



# *Better communication means better patient outcomes: vision or illusion?*

**Mark Duman**

**Chair Patient Information Forum (PiF)**

## **The Panellists:**

**Eveline Wesby-van Swaay:** Global Safety Physician, AstraZeneca

**Ben Bridgewater:** Consultant Cardiac Surgeon, University Hospital of South Manchester

**Paul Woods:** Compliance and Ethics consultant, ex-AstraZeneca and previous Chair of the EFPIA Information to Patients Task Force

**Jane Lamprill:** Specialist in medical writing for children, parents and patients

**MedComms Networking**

**EMWA** European  
Medical Writers  
Association

# PiF – raising the standard of Consumer Health Information



**Patient Information Forum**  
Raising the standard of consumer health information  
[www.pifonline.org.uk](http://www.pifonline.org.uk)

## Lobbying

- Executive Circles
- Research  
*e.g. Case for Information*
- Surveys  
*e.g. Provider Expenditure, PiF Pulse*
- Consultations  
*e.g. Future Forum, Information Revolution, Power of Information*
- Advisory Groups  
*e.g. National Stakeholder Forum, Information Standard Board, Shared Decision Making*

## Sharing

- *PiF Aware*  
*(weekly e-newsletter)*
- PiF website
- Conferences & Events
- Regional Co-ordinators
- Directories  
*e.g. CHI Centres*
- Awards  
*e.g. BMA, BMJ Publishing Group*

## Learning

- Workshops & Seminars  
*e.g. Health Literacy, Social Media*
- PiF Guides  
*e.g. Children & Young People, Personal Health Records*
- *PiF query*  
*(sharing advice on key issues)*
- PiF Sounding Board  
*(pilot Q1, 2013)*



# Consumer Health Information (CHI)

Helping patients and the public make **informed decisions** about:

- Lifestyle & wellbeing
- Conditions & treatments
- Choice of provider

## CHI effects outcomes...

### Good info. can...

- Prevent disease
- Give individuals real control over their health
- Promote shared decision making
- Promote adherence to treatment plans
- Improve safety
- Improve the patient experience

### Poor (or absent) info. can...

- Frighten
- Confuse
- Disengage the individual
- Falsely reassure people
- Unnecessarily worry people
- Promote dangerous or harmful treatments
- Lead to ill health or late diagnosis



**Patient Information Forum**  
*For Professionals Working in Consumer Health Information*

Executive  
Summary

# Making the Case for Information

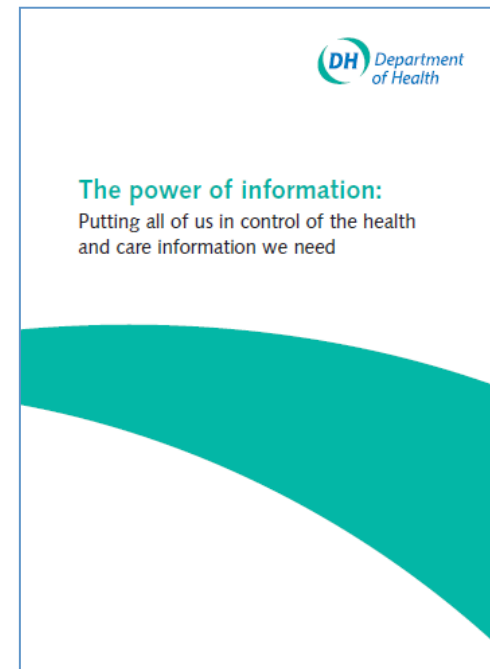
The evidence for investing in high quality  
health information for patients and the public

[www.pifonline.org.uk](http://www.pifonline.org.uk)

# Power of Information

(21 May 2012)

*“Information regarded as a health and care service in its own right for us all – with appropriate support in using information available for those who need it, so that information benefits everyone and helps reduce inequalities”* (Main ambitions)



