



Unlocking Health Literacy: The Key to Lowering Healthcare Costs

“Health literacy is key to lowering healthcare costs and better education is the key to health literacy.” – Health Action Council

Speakers



Eden Brownell
Sr. Behavioral Strategist
mPulse Mobile



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AVP, Engagement Strategy
mPulse Mobile



Medication Therapy Management

Senior Health & Activity

**Well
Child
Visit**

COVID Vaccinations

Diabetes
Management

Gaps In Care

Diabetes Screening

Member Experience & Insights

New Member
Navigation

Age-In

Flu Vaccinations

We have a lot
we want to
teach people

Redetermination

Adult Wellness Visit

What is health literacy?

Health literacy is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.



Tl;dr

Health literacy is the ability to understand and use health information to make informed decisions.





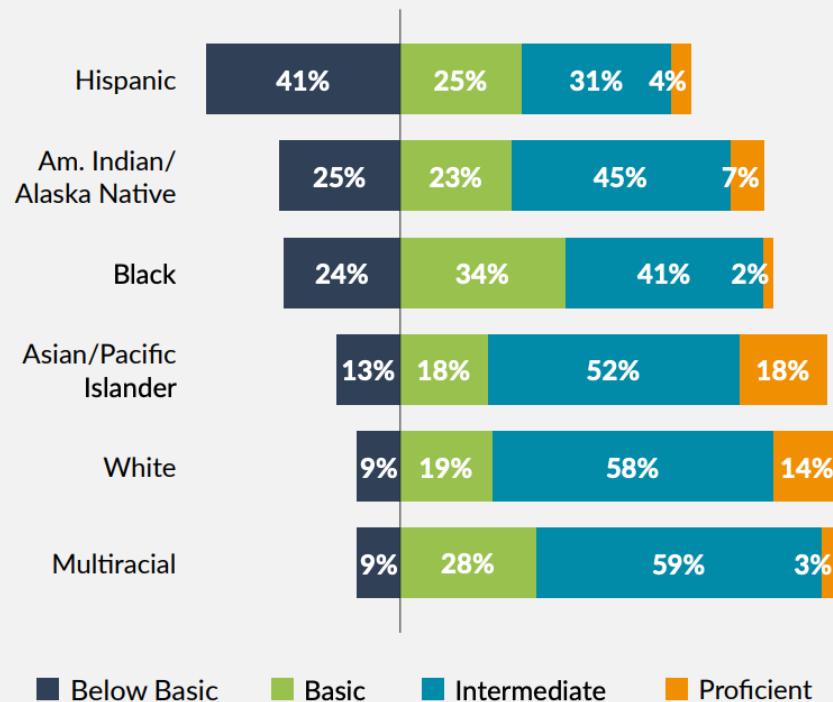
Nearly half of all American adults lack health literacy (90 million Americans).

Facts about healthcare content and literacy levels	
 8th Grade 46% read below 8 th grade level	 12th Grade Is avg reading level for health content



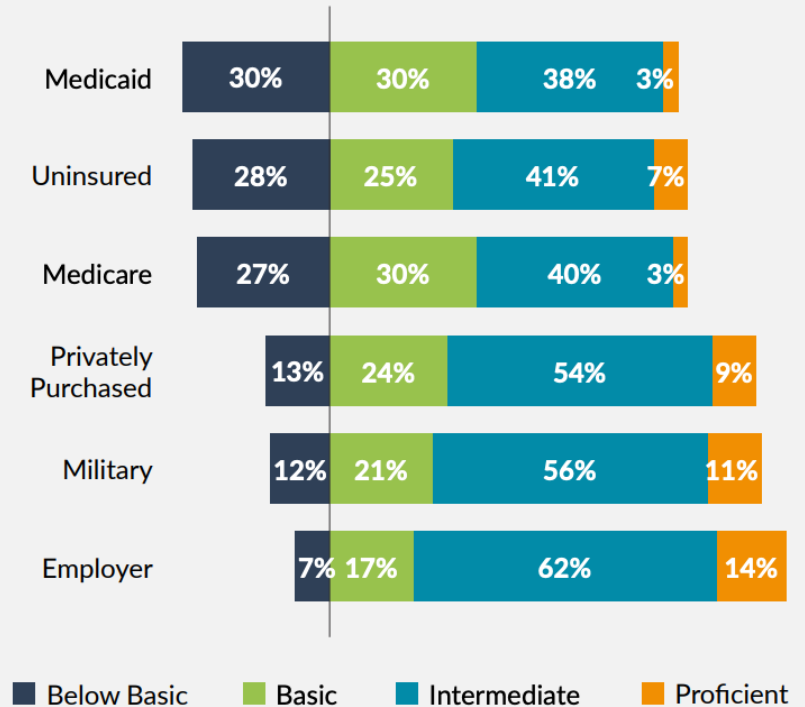
Health Literacy and Healthy Equity

Figure 1B. Health Literacy Level by Race/Ethnicity



Source: NAAL (2003); Kutner et al. (2006)

Figure 1D. Health Literacy Level by Insurance



Source: NAAL (2003); Kutner et al. (2006)

\$238B

Annual cost of low health literacy

Compared to those with proficient health literacy, adults with low health literacy experience:



