

# **The Future of Patient Education**

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Patients are going home sicker, with more equipment, needing more sophisticated self-care skills. Add to that budget cuts, time constraints, functional health literacy, language barriers, inadequate or absent health insurance, poverty, stress, and lack of social supports. Then add TV on demand, CDs, DVDs, websites, interactive software, cell phones, texting, videos, podcasts, Facebook, Twitter, and online support groups. Where is patient education going? How can we get on the right track now, so we don't have to stop, turn around, and lag behind the rest of the field? Oh yes, and where do we find the time, money, and skills to do it?

## **Why ask about the future?**

If we know where we are heading we can better plan today.

We can head on the right track and not have to stop, turn around, and lag behind.

We can get to the future before others, and gain market share.

We can invest in promising technologies and achieve financial success.

## **The goals of patient education**

Every learner needs to:

- Make informed decisions
- Develop basic self-care skills to survive
- Recognize problems and how to respond
- Get questions answered

## **The attitude toward patient education: a 3-tined fork in the road**

- Hopeless and helpless
  - provider is overwhelmed, laissez faire, depression
- Provider-centered
  - provider as expert, learners as passive, compliance (obedience), hands off
- Patient and family-centered
  - provider as coach, learners as experts, collaboration, problem-solving

## **Which path will you take?**

## **How will you lead?**

**Always ask:**

- What do you want to accomplish?
- What are the different ways we can accomplish that? What does the evidence show?
- Does it involve the learner and individualize teaching?
- Is it effective?
- Is it efficient?
- Is it easy to use?
- What does it cost?
- Is it sustainable?
- How will you share the results of your efforts, to add to the body of evidence?
  - the HCEA website
  - the PatEdNet listserv
  - Peer-reviewed journals

**Low-Tech includes:**

journey boards

**Systems include:**

medical home model  
National Patient Library

**Technology includes:**

Telephones  
cell phones  
iPods  
computers  
DVD players  
Kiosks  
robots

**Formats include:**

smart phone applications  
webcasts  
interactive tutorial software  
online tools  
instructional videos  
interactive animations  
computer-assisted telephone interviews (CATI)  
automated telephone disease management (ATDM) systems.  
TV on demand

*“The problem is not a lack of information but too much.”*

— B.J. May (1999)

## One example

Dr. Stephen Ponder

Medical Director of Endocrinology and Diabetes  
Driscoll Children's Hospital, Corpus Christi, TX

His success with lowering A1c levels using current technology and seeing some patients only once a year (when medically appropriate) has earned him reimbursement from Blue Cross Blue Shield. Driscoll Children's Hospital has the lowest rate of DKA admissions of any children's hospital in the United States.

**Facebook:** Stephen Ponder

**Twitter:** Dr\_Steve\_Ponder

Sample tweet: "I'm now suggesting kids stop ALL soda pop consumption!"

**Blog:** <http://challengediabetes.com/>

**Websites:** [www.diabeteshousecall.com](http://www.diabeteshousecall.com) Virtual visits just as good as face-to-face visits

<http://sweetyfoods.com/> including the game Steven's Extreme Journey

<http://www.msdiabetes.org/programs-notsweet.php> Sweet Subject, teaching teachers about diabetes

**Webinars** for parents: 1-hour discussions during diabetes camp

**YouTube:** "Children of the Corn Syrup" lecture by Dr. Stephen W. Ponder

<http://www.youtube.com/watch?v=LF8N8zBKz3w>

## Which path will you take?

### How will you lead?

Populations and topics you will teach more frequently in the future:

- 1.
- 2.
- 3.

Choose one.

What do you want to accomplish?

Do it.

*"The opportunity is here. The signposts are clear.*

*The privilege to act is ours."*

— Theron M. Butterworth (1958)

## Twitter

If you would like to use Twitter to enhance your patient education practice now, here's how you can begin.

