
LITERACY
CHALLENGES**

Consent forms

**Prescribed
medicine**

Navigating

Benefit Information

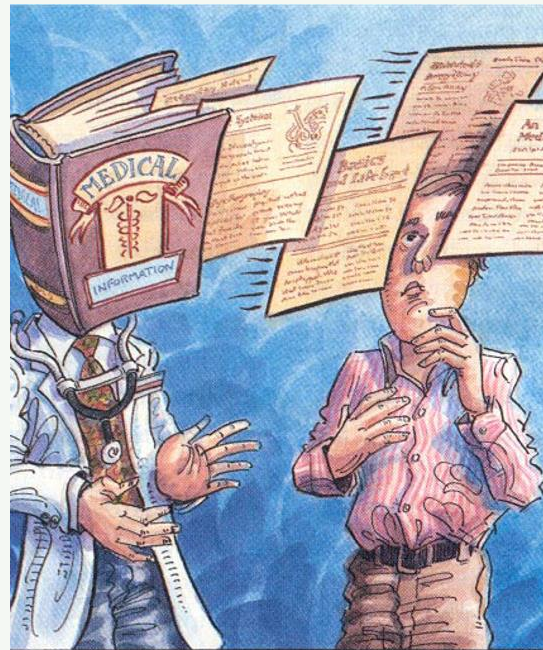
????????????

s: 2 tablet po bid for 3 days, then 1 tablet po bid for 2 days, then 1 tablet po daily for 7 days, then 1/2 tablet po daily for 3 days, then stop.

Mismatched Communication

Provider process:

**Giving
information**



Patient process:

**Obtaining,
Understanding,
remembering and
acting on information**



80-92%

Percentage of Sepsis cases present on admission

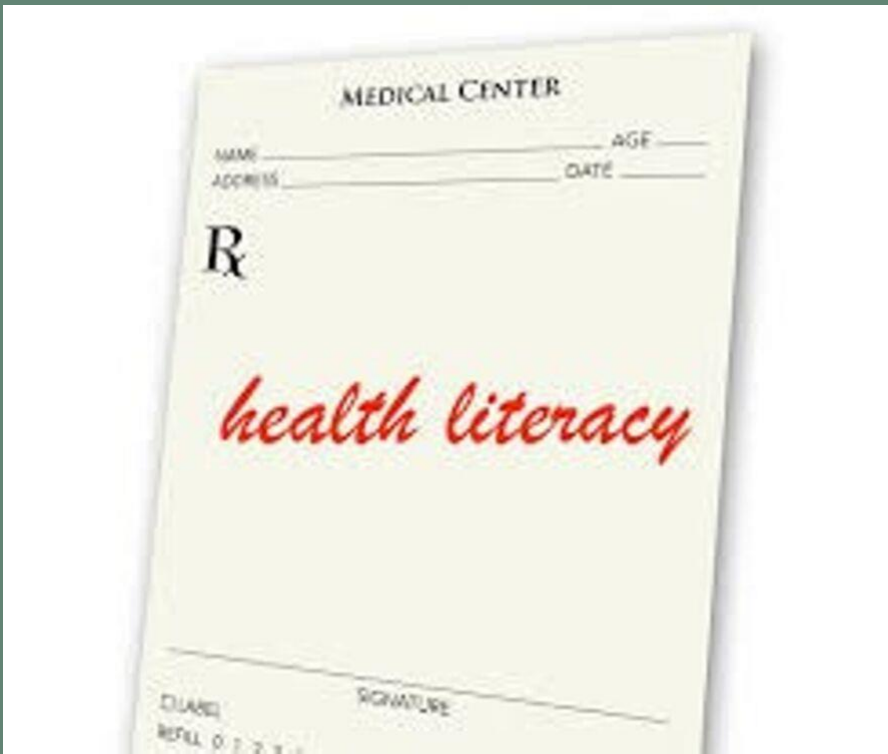
191,0000

Number of sepsis readmissions within 30 days every year

\$3.1 BILLION

Cost of annual sepsis readmissions

Building the Case



STRATEGIES TO IMPROVE HEALTH LITERACY

Universal Precautions



Many patients are at risk for misunderstanding but it's hard to identify them.