4 times
Higher health
care costs



6%
More hospital
visits



2 day
-longer
hospital stays

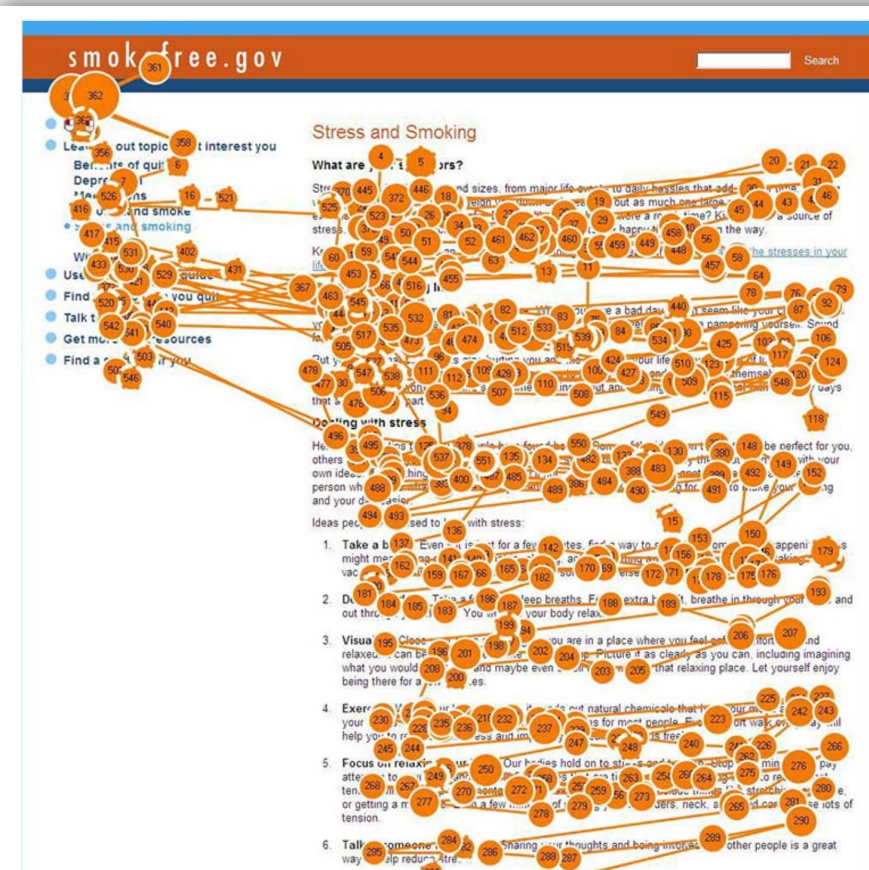


What we know about people with limited literacy skills

More likely to read slower, re-read words, skip words or get overwhelmed.



Source: Colter, A., & Summers, K. (2014). Eye Tracking with Unique Populations: Low Literacy Users. In J. Romano Bergstrom & A. J. Schall (Eds.), Eye Tracking in User Experience Design (pp. 331-346). Waltham, MA: Morgan Kaufmann Publishers/Elsevier.



Source: Colter, A., & Summers, K. (2014). Eye Tracking with Unique Populations: Low Literacy Users. In J. Romano Bergstrom & A. J. Schall (Eds.), Eye Tracking in User Experience Design (pp. 331-346). Waltham, MA: Morgan Kaufmann Publishers/Elsevier.

Steps we can take to improve health content

- Put most important info first
- Plain language with clear “what’s in it for me”
- Specific and simple action steps



Put important
info first

Plain language
and clear benefits

Specific and
simple action

THIS

Hypertension means high blood pressure. Half of Americans are at risk due to high blood pressure, and most don't know it.

Tracking your **blood pressure** daily is important because it can help you avoid damage to your heart, kidneys, eye and more.

Check your **blood pressure** every day, even if you feel fine. Here are tips to make it easy to remember...

NOT THAT

Nearly half of U.S. adults have hypertension, defined as systolic blood pressure greater than 130mmHg or diastolic blood pressure over 80mmHG.

Elevated levels of systolic and diastolic pressure may indicate steps are needed to prevent damage caused by high blood pressure.

Remember: High blood pressure can damage the walls of arteries. Blood pressure should be checked daily.

Jane, it's time to get
screened for colon cancer

> Inbox x



Jan 27, 2022, 1:55 PM



Dear Jane,

Are you due for a colon cancer screening? If so, it's very important to get screened and we've put together some information that could save your life.

If you're at average risk for colon cancer, did you know you can choose an at-home test?

Get the facts to compare your colon cancer screening options and make your best choice.

Quick colon cancer screening facts:

- Colon cancer is curable 90% of the time when detected early.
- 1 in 20 people will develop colon cancer in their lifetime.
- Most people choose between 3 tests (including 2 at-home options)

Ready to choose? Path Health has reserved a screening test for you at no additional cost. [Click to claim your screening test now.](#)

Jane, it's time to get
screened for colon cancer



27, 2022, 1:55 PM



**It's time for you to get
screened for colon cancer**
At-home screening tests available

Dear Brianna,

Colon cancer is the second leading cause of cancer deaths, and it's curable 90% of the time when detected early.

Most people choose between a few options (including 2-at home options). To make it easier, Path Health has reserved a [screening test for you at no additional cost.](#)

Claim My Screening Test Now

41% less
to read

12% higher
click-through

CAT



And a picture is worth 1,000 words

CAT 
TEXT

or

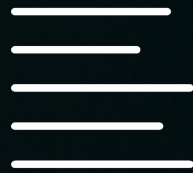


AUDIO

=



10% RETENTION


TEXT

+



PICTURES

=



65% RETENTION

Getting beyond the basics...

