



2020-21 Hospital & Health Care Institution Workforce Survey

Key Themes and Trends

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A Message from Our Board

During these unprecedented times, the role of the health educator and communicator has never been more integral. Whether you're a nurse or other clinical care provider, educator, or health editor or writer, your actions and words transform health behaviors and outcomes for so many across the U.S. – and even the world.

The Health Care Education Association (HCEA) is an interprofessional organization that aims to increase the value and impact of patient education within all health care organizations.

Our vision: To create a community of professionals working across organizations and disciplines to revolutionize patient education and empower individuals to achieve health care goals.

This slide-deck highlights some of the key themes in this first-ever, comprehensive survey designed to help you advocate for your needs as the field of patient education changes and grows. *Please consider becoming an HCEA member, where you'll gain full access to these survey results.*

We thank you for your participation and hope the results of this survey are valuable to you in promoting your profession and work-related needs – whether it be staffing, budget, new technologies, or all the above. And if you did not participate in this survey this year, please join us in the future.

To your continued success,

The HCEA Board of Directors

Institutional Overview



Many respondents represent a healthcare system that serves both a **pediatric and adult population**



A majority of respondents represent a healthcare system with **900+ inpatient beds** and **20+ outpatient areas**



Many institutions use **electronic health record (EHR) systems** and **some** of their custom patient education content is incorporated into their EHR

Patient Education Program Structure



The majority of respondents reported having a **centralized patient education department** with a mix of full-time and part time staff on the team



Backgrounds for staff vary, with many respondents reporting a nursing affiliation or Master's degree



The patient education department reports up to an array of leadership positions, with **nursing** and **patient experience** being most common

Management of custom education

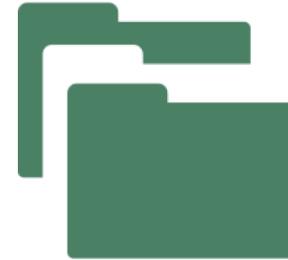


A large majority of respondents reported **responsibility for creation of custom written and video patient education materials**, many managing **1001+** pieces

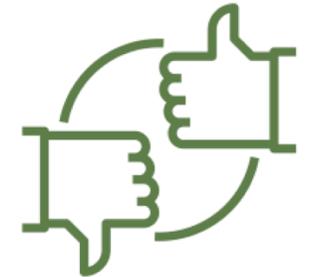
Collaboration with **Marketing** is common



Translation of these materials is often in the purview of the patient education department



Storage of custom patient education is often **internally located**, but may also be found within an app, on the external website, or in the EHR



Patients and families review **some, but not all** of the custom materials

Health Education Vendor Systems and Learning Spaces



A large majority of health systems have a **licensed content vendor** for written patient education

Most respondents **do not have an interactive patient care system vendor**



About half of health systems have a **dedicated space for patient education**

About half of respondents **support patient education classes**, with varying class focuses

Thank you!

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