



Working with Dr. Google™

Patient education in your office

ASA ACFP

Cathy MacLean, MD, CCFP, FCFP

February, 2010



No conflicts to declare

Session Objectives

- Visit web based patient education resources
- Ideas about how to incorporate more patient education into physicians' practices
- Recognize barriers such as literacy
- What's new – Self care/self management
- Participants share experiences with colleagues

Сини тини
Орди олму
Утисиди ирди
Уована ирди
Уууууууу



RENTO



Opportunities for Pt. Ed.

- Teachable moments during visits
- During a periodic health exam
- When the patient has web information
- New diagnosis / new medication
- Health promotion / prevention
- Chronic Disease Management
- Hospitalization



Patient Education and the Internet

- Brochures and handouts
- Newsletters
- Patient Aides and Tools
- Internet Interventions
- Guidelines for Internet sites
- Self Care/decision making tools
- Information for Physicians

....



Patient Education and the Internet

Newer technologies & directions

- Video and YouTube
- RSS feeds and Podcasts
- Blogs, Wikis, Twitter
- EMR advancements
- More Interactive Sites
- Increased role for email

Concerns

- Impact on the visit - time
- Undermining trust – role of misinformation
- Usurping decision making
- Challenges of finding common ground / shared decision making
- New approaches – information prescriptions, internet interventions



Web versus Print Resources

- Patient Control versus MD controlled
- No filing papers
- Need for a printer
- Point of care access possible
- Selection and review of resources
- Maintenance of electronic files
- Changing technology

Assessing Internet Sites

- Information from top-level domain names .org, .gov, .edu, .com
- Canadian sites
- HON - Health on the Net
- Recommendations by hospital or librarian
- Major health-related organizations

General Considerations

- Accuracy
- Appropriateness
- Ethnicity/language choice
- Literacy Level
- Consistency
- Authorship/sponsorship
- Links
- Ease of use
- Animation/illustration
- Interactivity
- No validated or reliable tools available

Health on the Net www.hon.ch

- Watch for the Logo and check the logo for authenticity




Calgary
Family
Medicine



The Importance of Literacy

Your naicisyhp has dednemmoer that you have a ypocsonoloc. Ypocsonoloc is a test for noloc recnac. It sevlovni gnitresni a elbixelf gniweiv epocs into your mutcer. You must drink a laiceps diuqil the thgin erofeb the noitanimaxe to naelc out your noloc.

AMA Literacy Program

Health Literacy

- Literacy is a determinant of health.
- ~ 22% of Canadians have serious difficulty with any type of printed materials.
- Use Plain Language
- Avoid medical jargon
- Literacy assessment tools
- Cultural sensitivity
- Consider numeracy issues as well



Health Literacy Issues

- Canadian Public Health Association [Health Literacy Portal](#)
- Canadian Council on Learning [Health Literacy](#)
- American Sites:
 - [National Institute for Literacy](#)
 - [American Medical Association Health Literacy](#)
 - [www.plainlanguage.gov](#)

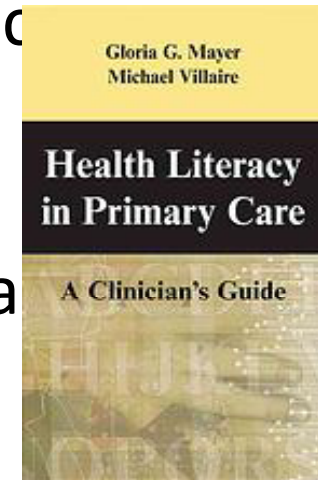


Language & Culture and Patient Education

- Diagnosis - High “pertension” levels
- Use of Medical jargon - Vomit
- Taking meds – route of administration
- Exploring health care beliefs
- Other examples?

Health Literacy in Primary Care

- Gloria G Mayer; Michael Villaire. [Health literacy in primary care : a clinician's guide](#) New York : Springer Pub., ©2007.
- Chapters include: Creating a patient-friendly environment; Assessing patients' literacy levels; Understanding and avoiding medical errors; Factoring culture into the care process; Designing easy-to-read patient education materials ... more



Translation on line

<http://www.babblefish.com/>

- Or pamphlets in 40 different languages

<http://www.nlm.nih.gov/medlineplus/languages/languages.html>

<http://rhin.org/>

The logo for Calgary Family Medicine features a stylized mountain range icon above the text "Calgary Family Medicine". The text is arranged in three lines: "Calgary" on the top line, "Family" on the middle line, and "Medicine" on the bottom line. The font is a serif typeface.