How do we engage and educate members in 2023?

A hand is holding a smartphone. The screen of the phone displays the TikTok logo, which consists of a stylized 'd' shape in blue and red, with the word 'TikTok' in black text below it. The background of the image is a blurred, colorful pattern of teal, purple, and blue.

TikTok

The Shift to Frictionless Health Education



Streaming & storytelling

- Personalized & frictionless
- Recommended just for you

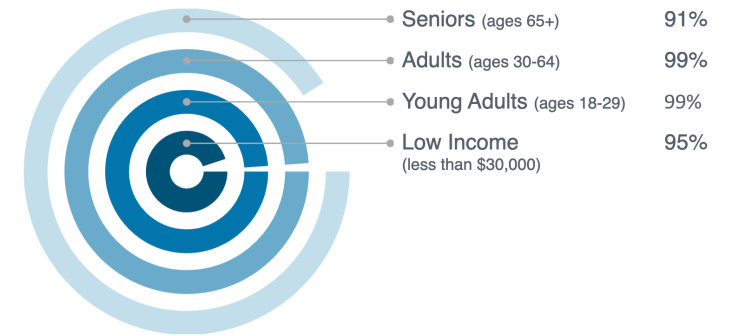


Learn from leading experts

- Removing boundaries to expertise
- Supportive communities with shared goals

Mobile Phone Ownership

In the United States¹



America's Consumer is Mobile

- Text messaging has 98% read rate w/in 3 min.
- 91%+ mobile phone ownership all ages/incomes

The Future of Health Literacy



Conversational Engagement



Streaming Health Education

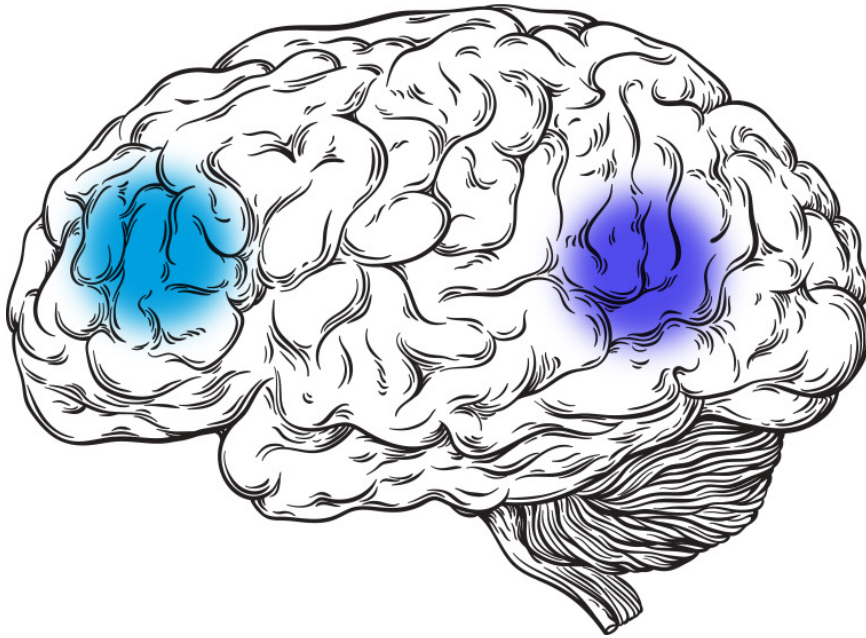


Captivate with Stories

From health screenings to chronic conditions, storytelling is a powerful tool for getting members' attention and showing behavior change in action.

