E-Learning to support health literacy, health promotion and disease management in community settings

Lynda Atack, R.N., Ph.D. and Robert Luke, Ph.D.
Centennial College
George Brown College

PEPTalk: the Patient Education Prescription website that enables clinicians to prescribe tailored, media-rich, “vetted” health information for patients.

Patients can change the way information is displayed, accommodating for vision, hearing and language.

INTRODUCTION

• Patient education is a critical component of disease management and health promotion programs
• Patients improve their ability to manage self-care, enhance decision-making and improve their quality of life, (Klein-Fedyshin et al., 2005) demonstrate improved treatment compliance and better recall health information (Rankin, 1996)

PROBLEM

• Just one website search in five yields relevant health information (Berland et al., 2001)
• Difficulty understanding what is retrieved

The PEPTalk website provides accessible clinician vetted, information for patients. Patients receive health education text and video prescribed by clinicians, tailored to meet their individual needs

ADVANTAGES OF INTERNET-BASED, TAILORED EDUCATION - PATIENTS CAN:

• Access exactly the information they need, at the time it is needed
• Have increased interest in relevant information (Hoffman, 2004)
• Access information that might be embarrassing in a face-to-face situation
• Control the rate and pace of information access
• Identify resources that will support disease management (Gustafson, 1999)

STUDY DESIGN

• A descriptive exploratory study to examine the role of informal and formal Internet-based health education strategies

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DATA ANALYSIS

• Descriptive statistics with the PHW/SUQ and health items
• A content analysis of open-ended survey items and transcripts from clinician, patient and community member interviews

METHODS

Clinicians and facilitators
• Interviews/Focus groups

Patients and community members
• Satisfaction is measured using the Perceived Health Web Site Usability Questionnaire: measures ease of use and utility of internet-based health education (Nahn et al., 2004)
• Impact on health: Stanford chronic illness survey items
• Focus groups/Interviews regarding experience with site, challenges, benefits

SAMPLE:

• 50 community members and patients from one family health unit and two community agencies
• Clinicians and community facilitators

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Preliminary results:

• Patients and community members face major barriers in accessing online health information. They:
  • Are overwhelmed by the volume of information
  • Have difficulty interpreting information
  • Want a site that is easy to use and yields information in which they can have confidence

Physicians report:

• PEPTalk is easy to learn to use/easy to prescribe health information
• Concerns re: time management and integrating PEPTalk in practice; access for patients