



PATIENT EDUCATION

Patient Empowerment

**MOHEB KOSAR HOSPITAL
EDUCATION DEPARTMENT**

Patient Education

- ❖ **Patient education** is a significant component of modern health care.
- ❖ A process of assisting the patient to gain knowledge, skill, and a value or attitude related to a health problem or for health promotion.



Relevance

- ▶ Patient-provider communication
- ▶ Health literacy
- ▶ Patient education



Patient Education

- ❖ **Patient education** can be divided into two large categories-clinical patient education (or clinical teaching and learning) and health education.
- ❖ **Clinical patient education** is a planned, systematic, sequential, and logical process of teaching and learning provided to patients and clients in all clinical settings.



Patient Education

- ❖ **Clinical patient education** is also a continuous teaching and learning process involving the health care provider and the patient or client (and/or the patient's family).
- ❖ The goals of clinical teaching and learning are based on the patient's assessment, evaluation, diagnosis, prognosis, and individual needs and requirements related to interventions.

Patient Education

- ❖ **Health education** is also a teaching and learning process similar to patient education.
- ❖ However, it concentrates mostly on wellness, prevention, and health promotion.
- ❖ Additionally, health education can be provided to individuals, groups, and communities.
- ❖ The basic focus of health education is to change and improve societal health behaviors.



Patient Education

► Patient education

There are three important objectives of **patient education** that may result in positive health outcome.

- ❖ Changing health behaviors
- ❖ Improving health status
- ❖ Improving patient compliance



Patient Education

- ❖ **Patient education** provides health information and instruction to help patients learn about specific or general medical topics.
- ❖ Topics include the need for preventive services, the adoption of healthy lifestyles, the correct use of medications, and the care of diseases or injuries at home.



Patient Education

► Patient education

- ❖ **Skill Building and Responsibility** – Patients need to know when, how, and why they need to make a lifestyle change
- ❖ **Group Effort** – Each member of the patient's health care team needs to be involved



Patient Education

► Patient education

- ❖ Patient Education Value is the results of clear communication
- ❖ Increased Compliance – Effective communication and patient education increases patient motivation to comply
- ❖ Patient Outcomes – Patients more likely to respond well to their treatment plan which results in fewer complications



