Better communication means better patient outcomes: vision or illusion?

Mark Duman
Chair Patient Information Forum (PiF)

The Panellists:
Eveline Wesby-van Swaay: Global Safety Physician, AstraZeneca
Ben Bridgewater: Consultant Cardiac Surgeon, University Hospital of South Manchester
Paul Woods: Compliance and Ethics consultant, ex-AstraZeneca and previous Chair of the EFPIA Information to Patients Task Force
Jane Lamprill: Specialist in medical writing for children, parents and patients
PiF – raising the standard of Consumer Health Information

<table>
<thead>
<tr>
<th>Lobbying</th>
<th>Sharing</th>
<th>Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Circles</td>
<td>PiF Aware (weekly e-newsletter)</td>
<td>Workshops &amp; Seminars</td>
</tr>
<tr>
<td>Research</td>
<td>PiF website</td>
<td>e.g. Health Literacy, Social Media</td>
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<tr>
<td>e.g. Case for Information</td>
<td>Conferences &amp; Events</td>
<td>PiF Guides</td>
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<tr>
<td>Surveys</td>
<td>Regional Co-ordinators</td>
<td>e.g. Children &amp; Young People, Personal</td>
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<td>e.g. Provider Expenditure, PiF Pulse</td>
<td>Directories e.g. CHI Centres</td>
<td>Health Records</td>
</tr>
<tr>
<td>Consultations</td>
<td>Awards</td>
<td>PiF query (sharing advice on key issues)</td>
</tr>
<tr>
<td>e.g. Future Forum, Information Revolution, Power of Information</td>
<td>e.g. BMA, BMJ Publishing Group</td>
<td>PiF Sounding Board (pilot Q1, 2013)</td>
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<td>Advisory Groups</td>
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<tr>
<td>e.g. National Stakeholder Forum, Information Standard Board, Shared Decision Making</td>
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Partners:
- abhi
- abpi
- Boehringer Ingelheim
- Bupa
- Care Quality Commission
- hscic
- The Information Standard
- LEO Pharma
- Lloydspharmacy
- MACMILLAN. CANCER SUPPORT
- Merck Sharp & Dohme
- Microsoft
- NHS choices
- Takeda
- ucb
Consumer Health Information (CHI)

Helping patients and the public make informed decisions about:

• Lifestyle & wellbeing
• Conditions & treatments
• Choice of provider
**CHI effects outcomes...**

<table>
<thead>
<tr>
<th>Good info. can...</th>
<th>Poor (or absent) info. can...</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Prevent disease</td>
<td>• Frighten</td>
</tr>
<tr>
<td>• Give individuals real control over their health</td>
<td>• Confuse</td>
</tr>
<tr>
<td>• Promote shared decision making</td>
<td>• Disengage the individual</td>
</tr>
<tr>
<td>• Promote adherence to treatment plans</td>
<td>• Falsely reassure people</td>
</tr>
<tr>
<td>• Improve safety</td>
<td>• Unnecessarily worry people</td>
</tr>
<tr>
<td>• Improve the patient experience</td>
<td>• Promote dangerous or harmful treatments</td>
</tr>
<tr>
<td></td>
<td>• Lead to ill health or late diagnosis</td>
</tr>
</tbody>
</table>
Executive Summary

Making the Case for Information
The evidence for investing in high quality health information for patients and the public

www.pifonline.org.uk
“Information regarded as a health and care service in its own right for us all – with appropriate support in using information available for those who need it, so that information benefits everyone and helps reduce inequalities” (Main ambitions)
But there are many challenges...

- Information not recognised as a ‘therapy’
- Not integrated into care provision
- Lack of quality standards
- Low level of investment by providers
- Too much unnecessary duplication
- Focus on measuring provision not outcomes
- Expertise required mainly unrecognised
- Disparate workforce across many sectors
The whole pathway needs attention

Production
- To high standards
- With user involvement

Distribution
- Using appropriate media
- Available at the right place & time

Delivery
- Integrated into clinical care
- With professional support

Outcomes
- Clinical effectiveness
- Safety
- Patient experience
- Behaviour change

Feedback
- Evaluation
- Review
PiF Guide to Health Literacy...
Insight: one size fits all?

• How do you ‘segment’ your audiences?
  – Age
  – Gender
  – Ethnicity
  – Literacy & numeracy levels
  – Religion
  – Attitude & beliefs

• How do you tailor communications to and with them?

• And services?

“Bangladeshi patients were 20% less happy with access to their surgery than white patients.”

GP Patient Survey, 2007
### University League Table 2014

**Subject**  
Law  Business & Management Studies  Economics  Medicine  Mathematics  Computer Science  Biological Sciences  Politics  Electrical & Electronic Engineering  Psychology  English  History  Mechanical Engineering  Civil Engineering

**Region**  
East Midlands  East of England  London  North East  North West  Northern Ireland  Scotland  South East  South West  Wales  West Midlands  Yorkshire and the Humber

**Group**  
GuildHE  1994 Group  Million+ Group  Russell Group  University Alliance  Unaffiliated

**Year**  

**Order by**  
CUG Ranking  Entry Satisfaction  Research  Prospects  University Name  Student-Staff Ratio  Academic Services Spend  Facilities Spend  Good Honours  Completion  Green

<table>
<thead>
<tr>
<th>CUG Rank</th>
<th>2014</th>
<th>2013</th>
<th>University Name</th>
<th>Entry Standards</th>
<th>Student Satisfaction</th>
<th>Research Assessment</th>
<th>Graduate Prospects</th>
<th>Overall Score</th>
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<tr>
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<td>Cambridge</td>
<td>608</td>
<td>4.2</td>
<td>2.98</td>
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<td>3</td>
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<td>2.72</td>
<td>79.5</td>
<td>925</td>
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</tbody>
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[Print table]
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Thank you