

Advance Health Care Directive Campaign

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Published In/Presented At

Schwartz, L. M. (2019, May 1-3). *Advance Health Care Directive Campaign*. Poster Presented at: The Institute for Healthcare Advancement IHA's Annual Health Literacy Conference, Costa Mesa, CA.

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Advance Health Care Directive Campaign

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Initial Planning

- Campaign began in 2017 as a collaboration of the Advance Care Planning (ACP) Committee and Department of Education Patient Education team to increase documented advance directives in the patient's record.
- Statistics on patients:
 - Over 65, only 11% have a documented directive
 - Under 65, only 7% have a documented directive
- An initial survey of colleagues – a significant portion of the Network's patient population - revealed a performance gap: understanding ACP did not necessarily result in a directive shared with provider.

Fall 2017 Colleague Survey

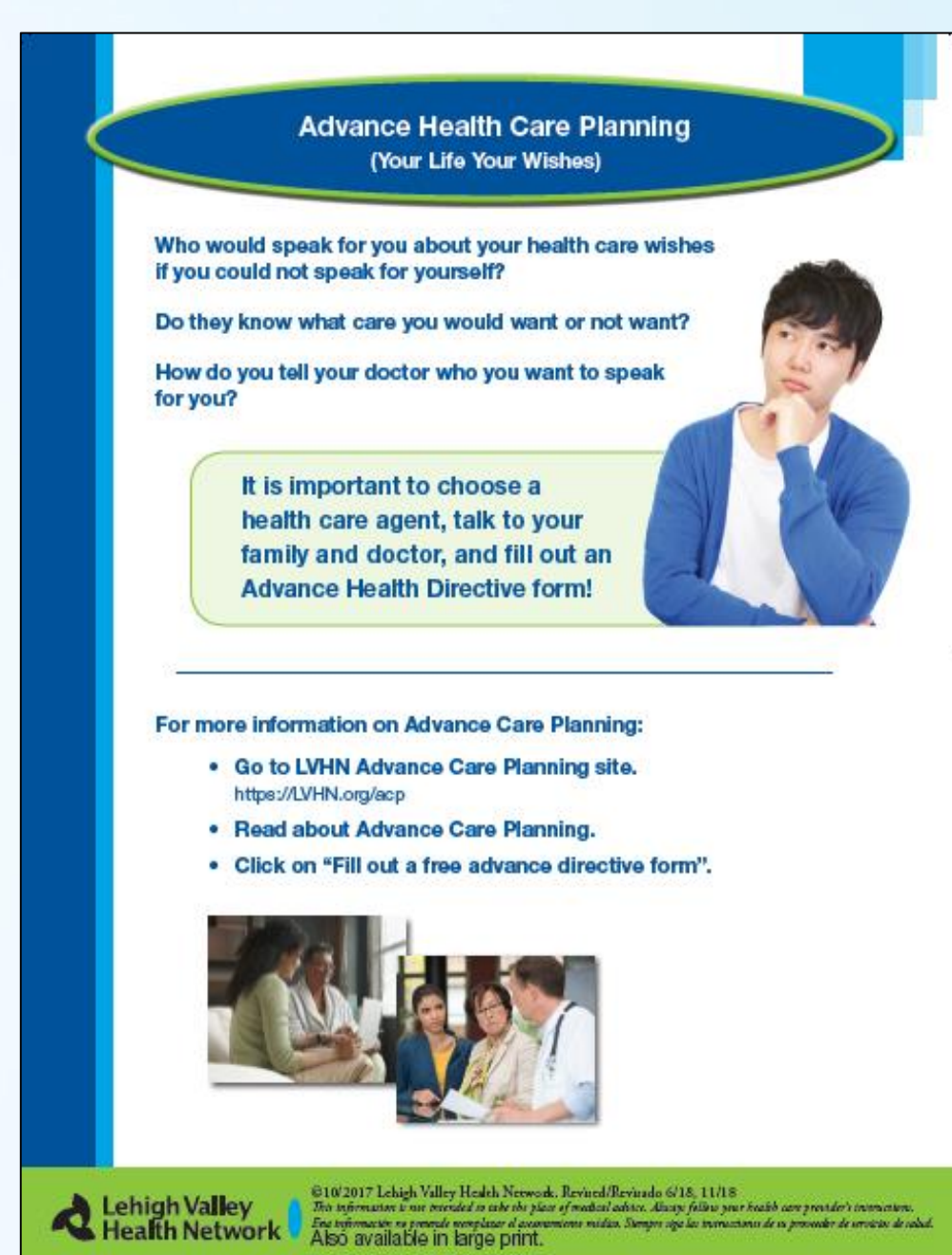
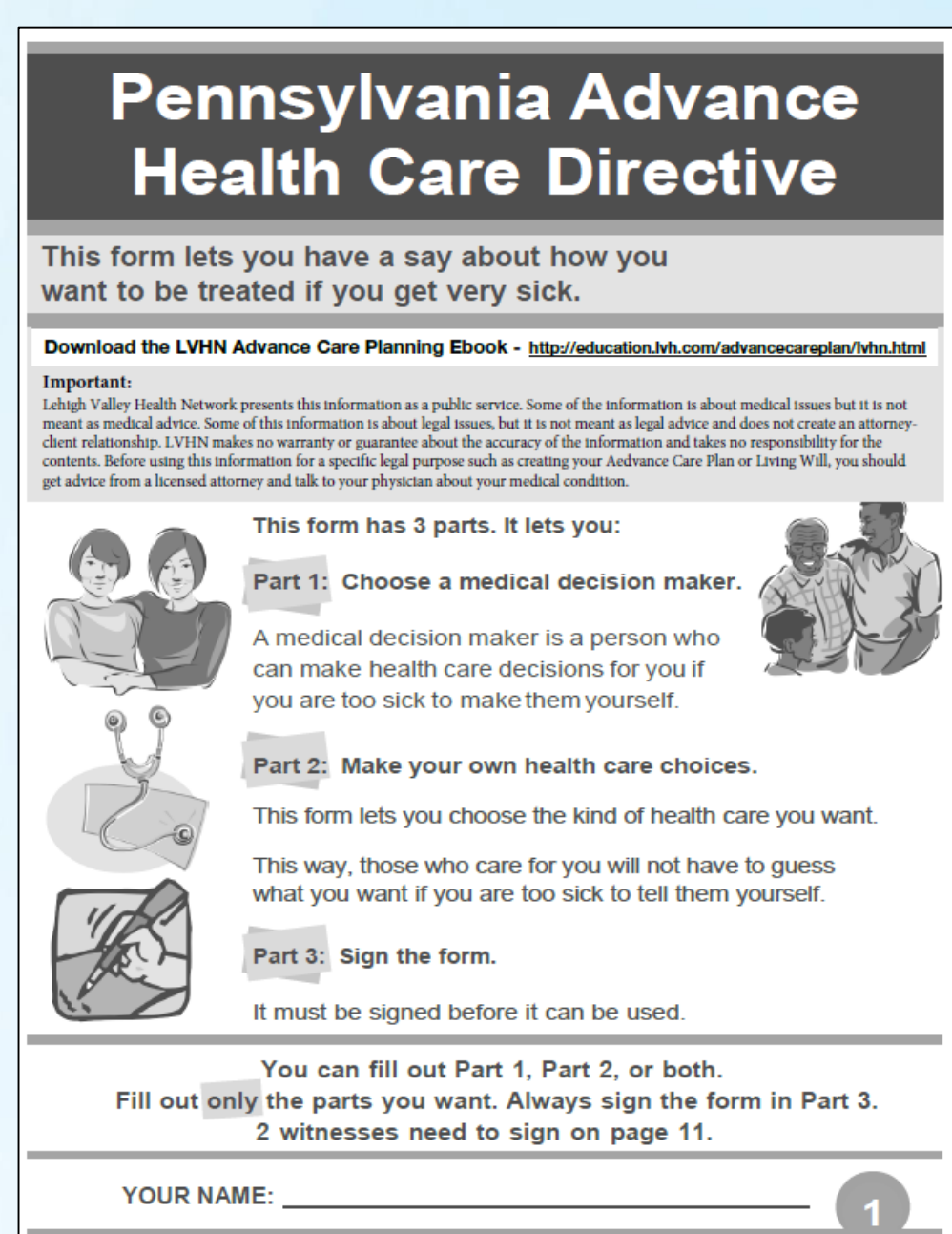
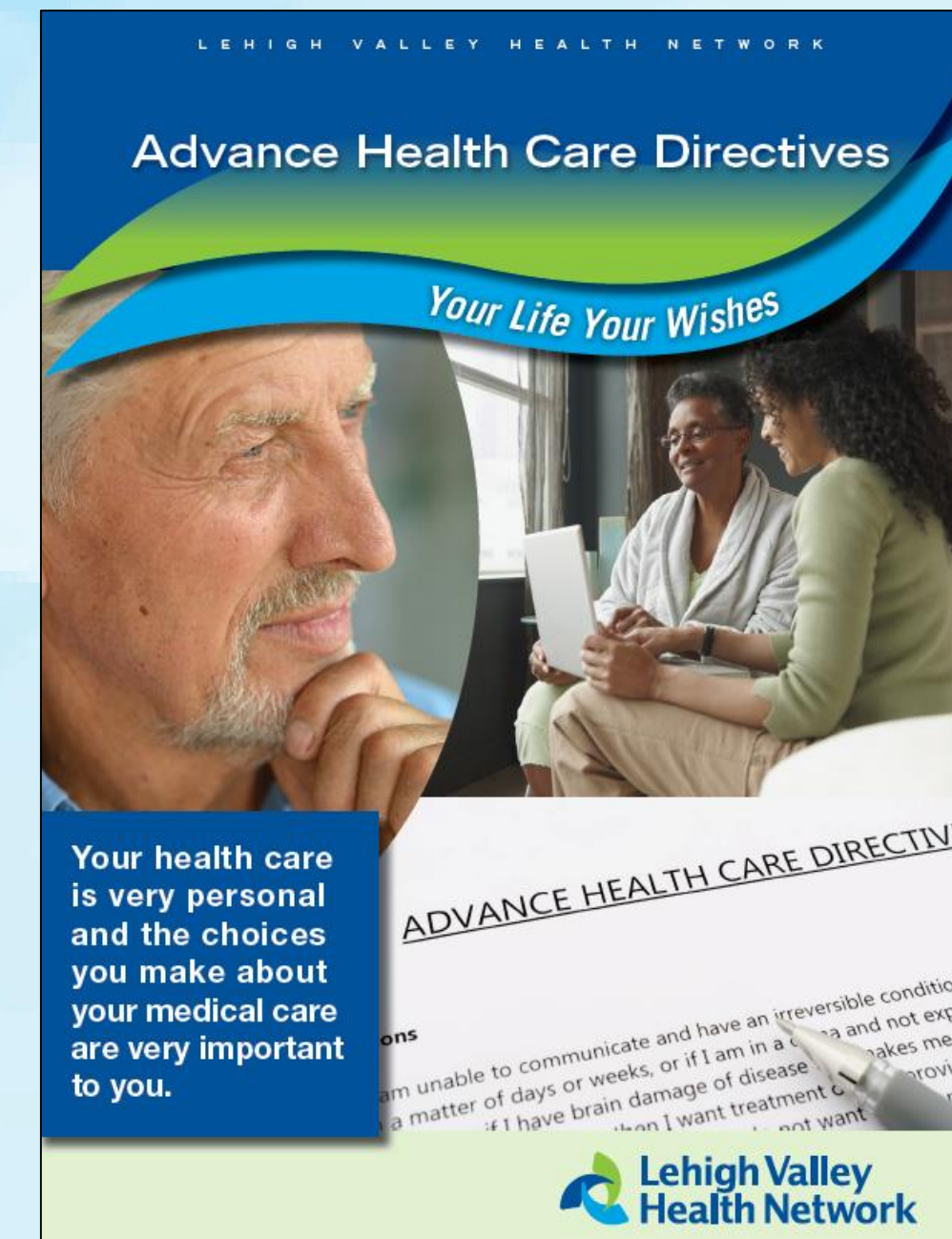
83%	Understand advance healthcare planning
76%	Have not completed an advance directive
84%	Comfortable talking w family about end-of-life wishes
91%	Comfortable talking w HCP about end-of-life wishes
99%	Those with an advance directive shared it with family
50%	Those with an advance directive shared it with HCP