Self Care/Management

- http://www.healthcouncilcanada.ca/docs/reports/2010/AR1_HCC_Jan2010.pdf

CHSRF EvidenceBoost

- http://www.chsrf.ca/mythbusters/eb_e.php
- <http://www.patientslikeme.com/>

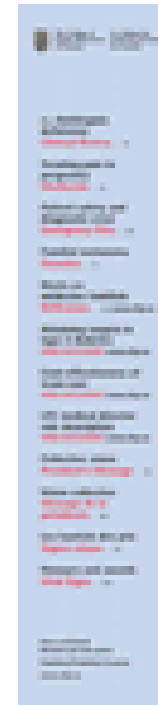


CFP – Jan 2010

Ilana Pister and Roni Peleg

Using on-line images in a primary care office

<http://www.nlm.nih.gov/medlineplus/encyclopedia.html>



Calgary
Family
Medicine

Medical Analogies

<http://www.altoonafp.org/analogies.htm>

- Use analogies:
- *“Taking medication on a regular basis is like watering a garden. If you wait until the plants are wilted it’s too late. You have to water every day.”*



Accessing Information on the Internet

- Collaborating with [DrGoogle™](#)
- No best medical search engine
- Prescribe a specific URL
- www.alexacom.com Web traffic site to see most visited sites (under Health)



Patient Ed Resources from Journals and EBM sites


- JAMA Patient Page www.jama.com
(towards foot of screen)
- Annals of Internal Medicine
<http://www.annals.org>
- TRIP database – filter by Patient
Education <http://www.tripdatabase.com/>

Cochrane Reviews

Cochrane Library now free in Canada on a trial basis; previously subscription only

- Research about effectiveness of patient education interventions
- Information for public and health professionals
- <http://www.cochrane.org/consumers/happenings.htm>

JAMA Patient Education Page



JAMA[®]
The Journal of the American Medical Association

JAMA & ARCHIVES Select Journal or Resource ABOUT JAMA

SEARCH: Advanced Search

Welcome | [My Account](#) | [E-mail Alerts](#) | [Access Rights](#) | [Sign In](#)

HOME | CURRENT ISSUE | PAST ISSUES | TOPIC COLLECTIONS | CME | SUBMIT | SUBSCRIBE | HELP

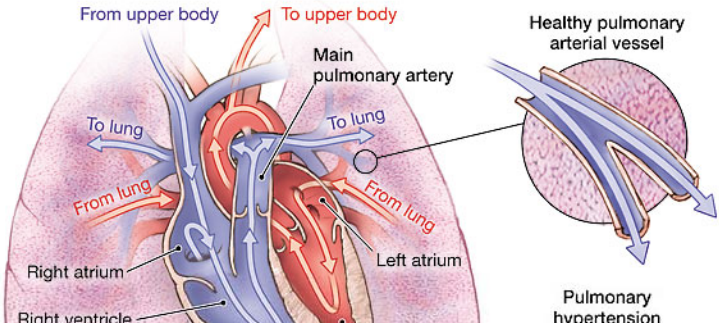
INFORMATION FOR: [Authors/Reviewers](#)

Vol. 302 No. 13, October 7, 2009 [TABLE OF CONTENTS >](#)

JAMA Patient Page

Pulmonary Hypertension

The **pulmonary artery** is the main vessel that carries blood from the heart to the lungs. For a person at rest, blood pressure in a normal pulmonary artery is about 15 millimeters of mercury (mm Hg). In an individual with **pulmonary hypertension**, the average pressure in the pulmonary artery can be more than 25 mm Hg. This increase in pulmonary artery pressure occurs when the small arteries of the lungs become abnormally narrow. This condition can eventually lead to heart failure and death. Pulmonary hypertension can be **idiopathic** (unknown cause), **familial** (runs in families and is often linked to a genetic cause), or associated with other medical conditions. The October 7, 2009, issue of *JAMA* includes an article about the effects of iron supplementation on pulmonary hypertension due to low oxygen levels at high altitudes. This Patient Page is based on one published in the January 23, 2008, issue of *JAMA*.



