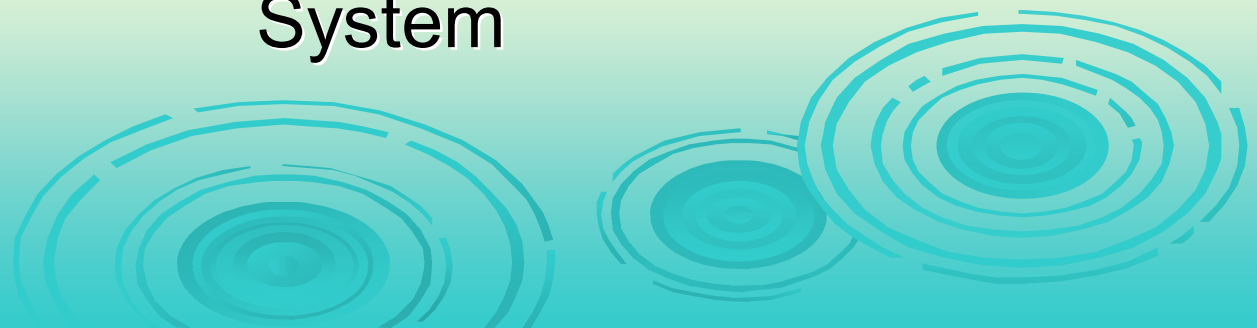


Strategies for Raising Health Literacy in  
Arizona Medicaid Members  
New Approaches for State Medicaid  
“Health Knowledge Builders”

Anthony Rodgers, Director  
Arizona Health Care Cost Containment  
System



# Rational for Action

***“Health literacy is one of the most widespread obstacles to achieving better health outcomes in the United States”***

# Essential Elements for Transforming Patient Care Management



**Electronic Health Record**



**Informed,  
Activated  
Patient**

**Productive  
Interactions**

**Prepared  
Clinical  
Team**



**Clinical and Patient Decision  
Support Tools**



# Components Necessary for Medicaid Health System Transformation

- Widespread adoption of interoperable HIT
- Electronic Health Information Exchange
- Electronic health records
- Greater use of web based clinical and patient decision support tools that use a common health data set and evidence based references
- Internet and communication tools that support the delivery of personalized health information and health literacy competency for Medicaid beneficiaries

# Definition of Health Literacy

***“The Institute of Medicine (IOM) further defines health literacy as the degree individuals can obtain, process, and understand the basic health information and services they need to make appropriate health decisions. “***

# Health Literacy Levels

**Health Literacy Levels we have defined for our creating informed activated AHCCCS members:**

- **Functional Health Literacy-** basic reading and writing skills to understand and follow simple health information
- **Interactive Health Literacy-** more advanced literacy, cognitive, interpersonal skills and confidence to partner with clinical professional
- **Critical Thinking Health Literacy-** ability to analyze and make value based health and wellness decisions
- **Focused Health Literacy-** specialized health skills, knowledge, and competence to perform define patient care self management support tasks, wellness activities, and consumer directed care