Your Brain on Storytelling

Your Brain Receiving Facts

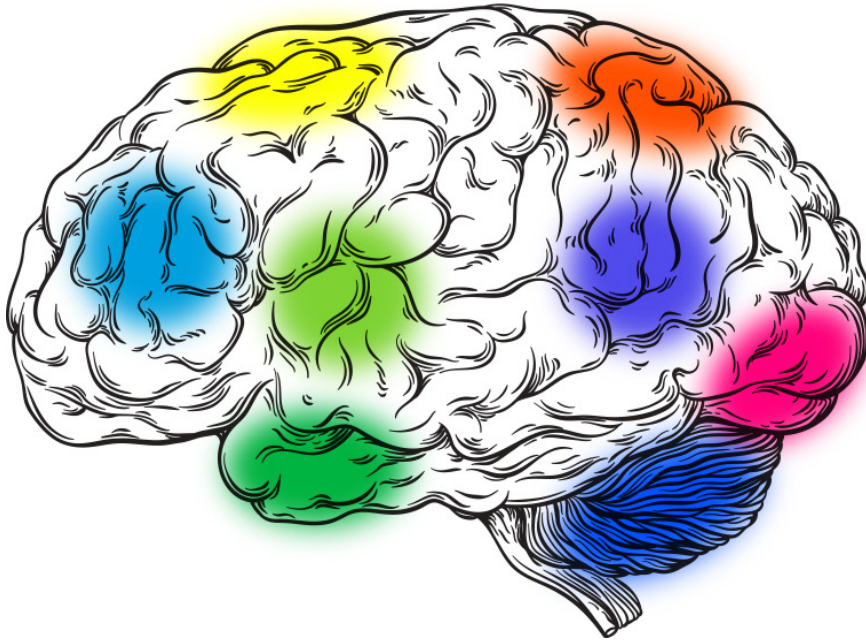


- WERNICKE'S AREA: Language Comprehension
- BROCA'S AREA: Language Processing



Your Brain on Storytelling

Your Brain Receiving Stories



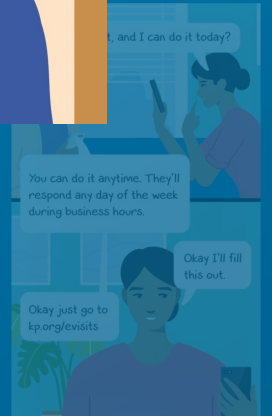
- SENSORY CORTEX: Touch
- WERNICKE'S AREA: Language Comprehension
- AUDITORY CORTEX: Sounds
- OLFACTORY CORTEX: Scents
- MOTOR CORTEX: Movement
- BROCA'S AREA: Language Processing
- VISUAL CORTEX: Colors & Shapes
- CEREBELLUM: Touch





Inspire behavior change in 60 seconds or less.

Fotonovela Stories



BY THE NUMBERS

80% like or love Fotonovelas
72% more likely to vaccinate



Diabetes Screenings

Frictionless Healthcare



Health Plan triples click-through rate using streaming health education

GOAL

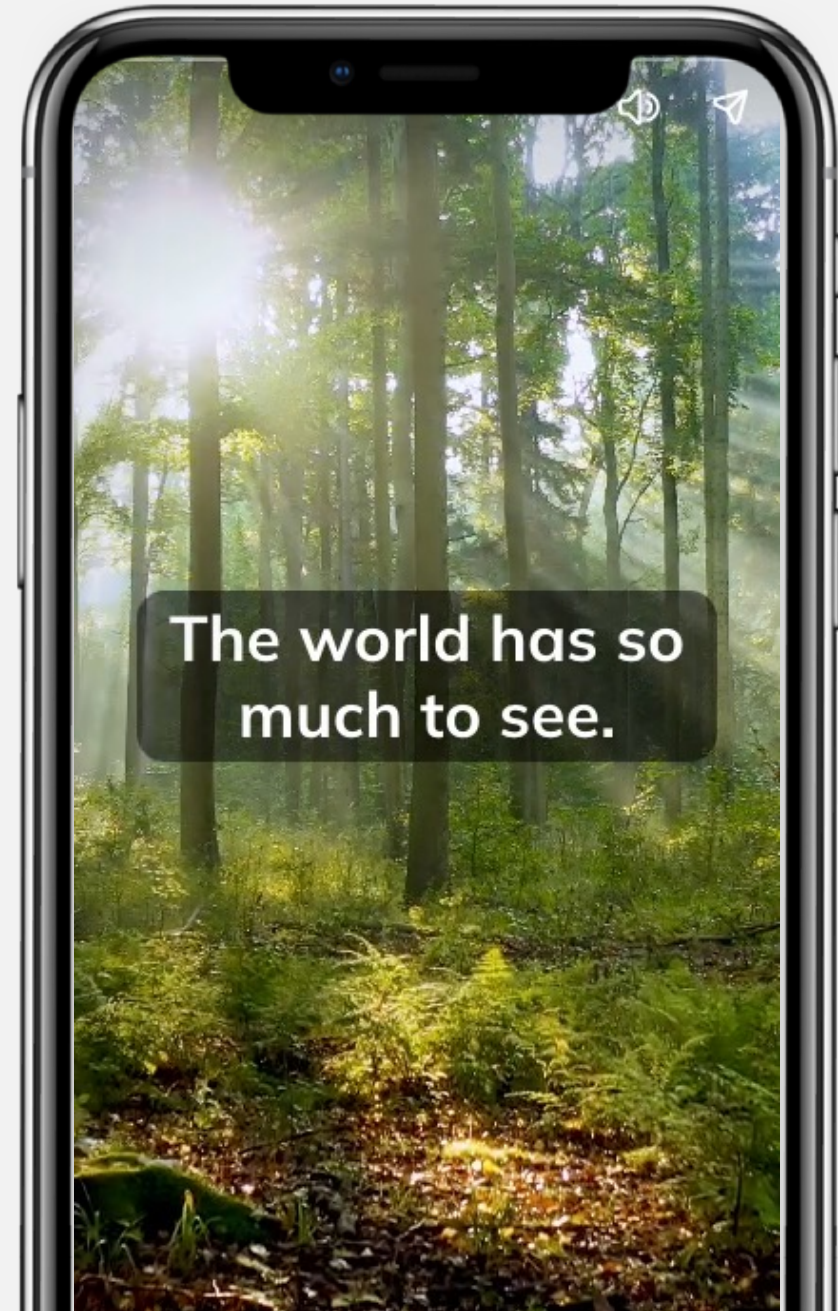
Improve diabetic eye screenings SMS outreach while educating and drive click-through from Digital Story.

TEST

Two cohorts were sent text messages to schedule their eye exam. One got an extra link to view a digital Story where they could also click to schedule after watching.