JAMA

- Online Features

This Article

- PDF
- Send to a friend
- Save in My Folder
- Save to citation manager
- Permissions

Citing Articles

- Contact me when this article is cited

Related Content

- Related article
- Similar articles in JAMA

Topic Collections

- Cardiovascular System
- Pulmonary Diseases
- Pulmonary Diseases, Other
- JAMA Patient Page
- Cardiovascular Disease/ Myocardial Infarction
- Hypertension
- Alert me on articles by topic

Social Bookmarking

-
- What's this?

Patient Ed pages in Medical Journals

- Go to www.pubmed.gov/
- Click on the Limits tab
- Type your topic in the query box or leave blank
- In the Type of Article menu – scroll down and click the “patient education handout” box
- Move to bottom of page and hit “Search”

WHAT
IS IT?

LET ME
GOOGLE YOU.



Canadian Government Sites

PUBLIC HEALTH AGENCY *of* CANADA
www.publichealth.gc.ca

- [Public Health Agency of Canada](#)
- Your [H1N1 Preparedness Guide](#)
- [Healthy Living e-Bulletin](#) (quarterly)
- Health Canada
<http://www.hc-sc.gc.ca/index-eng.php>

The logo for Calgary Family Medicine features a stylized mountain range icon above the text "Calgary Family Medicine". The text is arranged in three lines: "Calgary" on the top line, "Family" in the middle, and "Medicine" on the bottom line. The font is a serif typeface.



New information channels at PHAC

- RSS feeds
- social media tools, Facebook & Twitter
- a mobile friendly URL
- online videos on the PHAC YouTube Channel; can embed them on your own blog or personal Web site.
- encourages information sharing, collaboration, and interactivity



Health Related Agencies

- Canadian Cancer Society
http://www.cancer.ca/Alberta-NWT.aspx?sc_lang=en Facebook, Twitter, YouTube, and more
- Arthritis Society <http://www.arthritis.ca/> Open Forum Community discussion boards
- Canadian Heart and Stroke Foundation
<http://www.heartandstroke.com> Facebook, Twitter, He@lthline e-newsletter





Health Related Agencies

- Thyroid Foundation of Canada
<http://www.thyroid.ca/>
- Canadian Diabetes Association
<http://www.diabetes.ca/> Facebook, Twitter, YouTube, RSS feeds, and more

MOTHERISK[®]
TREATING THE MOTHER –
PROTECTING THE UNBORN

• www.motherisk.org


Calgary
Family
Medicine

Medical Organizations

- Canadian Pediatric Society
www.caringforkids.cps.ca
- Society of Obstetrics and Gynecology
www.menopauseandyou.ca
- CFPC www.cfpc.ca > For Patients
- CMA www.cma.ca > Public section
- Centre for Effective Practice
<http://www.effectivepractice.org>
- Foundation for Medical Practice Education
www.fmpe.org

Teens and Sex – great sites

- www.sexualityandu.ca



- www.hpvinfos.ca

- <http://www.goaskalice.columbia.edu>



Alberta Sites

- Alberta Medical Association Website
<http://www.albertadoctors.org/>
- TOPS Patient Education handouts
<http://www.topalbertadoctors.org/cpg.html>
- Alberta Health Services / CHR
<http://www.calgaryhealthregion.ca/patients/index.htm>
- Health Quality Council of Alberta
www.hqca.ca
- Family Health
www.familyhealthonline.ca



University of Calgary Department of Family Medicine: [Recommended sites](#)



U of C · THIS IS NOW

Prospective Students · Current Students · Alumni · Community IT · MY U OF C · CONTACTS Go

FACULTY OF MEDICINE | UNIVERSITY OF CALGARY

U of C Department of Family Medicine

Home People Undergraduate Postgraduate Research Internal Login

Home

Recruiting: Academic Positions in Family Medicine

Recruiting: Community Family Physicians

Health on the internet

Preventive Care -

Resources -

Navigation

- User Blogs
- Recent posts

Quick Links

- Library
- Alberta Health Services Calgary

Health on the internet - recommended sites

There is much medical information available on the internet, but a lot of it is wrong! Using incorrect information can cause problems. So can using advice that is not suited to you.