Everyone benefits from clear communication

- Conduct Patient-Centered Visits

- Engage
in a dialogue with
the patient

- Listen
more and speak
less

- Encourage
questions



ASK ME 3

WHAT IS MY MAIN
PROBLEM?

WHAT DO I NEED
TO DO?

WHY IS IT
IMPORTANT?

2. Explain things clearly using plain language

- Slow down the pace of your speech

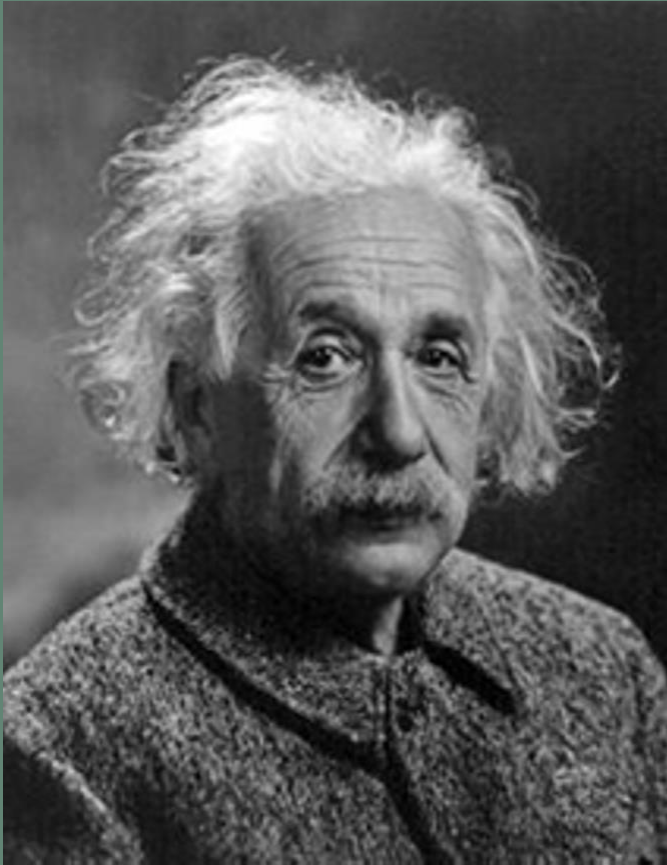
- Use analogies

- Use plain, non-medical language

Plain language is communication your reader or listener understands immediately - "Living room language"



- Meet Bernie



-
- Any intelligent fool can make things bigger and more complex... It takes a touch of
 - genius - and a lot of courage to move in the opposite direction.

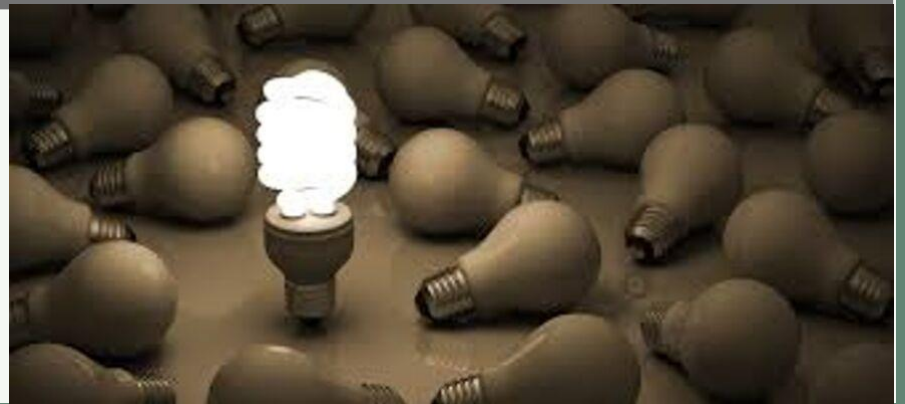
• *Albert Einstein*

3. Focus on Key Messages

"Need to know"
and "Need to do"

Review each point
and repeat.