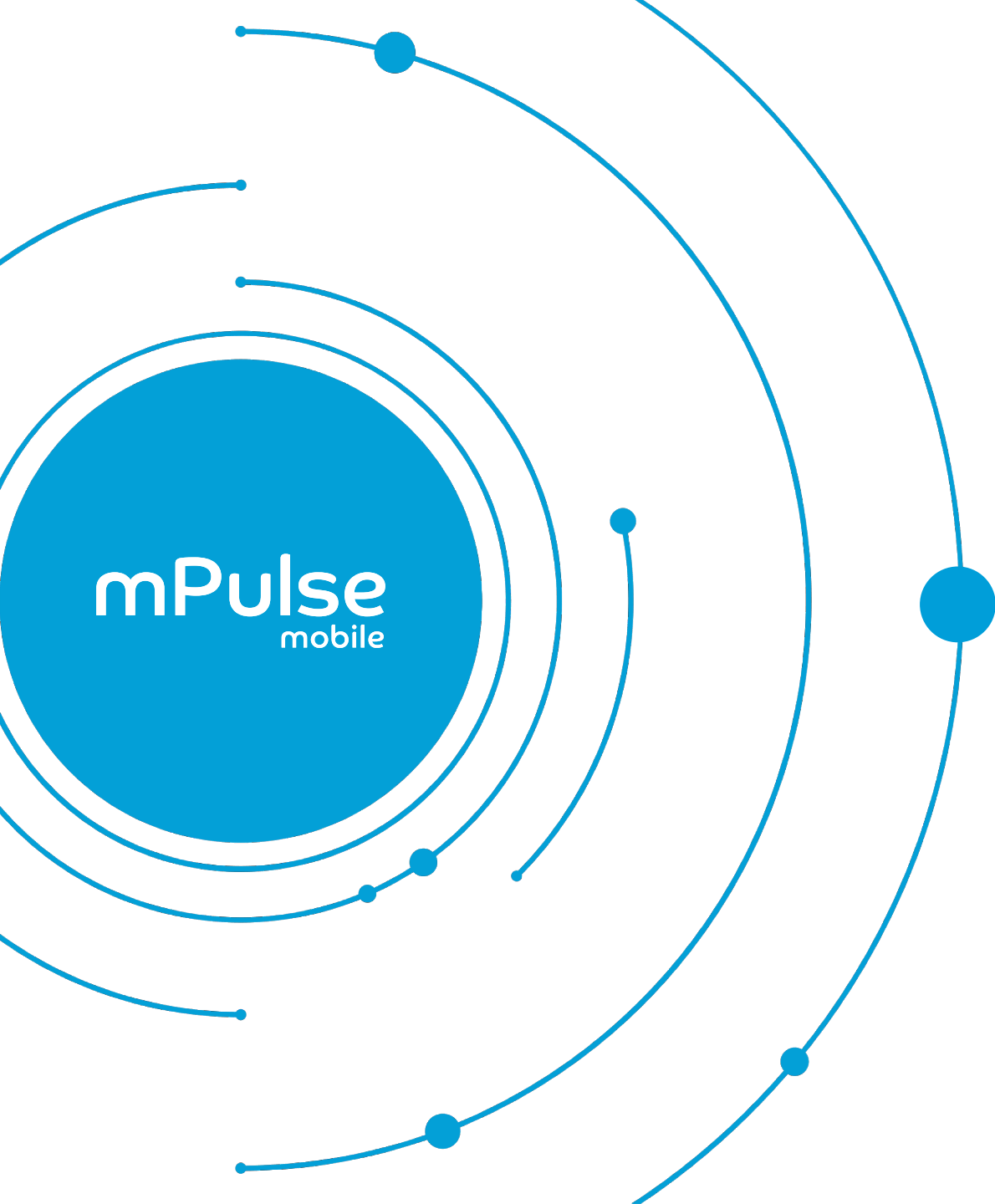
RESULT

 **270%** INCREASE IN LINK CLICKS TO SCHEDULE EXAM WITH STREAMING EDUCATION



Text & Learn (from experts)

Let's make it easier for members to build knowledge and skills from trusted medical experts.