Only 10% have an ACP shared with family and HCP

Standardized Print Materials

- Collected samples of all materials being used at four campuses for teaching patients about ACP and end-of-life discussion
- Reviewed the materials and consulted with Legal Services to create standard materials.
- Created standardized materials
- Booklet translated into Spanish and Arabic.
- Used Pennsylvania Advance Directive form
- QR codes used to present video content

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Interactive Ebook

With funding provided by The Dorothy Rider Pool Health Care Trust, an interactive ebook was created to encourage patient engagement and emphasize the need for ACP for all ages – not just the ill or elderly. It uses health literacy and numeracy principles and includes:

- Plain language
- Glossary
- Videos
- Interactive activities
- Mouse-over definitions
- Advance directive to complete and print online
- Online feedback survey for data on the ebook and to assess both user understanding of ACP and confidence in ability to create an advance directive



Download the ebook here or use QR code above:
<http://education.lvh.com/advancecareplan/lvhn.htm>

Awareness and Distribution

- 30-point awareness plan developed to target:
 - Employees at all sites
 - Community events
 - Patients
- Initial rollout at Senior Expo in Fall 2018 with initial data collection showed:
 - 100% of respondents fully or somewhat understand the purpose of an advance directive
 - Confidence may still be an issue; 50% felt confident about completing a directive
 - 50% stated they might complete a directive
- Items distributed to date: 33,866
- Article in internal weekly colleague blog
- Announcement at monthly leadership meeting
- Campaign has been well received with ebook being incorporated into provider education on advance care planning

Next Steps

- Incorporate ebook and materials into patient portal
- Assess potential to upload completed directives to HCP through portal



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