Effective Consumer

1. What is an Effective Consumer (EC)?
2. How do you measure one?
3. Which ECS needs are greatest?
4. What can you do about them?

May 30, 2008

What is an effective consumer?

1. Uses & understand health information
2. Clarifies priorities
3. Communicates with others
4. Negotiates role and takes control
5. Decides and takes action

How do you measure one?

• Literature review: def'n, scales
• Interviews: AUS, CAN
• Consultation: Omeract 7&8
• Pilot and large survey
• Before/After evaluation Kate Lorig program: IRE; ROM


Effective Consumer

1. What is an effective consumer?
2. How do you measure one?
3. Which ECS needs are greatest?
4. What can you do about them?

May 30, 2008

Which ECS17 Needs are greatest?

• 293 people attending Self Management Program in Ireland and Romania
• completed ECS17 at baseline
• ‘Need’ = people responded “never, rarely and sometimes on each item.

How I the Health Information

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Rarely</th>
<th>Some Times</th>
<th>Usually</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I know who can help me judge the quality of the information I receive about my disease</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Effective Consumer**

1. What is an effective consumer?
2. How do you measure one?
3. Which ECS needs are greatest?
4. What can you do about them?

**Patient-oriented Interventions**

- ‘encourage patients to be involved in their care’
  1. Self Care [e.g. Kate Lorig program]
  2. Clinical Decision Making [e.g. decision aids]
  3. Health Literacy

*Coulter & Ellins BMJ*

**What can you do about it?**

1. **Self Care**

<table>
<thead>
<tr>
<th>USE INFO</th>
<th>planning for the future and making an action plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLARIFY PRIORITIES</td>
<td>communication skills</td>
</tr>
<tr>
<td>COMMUNICATE</td>
<td>working in partnership with the health professional team, problem solving</td>
</tr>
<tr>
<td>NEGOTIATE</td>
<td>cognitive skills, symptom management, anger, fear and frustration management, The role of healthy eating and exercise, managing medication, depression, making informed treatment decisions</td>
</tr>
</tbody>
</table>

*Lorig*
Patient decision aids
Adjuncts to counselling
- Clarify needs
- Communicate options, probabilities, quality of evidence
- Clarify priorities, goals
- Support: deliberation & communication
- Monitor/Facilitate progress

Media
1. Print
2. Linear DVD/Video
3. Interactive

Delivery Models
1. Internet [8 million in 2006]
2. Call Center
3. Practice Centers
Group Discussion

- Were you surprised at the areas which showed the greatest need?
- Do you think these areas are essential to managing a health condition?
- What interventions might help meet unresolved needs?
- How should this intervention be delivered?
  - Online, video, newspaper or magazine format?
  - Group session, evening or a weekend retreat?
  - Individual session with a doctor? Nurse? Experienced peer?