Medication Refills

Frictionless Healthcare

Conversational Engagement

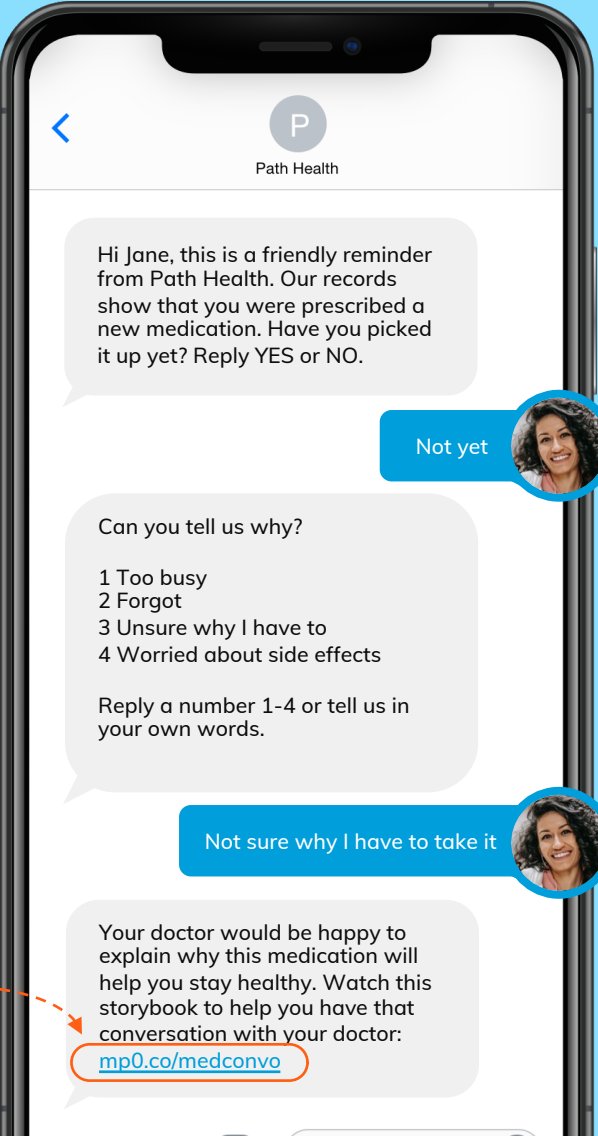


Tailored Outreach
Send personalized text messages

Overcome Barriers
Improve adherence by addressing barriers

Streaming Health
Deliver rich content to improve health literacy and inspire self-efficacy

Check it out!



Not yet



Natural Language Understanding (NLU)
Interpret and respond in real-time

Not sure why I have to take it



SMS

Ex: New to Medication Workflow



no



1



Did you pick up your prescription?

Can you tell us why? Reply 1-5.

Here's a helpful storybook.



Clicks to watch story

Streaming

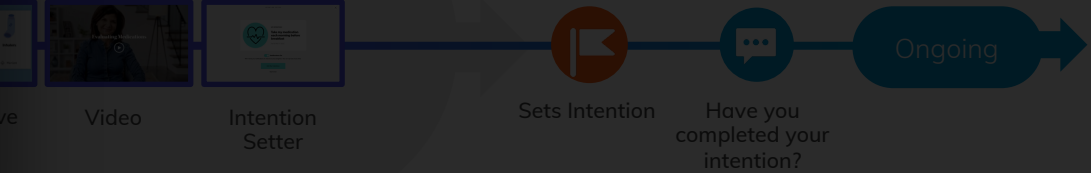
Ex: Fotonovela Stories



Discussing medications with your doctor.

27%

Lift in intent to act after member barrier addressed





STREAMING HEALTH EDUCATION

Expert-led Video

In this short video, Dr. Archelle helps members evaluate their medications and models how to talk to their doctor or pharmacist to identify their best treatment options.



Member Journey

From Newly Prescribed to Overcoming Barriers to Ongoing Adherence

Prescribed Meds



Here's a helpful video from a doctor.



Clicks to watch video

Video
Taught by Dr. Archelle

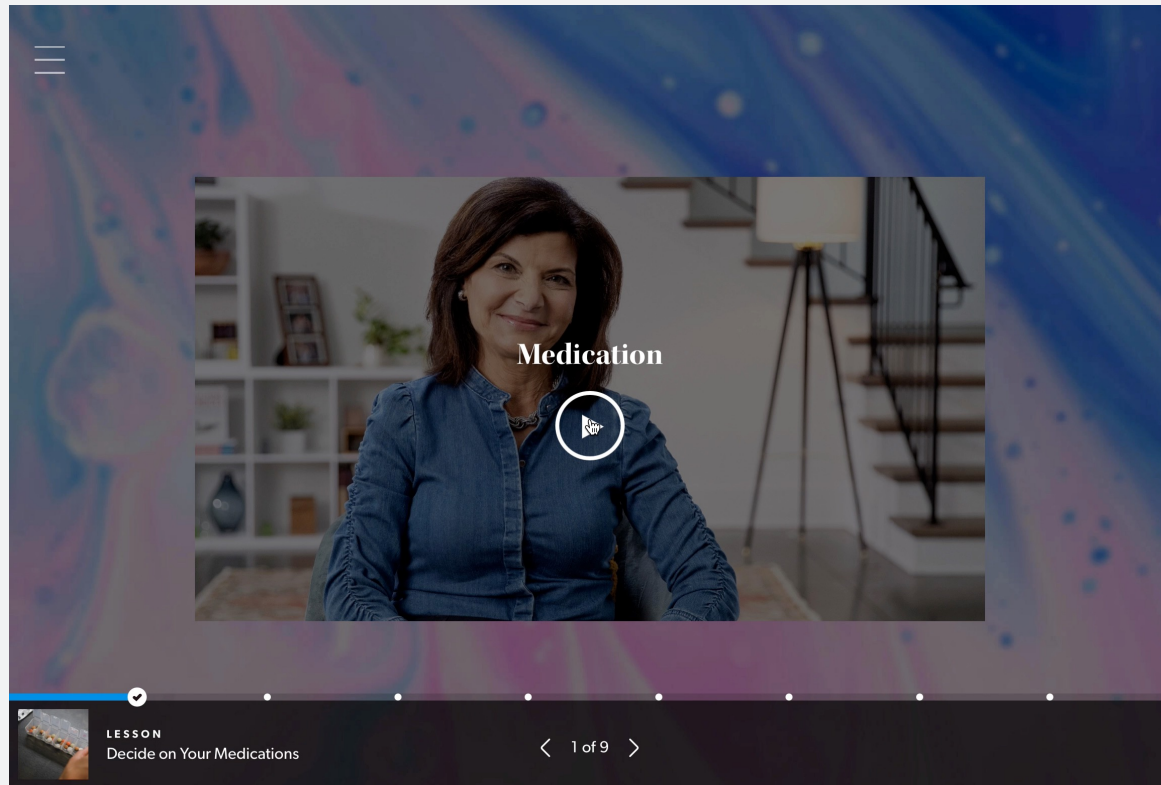


Help member evaluate their medication



Commits To Take Meds As Prescribed

Ongoing



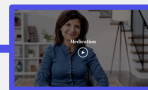
STREAMING HEALTH EDUCATION

Expert-led Video

In this short video lesson, Dr. Archelle helps members overcome common adherence barriers and then set an intention to either talk to their doctor or commit to take their meds as prescribed.