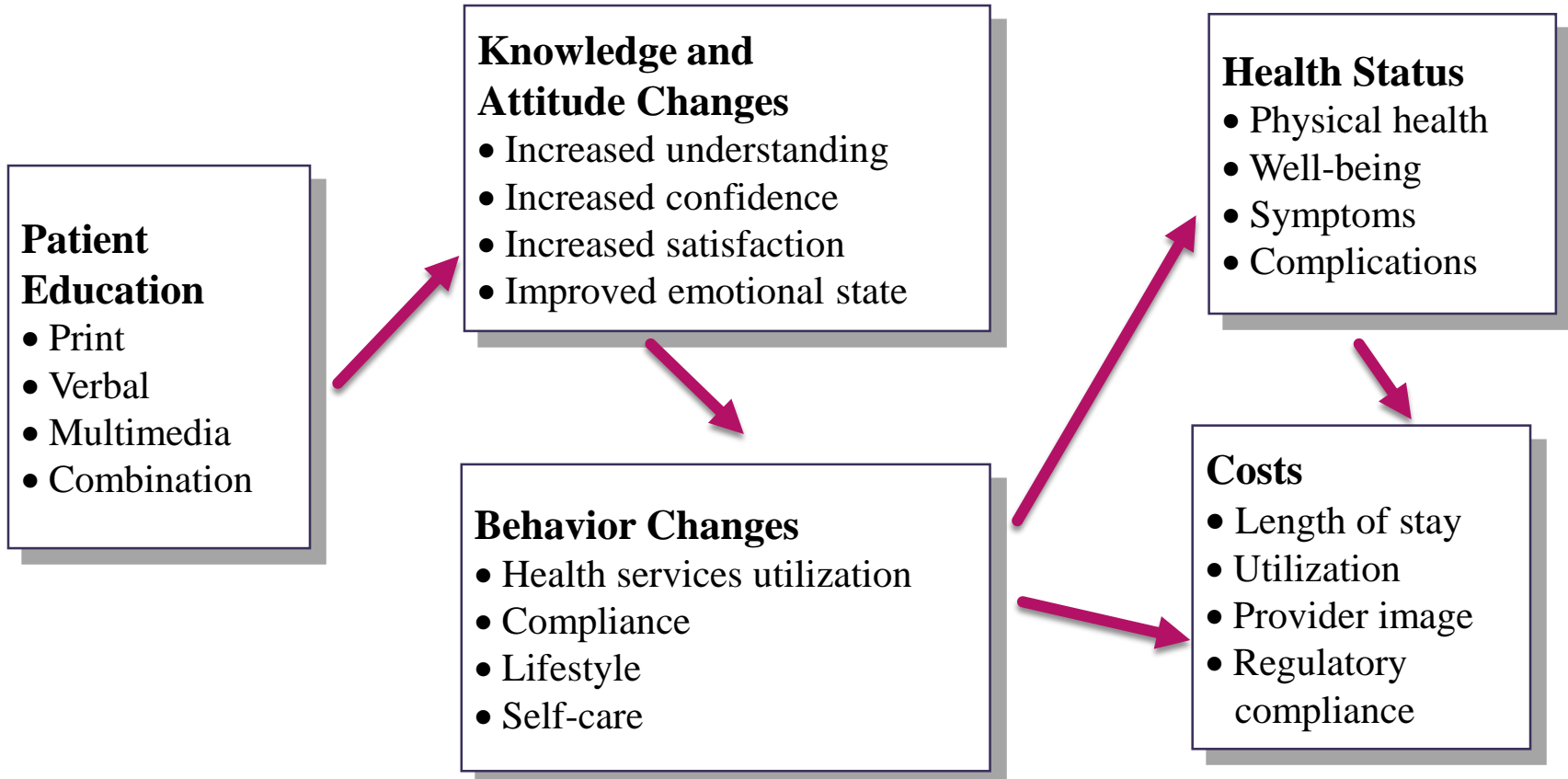
Patient Education

- ❖ **Informed Consent – Patients feel you've provided the information they need to make the right decision**
- ❖ **Utilization – More effective use of medical services – fewer unnecessary phone calls and visits.**
- ❖ **Satisfaction and referrals – Patients more likely to stay with your practice and refer other patients.**



Patient Education Rationale

Model of Patient Education Outcomes



HEALTH COMMUNICATION

Communication can contribute to all aspects of disease prevention and health promotion as well as adherence to medical treatments.

- ▶ Provider-patient relations
- ▶ Search for and use of health information
- ▶ Adherence to clinical recommendations and regimens
- ▶ Public Health messages & campaigns
- ▶ Population at risk information – “risk communication”
- ▶ Mass media and the culture at large
- ▶ Access to public health and health care systems
- ▶ Development of telehealth applications



Patient-Provider Communication

Studies indicate patients find communication with providers:

- ▶ Difficult
- ▶ Does not provide enough information
- ▶ Is not clear
- ▶ Do not provide practical regimens



Pt.-Provider Comm. (cont.)

- ▶ Effective communication is essential for prevention and educational efforts at the clinical level.....
- ▶ Culturally and linguistically appropriate
- ▶ Delivered at patient's health literacy level
- ▶ Negotiate understanding of treatment options
- ▶ Increases adherence



HEALTH LITERACY

- ▶ National Adult Literacy Survey indicate 90 million adults have inadequate literacy skills
- ▶ Print materials used are usually at 10th grade level
- ▶ Culturally and linguistically limited resources
- ▶ Disparities within certain target groups



HEALTH EDUCATION

Goals & Objectives

Most health education/promotion programs seek to:

- ▶ Improve the learners' *knowledge* and/or *skills* in a way that will
- ▶ Improve their *health behavior* and
- ▶ Improve their *health status* (outcomes)



LEARNING OBJECTIVES

Learning objectives describe the **knowledge**, **attitude**, or **skill** development changes the program/education will seek to put into effect as means of encouraging favorable changes in behavior.

Example: The client can describe 3 actions that can alleviate a strong desire to smoke a cigarette



Keep in mind:

Human Behavior is *Complex*

Participants/clients/patients base their opinion on their perception

1. How relevant the program or health education seemed to be in terms of their needs
2. How interesting it was in terms of subject matter and learning activities

*Tips: Assess the learner perceptions early
Adapt/adjust activities if needed*



Why is it important to educate patients about health?

- ▶ Promotes healthy living
- ▶ Prevents or minimizes disease
- ▶ Increases adherence to treatment
- ▶ Impacts health outcomes



What's the process of patient education?

- ▶ Teaching
- ▶ Negotiation
- ▶ Motivation



What are the challenges?

- ▶ Lack of readiness for change
- ▶ Circumstances
- ▶ Literacy level
- ▶ Language barriers
- ▶ Socio-economic level
- ▶ Cultural and spiritual beliefs
- ▶ 50% retention of information



Patient Education *TIPS*

- ▶ Discuss; DON'T LECTURE!
- ▶ Consider circumstantial & socio-economic factors
- ▶ Respect cultural/spiritual beliefs and attitudes
- ▶ Ask the patient what they understand about the health issue
- ▶ Assess the patient's readiness for change
- ▶ Keep it simple
- ▶ Reinforcement, reinforcement, reinforcement
- ▶ Relapse is part of changing behavior



What are the opportunities?

- ▶ Group health education
- ▶ One on one health education
- ▶ Patient-provider encounter – The clinical examination



What are some tools?

- ▶ Literature – pamphlets, leaflets
- ▶ Videotapes
- ▶ Models
- ▶ Flip charts
- ▶ Teaching boards
- ▶ Focused discussion



The 4 A's for Individual Education


- ▶ Ask
- ▶ Advise
- ▶ Assist
- ▶ Arrange



Conclusion

- ▶ Future research needs to address identification of optimal methods for communicating with patients who have low literacy skills
- ▶ Effective patients education: **3S**
 1. *Short*
 2. *Specific*
 3. *Simple*





**“I never teach my pupils. I only
attempt to provide the conditions in
which they can learn.”**

Albert Einstein

RESOURCES:

► **Communication Skills for the Healthcare Professional**
by Laurie Kelly McCorry (Author)

► **Saunders**

By Linda Anne Silvestri , PhD , RN

گردآوری و تدوین: شهناز میری سوپروایزر آموزش و سلامت بیمارستان محب کوثر