

Evidence for Change



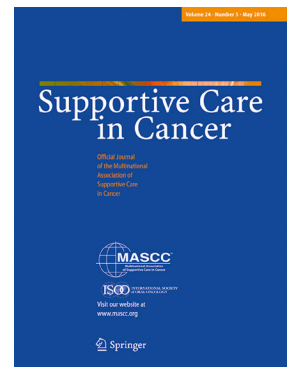
Evidence for Change provides a quick, evidence-based overview of key behavioral science research that Atlantis Health applies in support of patients to achieve optimal health outcomes.



Dr. Kate Perry is trained as a Health and Clinical Psychologist. As Group Health Psychology Lead at Atlantis Health, Kate oversees the integration of evidence from the behavioral sciences into innovative health behavior solutions that empower people living with long-term conditions to **Change for Good.**

Research selected

“Identification of low health and cancer literacy in oncology patients: a cross-sectional survey”
by Amelia Hyatt, et al., in *Supportive Care in Cancer*.



Relevance today

Challenge: Health literacy is a complex concept that can be hard to define and therefore hard to measure. Health literacy is common to many of us working in patient support and patient services, yet how well do we really understand this concept? And how well do we apply it?

This 2021 study reminds us that when health literacy is ignored, or even assumed, the consumer might have **difficulty accessing, understanding, and applying the information.**

What the research tells you

Health literacy is more than just the sum of a person's reading and math skills. Through exploring the concept among patients living with cancer, this study demonstrates that **health literacy can be affected by a wide range of factors, including:**



Environmental factors
(e.g., noisy clinic environments)



Situational factors
(e.g., stage of diagnosis or time of treatment)



Social factors
(e.g., emotions relating to diagnosis or the presence of others)

Applying the research to your work

Acknowledging all the factors that influence health literacy has **implications for developing effective patient support solutions**. To ensure that health information is clear, understandable, and actionable, the wider context must also be understood. **This includes personalizing the:**



Amount of information



Timing of information



Channel of information

These considerations can help to accommodate a person's unique experiences, preferences and needs. To this end, a person's health literacy needs can only be met if we apply a wholly, person-centric approach to the delivery of information and support.

Reference:

Hyatt A, Drosdowsky A, Koproski T, et al. Identification of low health and cancer literacy in oncology patients: a cross-sectional survey [published online ahead of print, 2021 May 3]. *Support Care Cancer*. 2021;10.1007/s00520-021-06164-2. <https://doi.org/10.1007/s00520-021-06164-2>

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Research [has]... identified factors which significantly influence an individual's capacity to engage with health services, such as: overly complex healthcare system design ... or receiving information when unwell or in shock.

Conclusion

Atlantis Health is taking the complex concept of health literacy and using **evidence-based solutions** to empower positive patient outcomes and

Change for Good.



AtlantisHealth

Talk to us at Atlantis Health today and find out how we can partner with you to ensure that the information, advice and support that you provide to your patients is both health literate and person centric. www.atlantishealth.com/contact

Atlantis Health designs, develops and delivers behavior change solutions for healthcare and life sciences organizations around the world. We empower people to manage their health and achieve improved outcomes.