"Chunk and Check"



Key Messages?

1. Any type of infection can lead to sepsis. The four most common are lung, urinary tract, GI tract, and skin infections
2. Sepsis is the result of an abnormal inflammatory response that the body has to an infection.
3. Sepsis affects approximately one million people in the US annually
4. Risk factors for developing sepsis are age, weakened immune systems, and chronic illness, such as diabetes or COPD.
5. Sepsis begins outside the hospital in 80% of those affected
6. There are no specific diagnostic tests for sepsis.
7. Taking measures to prevent infection, such as hand washing, vaccinations can help prevent infections that could lead to sepsis.
8. There are likely genetic components and other biological factors that make some people more susceptible to developing sepsis
9. Early signs and symptoms of sepsis include fever, chills, fast heartbeat, confusion, shortness of breath, rapid breathing or severe pain. Seek medical help

4. Use Teach-back

Do not ask,
"Do you understand?"
or
"Do you have any
questions?"

Asking
patients to repeat in
their own
words what
they need to know or
do, in a non-shaming
way.

A chance to check for
understanding and, if
necessary, re-teach
the information.



Teach-back

Not a
test of the patient,
but of how well you
explained
a concept.

"I want to be sure I
explained
everything clearly,
so can you please
tell me how you
would describe this
to your spouse"?

5. Patient-friendly Educational Materials

- Emphasize what the patient should *do*
- Minimize information about anatomy and physiology
- Limit use of contractions and hyphenated words

Public Awareness

When it comes to sepsis, remember
IT'S ABOUT TIME™. Watch for:



TEMPERATURE
higher or lower
than normal

INFECTION
may have signs
and symptoms of
an infection

MENTAL DECLINE
confused, sleepy,
difficult to rouse

EXTREMELY ILL
"I feel like I might
die," severe pain
or discomfort

Watch for a combination of these symptoms. If you suspect sepsis, see a doctor urgently, CALL 911 or go to a hospital and say, "I AM CONCERNED ABOUT SEPSIS."

©2018 Sepsis Alliance


SEPSIS.ORG



Patient-friendly Educational Materials

- Keep it simple
- Simple words (1-2 syllables)
- Short sentences (4-6 words)
- Short paragraphs (2-3 sentences)
- No medical jargon
- Headings and bullets
- Use an active voice
- Speak to and like your audience
- Use lots of white space.

SVCMC Efforts



Health Literacy 101
Your role as a healthcare provider

5 Steps to better health literacy

- S**peak slowly
- T**each back
- E**ncourage questions
- P**lain language
- S**how examples

SPEAK SLOWLY
Take time to understand the patient's concerns. Limit the amount of information provided at each encounter.


TEACH BACK
Use this method to make sure patients truly understand what you are teaching them. Ask, "How will you describe this to your family?" Do not ask, "Do you understand?"

ENCOURAGE QUESTIONS
Empower patients to ask questions about their health care.

PLAIN LANGUAGE
Use language that is easy to understand. All patients appreciate information that is clear and concise.

SHOW EXAMPLES
Draw or show a picture to patients to help convey a complex concept or a body part.

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Ask Questions

- The doctor's job is to take care of you.
- Ask the doctor or nurse to write down why, when and how to take your medicine.
- Let the doctor know if you do not have a computer for instructions.
- Bring a friend or family member to your appointment with you.
- Write down a list of your questions or concerns and bring to your appointment. You might say:

This is new to me. Will you please explain that to me one more time?