Video Lesson

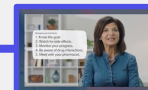
Empowers members to build confidence and commit to their medications.



Understand
Your Meds



Medication
Barriers



Managing
Your Meds



Intention
Setter

Member Journey

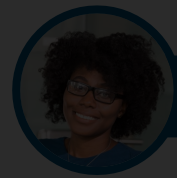
From Newly Prescribed to Overcoming
Barriers to Ongoing Adherence

OUTCOMES

Medication Adherence

↑ 14 PERCENTAGE
POINTS

Increase in refill rates for a non-adherent and
borderline non-adherent population



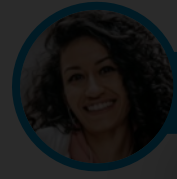
Brianna:
Email available

Email-to-SMS

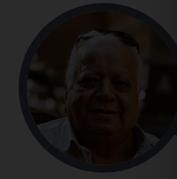
Stay on top of
your meds.

Mobile Web:
Sign up for Text
Reminders

yes



Jane:
SMS available



SMS
1-2 Days After Newly Prescribed Meds



Do you pick up
prescription?

no



Can you tell us
why? Reply 1-5.

4

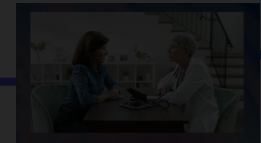


Here's a helpful
video from a doctor.



Clicks to
watch video

Video
Taught by Dr. Archelle

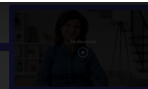


Help member evaluate
their medication



Fills medication

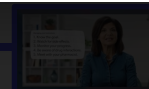
to their medications.



Understand
Your Meds



Medication
Barriers



Managing
Your Meds



Intention
Setter



Commits
To Take Meds
As Prescribed

Ongoing



Changing Behavior at Key Moments

How to align digital engagement to cost-driving moments

Prevention

Identified Risk

Example Cost Drivers to Target

Unhealthy Lifestyle
Medication Non-adherence
Overdue for Key Screenings
Missing Vaccinations

Educate members to avoid health issues

Intervention

Major Health Issues

Example Cost Drivers to Target

Overdue for Key Appointments
Medication Non-Adherence
Trigger Moments (High Blood Pressure/Sugar)
Increased Usage of Emergency Care

Educate members to manage health issues

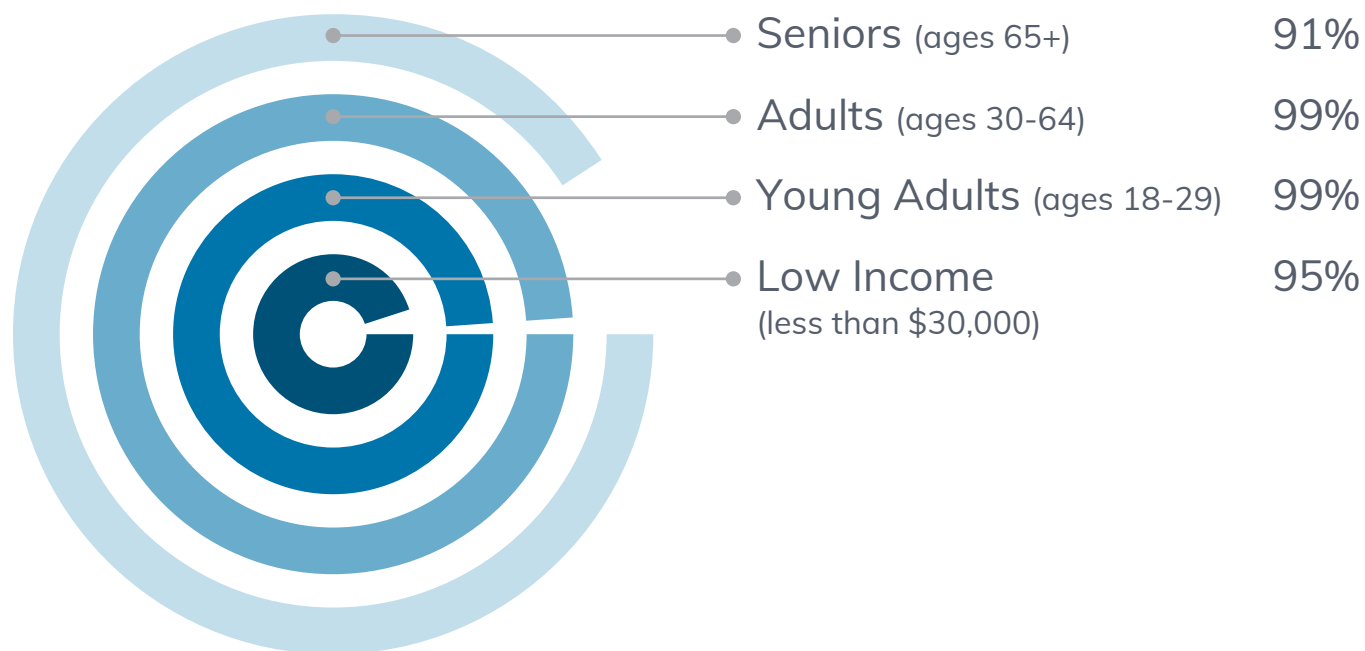


America's Consumer Is Mobile,

If you want to make texting a strength, talk to us.