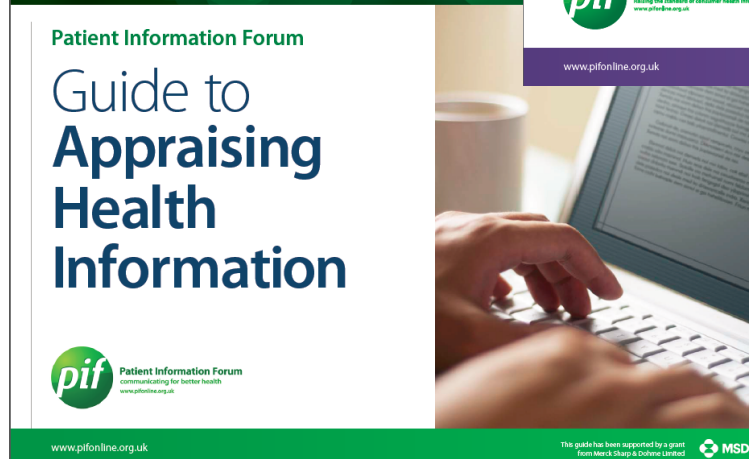
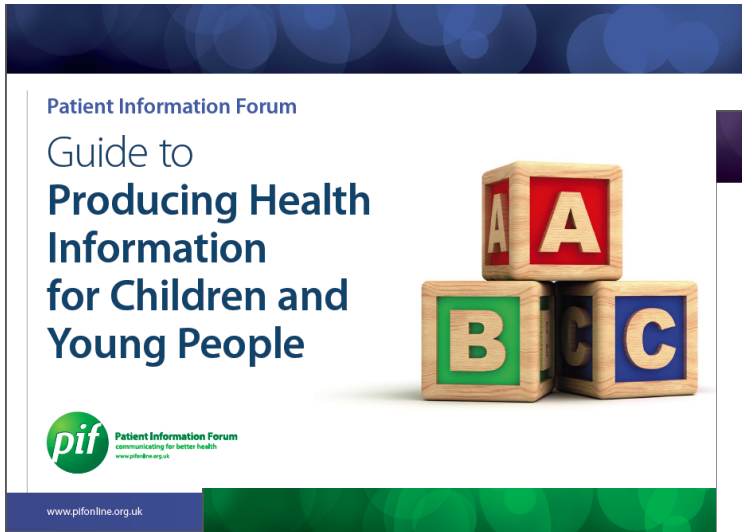
But there are many challenges...

- Information not recognised as a **'therapy'**
- Not **integrated** into care provision
- Lack of quality **standards**
- Low level of **investment** by providers
- Too much unnecessary **duplication**
- Focus on measuring provision not **outcomes**
- Expertise required mainly **unrecognised**
- **Disparate** workforce across many sectors

# The whole pathway needs attention







PiF Guide to Health Literacy...



# Insight: one size fits all?

- How do you **'segment'** your audiences?
  - Age
  - Gender
  - Ethnicity
  - Literacy & numeracy levels
  - Religion
  - Attitude & beliefs
- How do you tailor **communications** to and with them?
- And **services**?

*“Bangladeshi patients were 20% less happy with access to their surgery than white patients.”*  
*GP Patient Survey, 2007*

## University League Table 2014

**Subject** **Overall Score** [Law](#) [Business & Management Studies](#) [Economics](#) [Medicine](#) [Mathematics](#) [Computer Science](#) [Biological Sciences](#) [Politics](#) [Electrical & Electronic Engineering](#) [Psychology](#) [English](#) [History](#) [Mechanical Engineering](#) [Civil Engineering](#) [show more](#)


























**Region** **Show All** [East Midlands](#) [East of England](#) [London](#) [North East](#) [North West](#) [Northern Ireland](#) [Scotland](#) [South East](#) [South West](#) [Wales](#) [West Midlands](#) [Yorkshire and the Humber](#)

**Group** **Show All** [GuildHE](#) [1994 Group](#) [Million+ Group](#) [Russell Group](#) [University Alliance](#) [Unaffiliated](#)

**Year** **2014** [2013](#) [2012](#) [2011](#) [2010](#) [2009](#) [2008](#)

**Order by** **CUG Ranking** [Entry](#) [Satisfaction](#) [Research](#) [Prospects](#) [University Name](#) [Student-Staff Ratio](#) [Academic Services Spend](#) [Facilities Spend](#) [Good Honours](#) [Completion](#) [Green](#)

 [Print table](#)

CUG Rank		University Name	Entry Standards	Student Satisfaction	Research Assessment	Graduate Prospects	Overall Score
2014	2013						
1	1	<a href="#">Cambridge</a>	608 	4.2 	2.98 	84.9 	1000 
2	3	<a href="#">Oxford</a>	582 	4.2 	2.96 	79.7 	990 
3	2	<a href="#">London School of Economics</a>	541 	4.0 	2.96 	85.1 	975 
4	4	<a href="#">Imperial College London</a>	560 	4.0 	2.94 	87.7 	933 
5	5	<a href="#">Durham</a>	507 	4.2 	2.72 	79.5 	925 



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Thank you

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