# Medicaid Transformation Grant Developing new e-health tools to raise health literacy

## Phase I

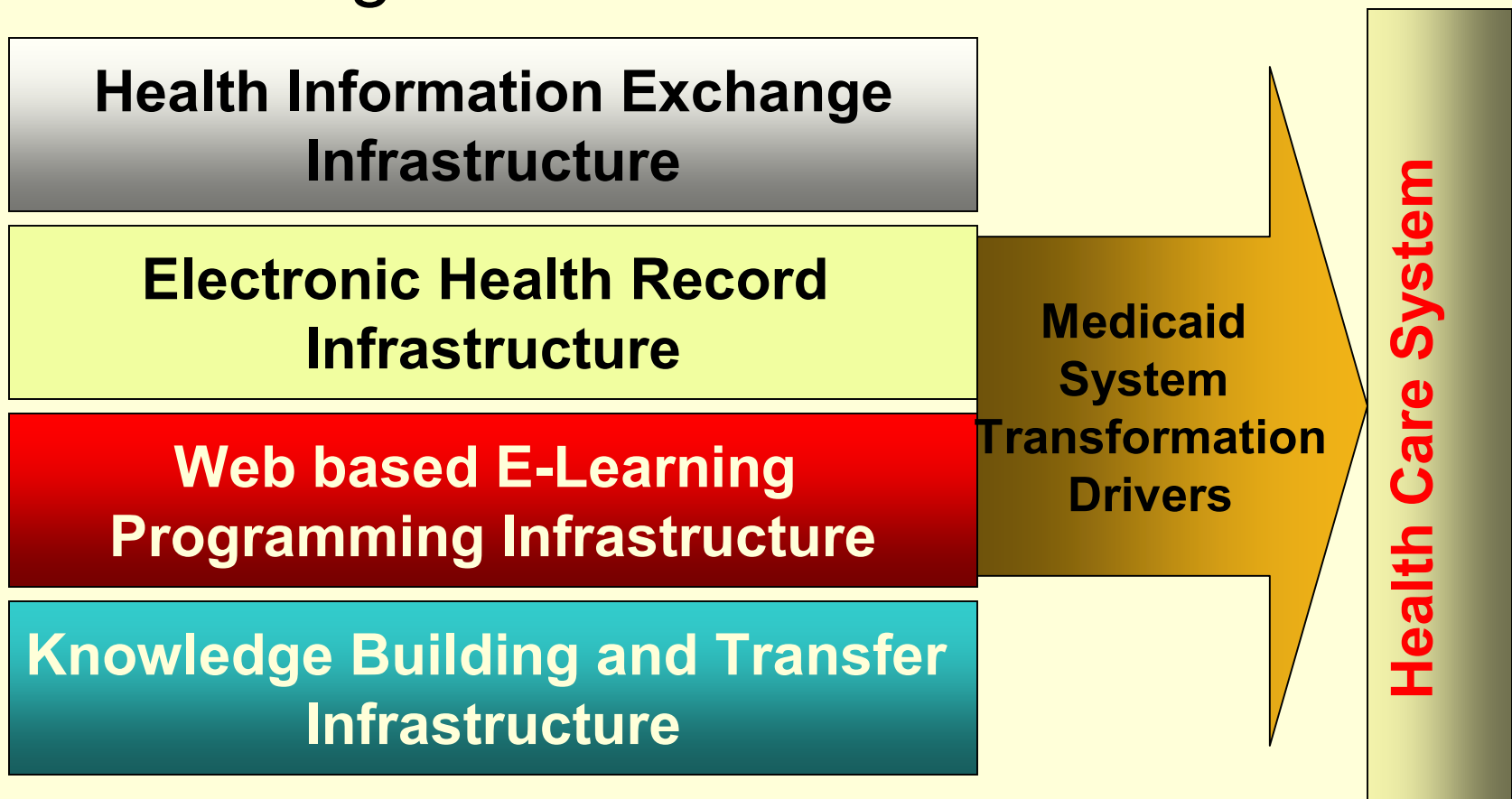
- **Electronic Health Records**
- **Patient Decision Support Tools**
- **Internet messaging**
- **Web multi-media health education**
- **E-Learning programming in multiple language**

## Phase II

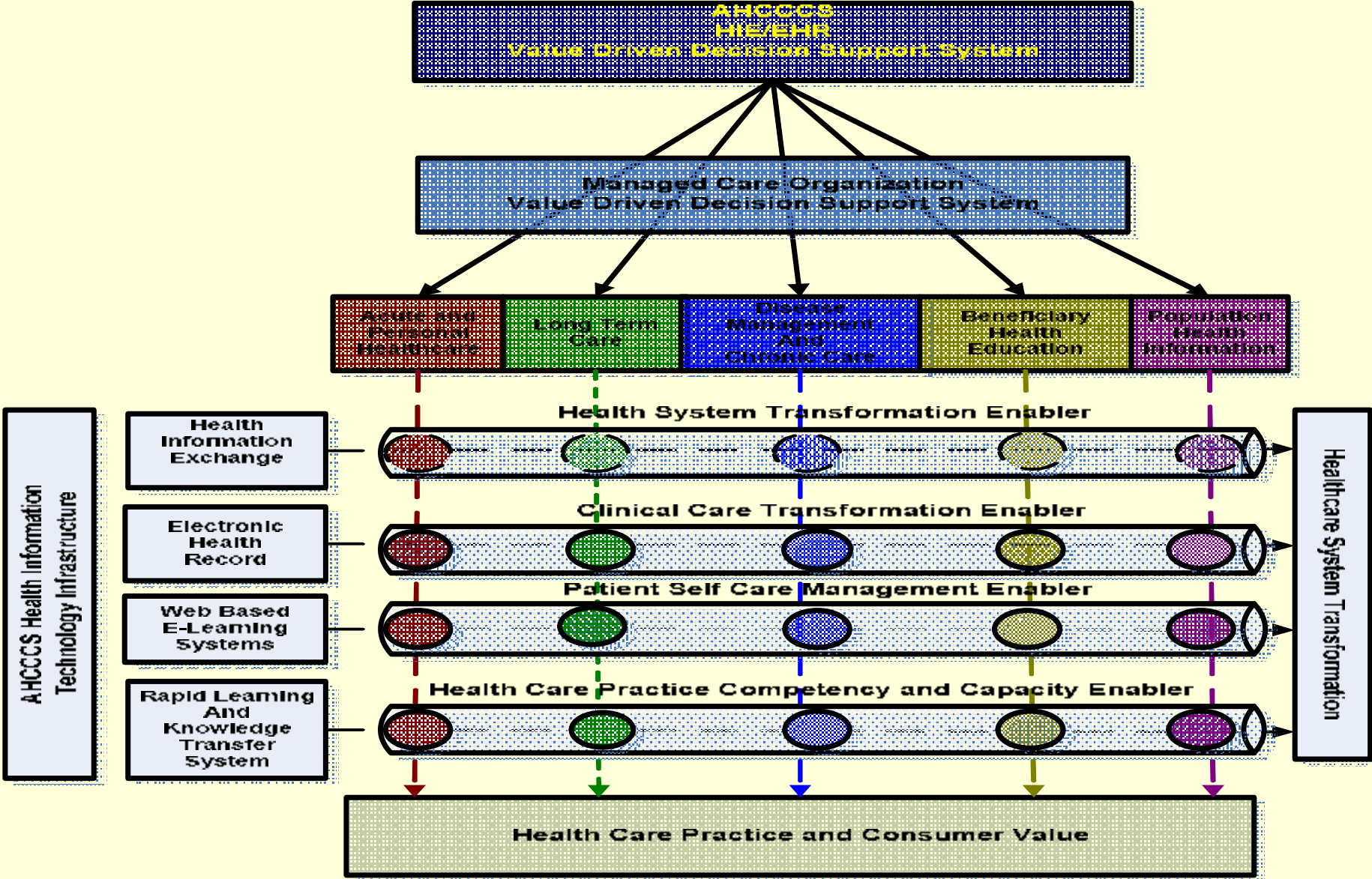
- **Web based interactive games and personalized educational programming**
- **Internet connected bio metric monitoring devices**
- **Web 2.0: Web-based health and human service support networking**