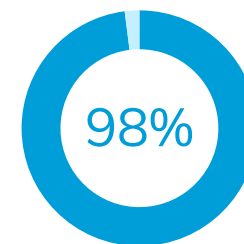
Mobile Phone Ownership

In the United States¹

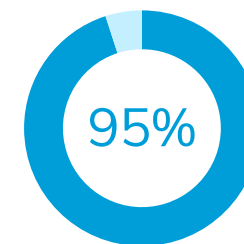


Text Message Use

Read rates²



read rate



read within 3 minutes

Texting for Healthcare

Member who want more healthcare texts

84%

¹<http://www.pewinternet.org/fact-sheet/mobile/> (2019)

²CTIA

\$ 238B

Annual cost of low health literacy

Compared to those with proficient health literacy, adults with low health literacy experience:



4 times
Higher health
care costs



6%
More hospital
visits



2 day
-longer hospital
stays

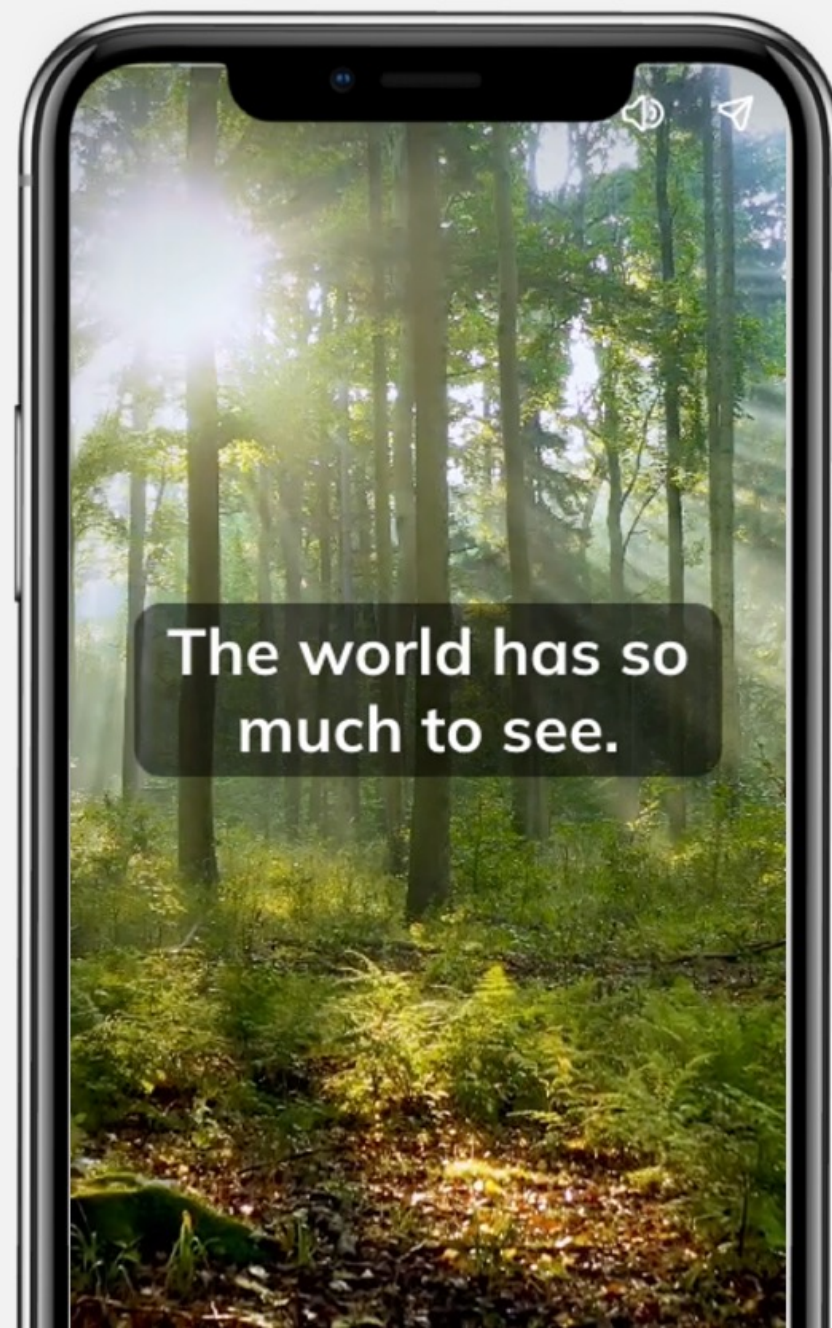


What people of all literacy levels want from health information and content

Put most important info first

Plain language with clear “what’s in it for me”

Specific and simple action steps





Questions

Visit our virtual booth at VBCExhibitHall.com





● Thank you!

Contact us:
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Paul.Feiner@mpulsemobile.com