- Sign on to a free account at Twitter ([www.twitter.com](http://www.twitter.com)).
- You can just access your Twitter account on their website. If you choose to access it on your telephone, it counts as text messages.
- Search **#pted** to find the latest tweets relating to patient and family education.
- If you want to post information, or a link to an article, website, or abstract relating to patient and family education, include **#pted** so your post will be found in a search.

Here is an example of a tweet I sent:

**In a storm, once inside, don't use landline phones, wired computers or video games.**

<http://tinyurl.com/ma73fx> #pted

- Tweets are limited to 140 characters.
- Many website addresses (URLs) are quite long, and could take up most of those characters. There is a solution.
  - Copy the URL you want to refer to.
  - Go to <http://tinyurl.com> and paste your URL in the space labeled: "Enter a long URL to make tiny"
  - Tiny URL will give you a short URL that will get your readers to the same site. Test it before posting.
- Tell others interested in keeping up on patient and family education news to use **#pted**, too. The more who use it, the more useful it will be.

## If you want to learn more:

Abreu, D. V., T. K. Tamura, et al. (2008). "Podcasting: contemporary patient education." *Ear, Nose and Throat Journal*. <http://www.thefreelibrary.com/Podcasting%3a+contemporary+patient+education.-a0177991568>

Belda, T. E. (2004). "Computers in patient education and monitoring." *Respiratory Care* 49(5): 480-487.

Boren, S., E. A. Balas, et al. (2003). "Evidence-based patient education for chronic care." *Abstracts Academy Health Meetings* 20(abstract no. 788).

Butterworth, T. H. (1958). "The future of health education in the light of the concept of the interdependence of nations." *American Journal of Public Health* 48(8): 1031-1036. Available online at: <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1551760>

Elsner, C. H., T. Berger, et al. (2003). "Healthbot.net: patient education with a natural speaking robot before catheter ablation: results from 47 patients." *Computers in Cardiology*: 669- 672.

Goldzweig, C. L., A. Towfigh, et al. (2009). "Costs And Benefits Of Health Information Technology: New Trends From The Literature." *Health Affairs* 28(2): w282-w293.

London, F. (2009). *No Time To Teach: The Essence of Patient and Family Education*. Atlanta, Pritchett & Hull. [www.notimetoteach.com](http://www.notimetoteach.com)

May, B. T. (1999). "Patient education: Past and Present." *Journal of Physical Therapy Education*. January 1. <http://www.highbeam.com/DocPrint.aspx?DocId=1P3:48077104>

McEwen, C., R. Flowers, et al. (2003). Learner-Centred and Culturally Responsive Patient Education: Drawing on traditions of cultural development and popular education. Sydney, Australia, Diversity Health Department, Prince of Wales Hospital and University of Technology. 2006. Available online at: <http://www.cpe.uts.edu.au>

Health Care Education Association

<http://www.hcea-info.org/>

PatEdNet

<https://lists.hsc.utah.edu/www/info/patednet>

- To send a message - [patednet@lists.hsc.utah.edu](mailto:patednet@lists.hsc.utah.edu)
- To subscribe - Send Email to [sympa@lists.hsc.utah.edu](mailto:sympa@lists.hsc.utah.edu)  
Subject: SUB patednet email address here (Ex: SUB patednet kathy.ordelt@choa.org)
- To unsubscribe - Send Email to [sympa@lists.hsc.utah.edu](mailto:sympa@lists.hsc.utah.edu)  
Subject: UNS patednet email address here

Agency for Healthcare Research and Quality <http://www.ahrq.gov/>

### **On Twitter**

AMA news: <https://twitter.com/AmerMedicalAssn>

HealthEd Digital: <http://twitter.com/healtheddigital>

Twitter study: <http://www.pearanalytics.com/wp-content/uploads/2009/08/Twitter-Study-August-2009.pdf>

### **Videos**

Search You Tube or Google Videos

For "patient education" or the topic of your choice

Patient Education via Video

<http://uk.video.yahoo.com/watch/920572/3645149>

Tracey Ullman – State of the Union, Indian Viagra

<http://www.youtube.com/watch?v=4bCM1BCHxIY>

### **iPhone Applications**

Search iTunes Store for iPhone Applications