This list has been reviewed by a health educator and checked for accuracy. However, we cannot guarantee you that the information you may find is correct. **You should never make any changes in your health plan without checking with your family doctor first.**

- [Alzheimer Society of Canada](#)
- [American Society on Aging](#)
- [Analogies in Family Medicine](#)
- [The Arthritis Society](#)
- [Asthma in Canada](#)
- [Breastfeeding](#)
- [Canadian Cancer Society](#)
- [Canadian Diabetes Association](#)
- [College of Family Physicians of Canada](#)

Test Information for Patients

- Lab tests online

www.labtestsonline.org

- Test information at Medline Plus (from US National Library of Medicine)

www.nlm.nih.gov/medlineplus/tutorial.html

Compliance www.askme3.org

- What is my main problem?
- What do I need to do?
- Why is it important for me to do this?
- Ask patients to repeat back to you what they understand



US Sites

- AAFP - [Patient Education](#) on main site
 - Also at AAFP's site for patients, <http://familydoctor.org>
- Health Finder www.healthfinder.gov
- CDC www.cdc.gov
- MedlinePlus <http://medlineplus.gov/>
- FDA www.fda.gov/cder

Getting on Board

- Bookmark best sites
- EMR use - SOAPE
- Patient computer in waiting rooms
- Email subscriptions
- Information/bibliotherapy

Internet “prescriptions” +/- email reminders

- Web sites – personal, clinic or Acad DFM

Prescribe a web site

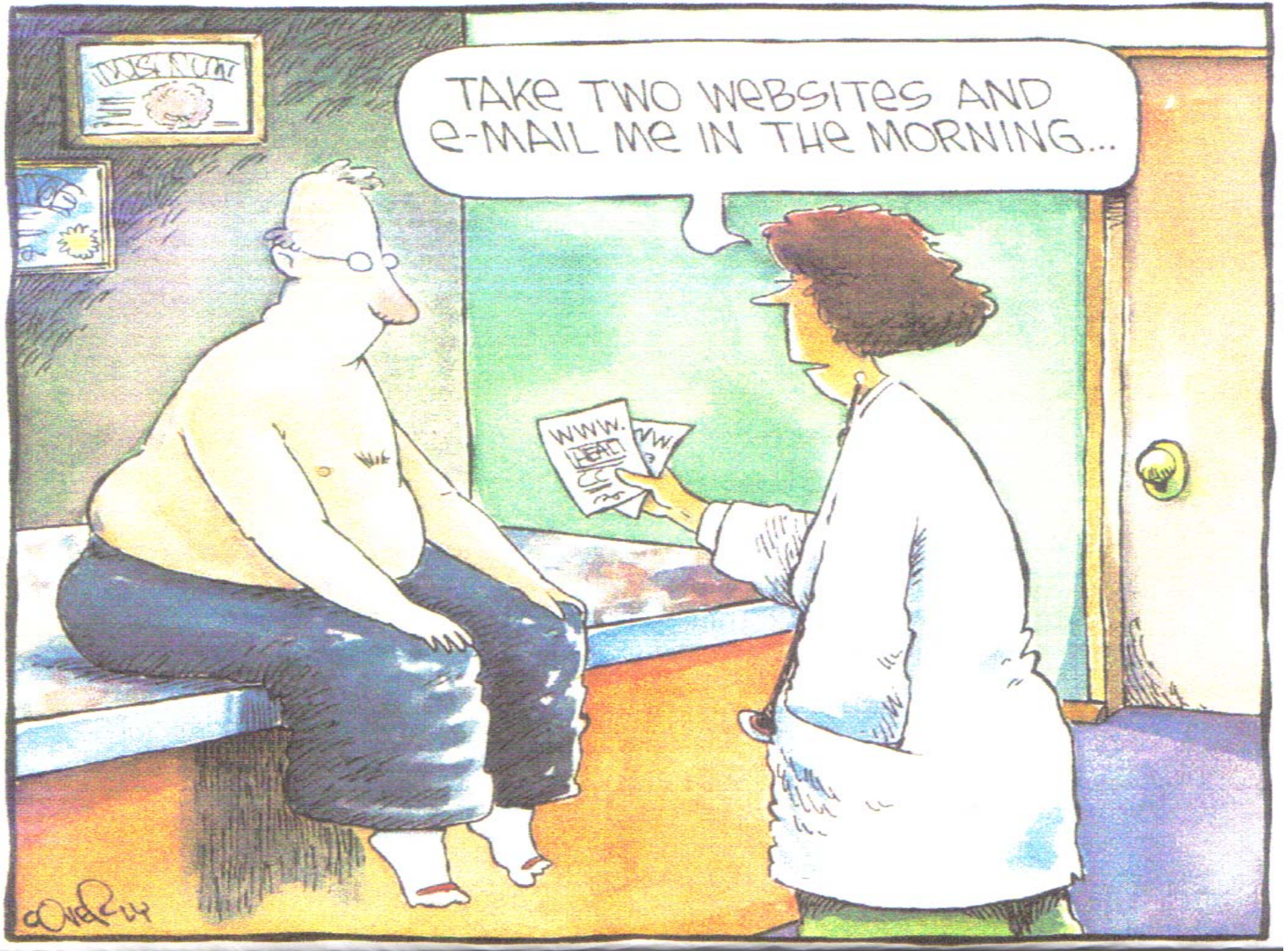


Use the pad provided and template

TAKE TWO WEBSITES AND
E-MAIL ME IN THE MORNING...

