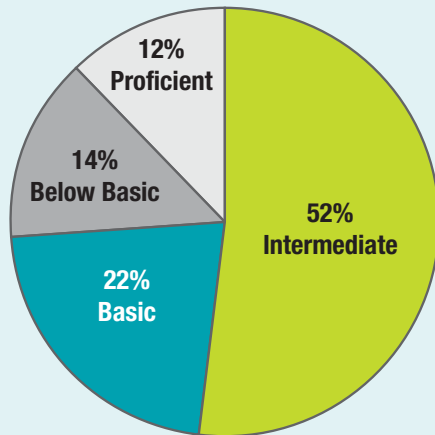


Health Literacy – Improving Member/Patient Engagement

NATIONAL HEALTH LITERACY LEVELS



Only 12% of all patients are health literate enough to fully obtain, communicate, process and understand basic health information to make informed decisions about their healthcare.

Health Literacy is independent of formal education.

What is Health Literacy?

1. The medical team speaking in plain language to members and their support system
2. Not using medical jargon
3. Repeating the message until the member can repeat it back to you in a way meaningful to the member/patient (Teach Back)
4. Using Brown Bag medication reconciliation – having members bring all of their medications to you in a brown bag – reconciling one medication at a time
5. Use the word “medicine” instead of “medication”

Why is Health Literacy Important?

1. Improves member/patient engagement
2. Improves plan of care compliance
3. Improves quality of care
4. Decreases rework and increases efficiency
5. Improves quality (HEDIS®) scores
6. Improves member/patient satisfaction scores (CAHPS®)

Three Focus Points

What is my problem?	What do I need to do?	Why is it important for me to do this?
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Your Extended Family.

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