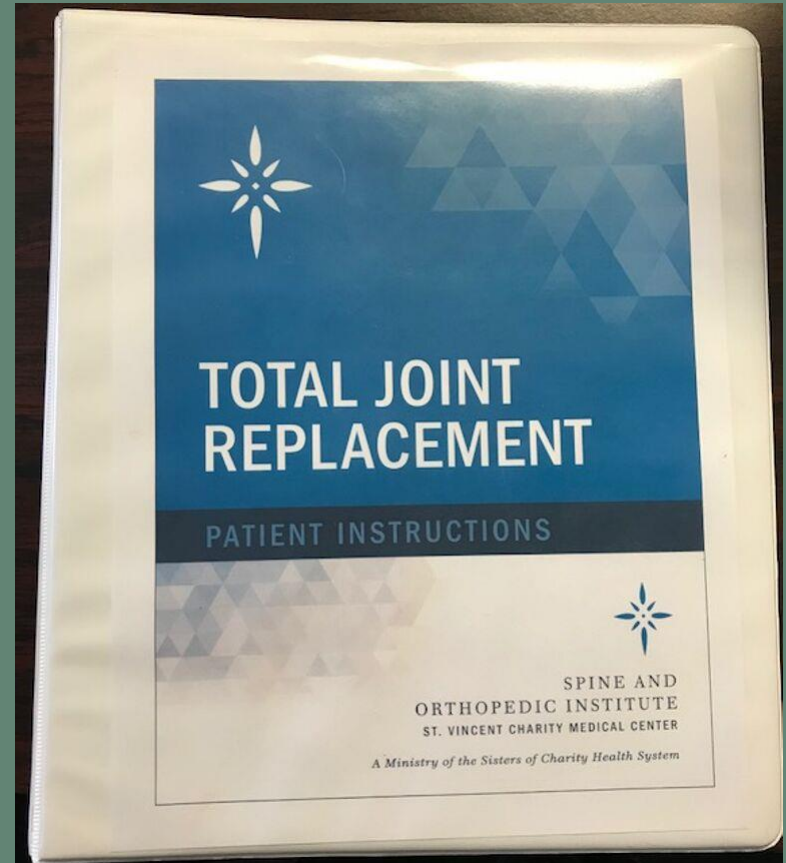
Ask Me 3

Ask Me 3 was developed by the Partnership for Clear Health Communication. It was written to help encourage patients to be active in their visits and empower them to be sure they know the answers to three questions at the end of every visit or conversation with a healthcare professional.

Answers to these simple questions will help patients understand their diagnosis, treatment and context.

The 3 questions are:
What is my main problem?
What do I need to do?
Why is it important for me to do this?

SVCMC Efforts



Sepsis Alliance

Sepsis Alliance has created several handouts that healthcare professionals can use when discussing sepsis and its treatment with patients. Each handout is available for download in PDF format, and provides concrete information that patients can share with family members about the disease.

The handouts currently available include:

- What Is Sepsis? –PDF (287KB)
- Sepsis: Understanding Risk –PDF (291KB)
- Sepsis Information Guides (SIGs) – registration required to download

National Efforts

National Action Plan to Improve Health Literacy



U.S. Department of Health and Human Services
Office of Disease Prevention and Health Promotion

AHRQ Health Literacy Universal Precautions Toolkit



AHRQ
Agency for Healthcare Research and Quality
Improving Healthcare Quality | www.ahrq.gov

Second
Edition

Organizational Change to Improve Health Literacy

WORKSHOP SUMMARY



INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES



Working together to improve health communication between those seeking health care and those providing it

**Non-profit 501 (c) 3
Founded in 2013**

**Provide health literacy
resources**

**Provide health
literacy training**

www.ohiohealthliteracy.org

The Joint Commission

- **Communication is a cornerstone of patient safety and quality care**
- **Every patient has a right to receive information in a manner he or she understands**
- **When a patient understands what is being said about his or her care, treatment and services, the patient is more likely to fulfill critical health care responsibilities**



OHA collaborates with member hospitals and health systems to ensure a healthy Ohio

James V. Guliano, MSN, RN-BC, FACHE

Vice President, Quality Programs

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Ohio Hospital Association

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ohiohospitals.org



HelpingOhioHospitals



@OhioHospitals



www.youtube.com/user/OHA1915