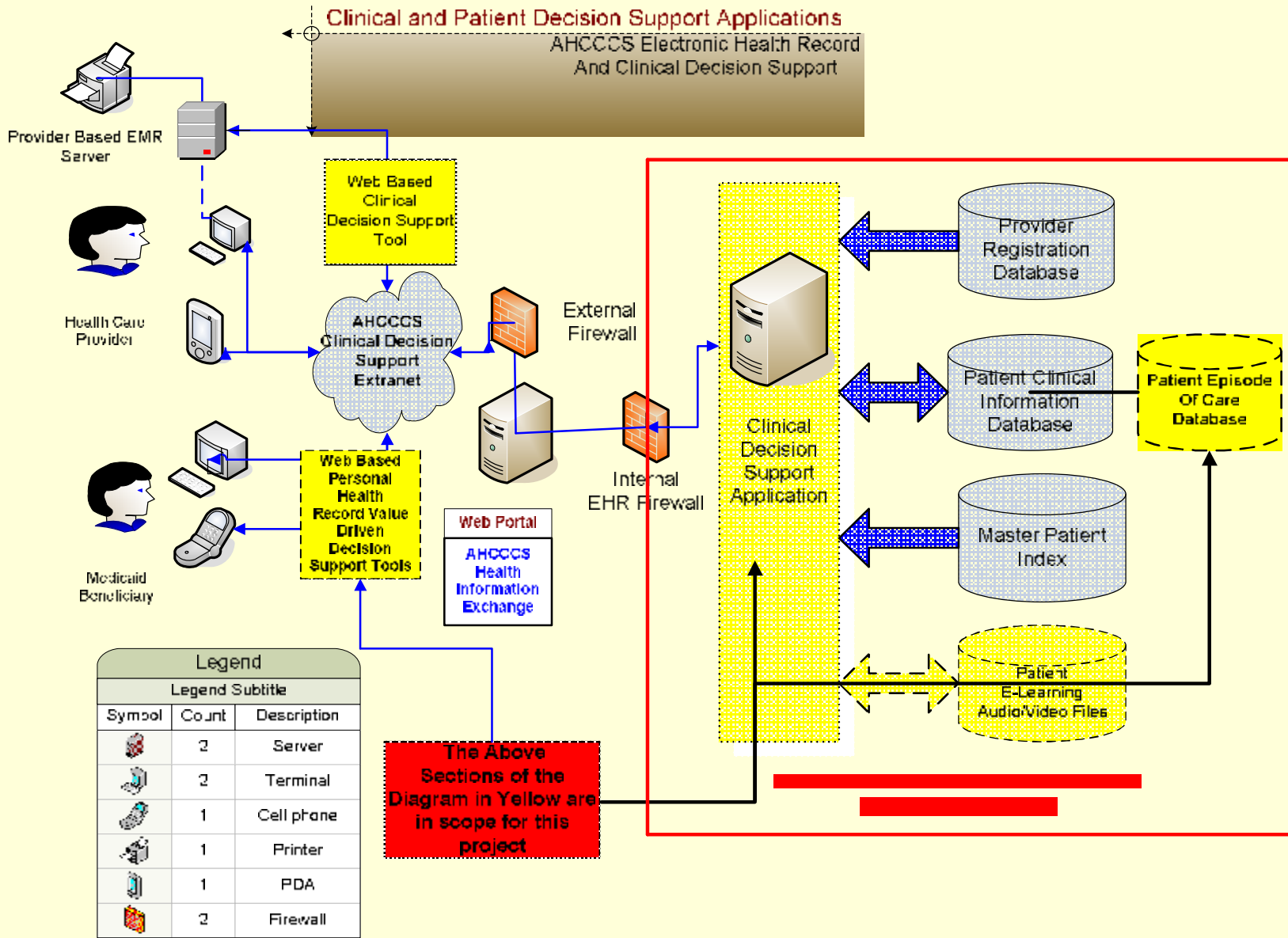
# E-Health Infrastructure of Medicaid System Transformation

