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[illegible]

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A smiling female doctor in a white lab coat with a stethoscope, holding a clipboard, talking to an elderly male patient in a hospital gown.

Help patients understand

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Tools to address
health literacy in your office
and improve patient safety

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It is estimated that more than 89 million American adults lack adequate health literacy—that is, the ability to obtain, process and understand basic health information, and the services needed to make appropriate health decisions and follow instructions for treatment. This costs the health care system billions of dollars and may lead to liability issues for physicians and poor medical outcomes for patients.

Since 2000 the American Medical Association (AMA) and AMA Foundation have been providing educational tools for physicians to understand health literacy and its impact on public health. The following resources are now available to you and your staff to maximize patient understanding, improve patient compliance and reduce health care costs.



Health literacy kit

ISBN: 978-1-57947-982-4 Item: OP221007 List price: \$35

The 2007 health literacy kit, “Health literacy and patient safety: Help patients understand,” is the AMA Foundation’s primary tool for educating physicians, health care professionals and patient advocates about health literacy.

The kit includes:

- Instructional video on DVD (20 minutes)
- In-depth manual for clinicians written by Barry D. Weiss, MD (60 pages)
- CD-ROM with digital files of the instructional video, the manual for clinicians and key tables from the manual for clinicians

- Continuing medical education credit* for physicians
- Additional resources for education and involvement, such as a patient reception area display and pins for you and your staff to wear

Supported by a grant from AstraZeneca.

*The American Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The American Medical Association designates this educational activity for a maximum of 2.5 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Health literacy video on VHS

ISBN: 978-1-57947-983-1 Item: OP221407 List price: \$10

This 20-minute instructional video with case studies illustrates the problem of limited health literacy and how you might deal with it in your office. Actual physicians and office staff are featured interacting with real patients challenged by limited health literacy. Effective techniques and specific steps are suggested for helping these patients.



The video is also featured in the 2007 health literacy kit on DVD and CD-ROM formats.

Understanding Health Literacy: Implications for Medicine and Public Health

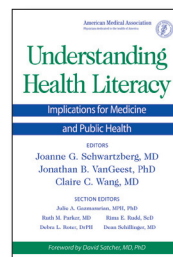
Softbound, 6"x 9", 250 pages

ISBN: 978-1-57947-630-4 Item: OP323404
List price: \$55 AMA member price: \$40

This health literacy textbook is geared to help physicians and other health care professionals improve the quality of care they provide to patients. Discussion encompasses factors that determine individual health literacy, patient-provider communication and the effect of low literacy outcomes.

The textbook:

- Improves understanding of this public health challenge
- Aims to stimulate research focused on reducing or eliminating literacy barriers to effective medical diagnosis and treatment



- Helps improve patient communications regarding medications, tests and procedures, and informed consent
- Serves as a guide for those in medicine, public health, sociology and medical sociology

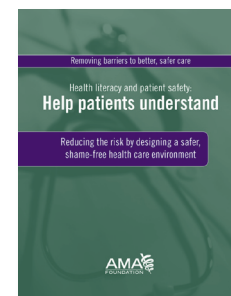
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Reducing the risk by designing a safer, shame-free health care environment

ISBN: 978-1-57947-988-6 Item: OP424907 List price: \$15

This 68-page monograph offers new supporting research, explores how ineffective communication and low health literacy combine to affect patient safety, provides tools to decrease communication-related adverse events at a systemwide level, and helps physicians initiate changes toward a safer and shame-free practice environment. As a bonus, one Safe Communication Universal Precautions tip card is included to serve as a take-away reminder of the tips featured within the monograph. Also included is continuing medical education credit* for physicians.



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