WWW.
HEAD
US

© 1994





Time Seen : Departure Time : Encounter Date: 2006/10/25 Complete and Signed

Mock, PATIENT Patient Number: 6019199 Appointment: n/a
84 Year Old Female, DOB: 1922/06/03 Chart Number: Registered: n/a
(902) 222-2222 mothers Last Seen: 2006/10/24 Primary Physician: ATKISUSA (Team C)
Health Card(s): 1234 567 897 (MSI) Provider: MACLEATH Type: Resource

- Progress Notes
Medications
Problems
Proactive Care
Allergies
Labs
Diag. Imaging
Other Tests
Immunizations
Medical History
Surgical History
Family History
Social History
Admissions
Referrals
Appointments
Files
Forms
Services
Consents

Progress Notes Print
Date: 2006/10/24 Provider: NATARNAN M.D.
Chief Complaint: sore throat

Medications Renew RenewPrint RenewPrintLater
2006/10/24: ASA Strength:200mg Doses:20 Refills:1 (last prescribed: 2006/10/24)
2006/10/23: Imitrex Strength:25mg Instructions:PRN Doses:10 Refills:3 (last

Subjective: fever, chills
Objective: temp, pulse
Assessment:
Streptococcus THROAT
Date: 2006/10/23 Prov
Chief Complaint:
Assessment:
* Headache (
* Severe Major RECURRENT
** ADDENDUM 2006/10
Original
Date: 2006/10/17 Provider:
Chief Complaint: test of
Subjective: sub
Objective: ob

Progress Notes window with fields for Patient Name (Mock), Date (2006/10/25), Provider (MACLEATH), and a table with columns Subjective, Objective, Assessment, Plan/Education.

Close Chart
e month (last
otions
d: 2006/08/11)
last
d Doses:3
6/10/23)
es:AS
Instructions:1-2
y (last
apply and rub in

Having your own Web Site

www.mydoctor.ca/drcathymaclean

- Links to the Patient Education sites you recommend



The screenshot shows the website interface for Dr. Cathy MacLean. At the top is a navigation bar with links: HOME, CONTACT, ABOUT YOUR DOCTOR, PATIENT SERVICES, HEALTH INFORMATION (highlighted), and FRANÇAIS. Below the navigation bar is the mydoctor.ca logo and the name Dr. Cathy MacLean. A main heading reads "Health information/Health links". On the left side, there are two menu items: "HEALTH LINKS" and "COMMUNITY SUPPORT". Under "HEALTH LINKS", there is a "Contact Information" section with the address: North Hill - Dept of Family Medicine, 1707, 1632 14th Ave. NW, Calgary, AB, T2N 1M7. Below the address is a small image of hands typing on a keyboard. To the right of the "HEALTH LINKS" menu, there are several sections of additional links, each starting with a red asterisk icon: "Additional links", "Lab Tests" (with a link to [Labtestsonline](#)), "Addiction" (with links to [Canadian Centre on Substance Abuse](#) and [Centre for Addiction and Mental Health](#)), "AIDS" (with links to [Canadian Aids Society](#) and [Health Canada - HIV and AIDS in Canada](#)), and "Allergies and Asthma" (with a link to [Allergy/Asthma Information Association](#)).



Summary

- The importance of literacy
- Qualities of a good site / HON
- Recommended sites
- Incorporating Pt Ed into your practice using web sites
- Being aware of new research, & translating it into practice



Research from Medline

- Link to a collection of 162 selected review articles on patient education from 2008-2009 from PubMed [here](#)
- Some common topics: wikis and blogs, self-management, diabetes education, health literacy, knowledge transfer

Questions?

Thanks!

Cathy MacLean
cmaclean@ucalgary.ca

Thanks to Lynn Dunikowski
clfm@uwo.ca