## Transforming IT Infrastructure



# AHCCCS Medicaid Transformation Vision





# AHCCCS Phase I Development

- Focus on **interactivity-multimedia product development** to go beyond static health content with e-learning modules, electronic health assessments, web-based health coaching, web-logs, streaming video, web based health awareness campaigns, e-health connected provider offices for access to downloadable personalized health videos, content, POD cast, and other timely wellness or internet accessible health functionality

# Multi-Media Health and Wellness Education

- The multi-media education will focus on raising health literacy on chronic diseases and conditions profoundly affecting our populations
- E- Health education will be personalized, culturally sensitive and will be tailored to needs of the population
- Multi-media education will be developed in English, Spanish and in some cases Native American languages

# Snapshot of Web Utilization Trends/Data January 08 to February 08

## Website:

- Site Usage:
  - 1152 visits
  - 897 (72%) absolute unique visits
- Top Traffic Sources:
  - 79% referring site (AHCCCS website)
  - 18% direct traffic
- **Top Content visits:**
  - Health Resources
  - Get Covered, Stay Covered
  - Wellness in Arizona
- Email signups: 40  
(mostly internal/staff)

## Healthwise Knowledgebase Content Usage:

### Top 10 Search Terms:

Pneumonia  
Asthma  
Dental  
BOOK- n873  
(surgery- Carpal Tunnel Syndrome)  
Cancer  
Diabetes  
COPD  
BOOK- d 904  
(surgery- varicose veins)  
Immunizations  
Dairy

### Top 10 Topic Views:

Women's Health  
Interactive Tools  
Health Eating  
Men's Health  
Pregnancy  
Children's Health  
Diabetes  
Depression  
Pneumonia  
Type 2 Diabetes

- Healthwise Content Usage: 651 visits
- Hits- 19,722
- Visit duration by minutes: Majority (0-1 minute)

# **About *My Arizona Health and Wellness*** **[www.myazhealthandwellness.com](http://www.myazhealthandwellness.com)**

## **Mission:**

*To build health and wellness literacy in AHCCCS members so that they make decisions that improved their health care quality and reduce preventable healthcare care costs through the utilization of interactive, personalized health education and health literacy competency*

## **Supports Governor's Executive Order:**

### **Reducing the Escalation of Health Care costs for Arizonans**

- Reduce costs through patient-centered care that integrates wellness, prevention, self-care education & chronic disease management.
- Implement new incentives & policy changes for providers to adopt e-health technologies & evidence-based standards.
- Improve accountability by empowering consumers with quality, cost and health information.

# Strategies For Building E-health Literacy Products

- Knowledge Builder E-learning Infrastructure
- Rapid e-learning program production cycle
- Multiple content sources
- Multi-media production studio
- Consumer feed back loop
- Innovation Centers test sites

# Beneficiaries Requirements

- E-mail address and internet access
- Cell phone or text messaging access
- I Pod or MP3 player device

# New Tool for Member/Patient Web Access in Provider office the “Tablet”



- 8.4” TFT SVGA sunlight readable Touch Screen (800 x 600)
- Intel® Stealey™ A110 processor (800 MHz, 90nm process)
- 80 GB, 1.8" PATA, 4,200 rpm, shock mounted
- 802.11 b/g networking / Bluetooth® 2.0
- GPS module
- Vibration and Shock / Drop Resistant
- Microsoft® Windows® XP Professional
- ENERGY STAR® Qualified



# Medical Home Primary and Specialty Care Site Requirements

- Electronic Health Records
- Internet Connectivity
- AHCCCS Health Education Kiosh or WiFi enabled Touch Screen Tablet
- High Definition TV w/speaker in exam room for viewing health information e-learning programming “thin client” with audio video and graphic card workstation and key board



**AHCCCS**

*Our first care is your healthcare*