



# How Does Content Strategy Impact Health?

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Why I'm here



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**Content design lead**  
**Verily**

# Dedicated to precision health



# How does content strategy impact health?

To answer this, we must first discuss **health literacy**.



# What is health literacy?

“**Health literacy** is the degree to which individuals have the ability to **find, understand, and use information and services to inform health-related decisions and actions** for themselves and others.”

- U.S. Department of Health and Human Services (HHS)

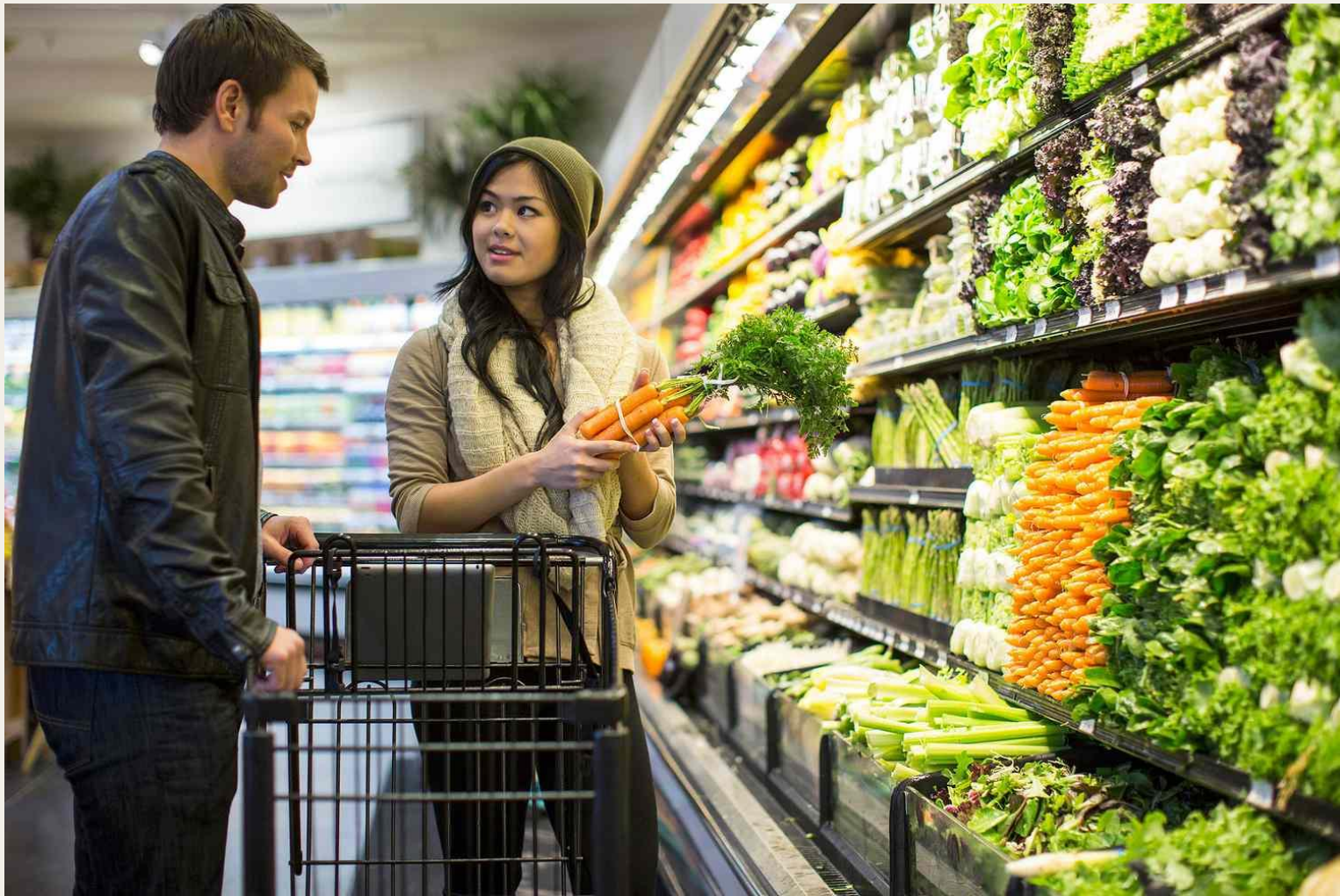
emphasize people's  
ability to use health  
information

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focus on the ability to  
make “well-informed”  
decisions



**Critical health literacy** is necessary in order to:

- ❖ Recognize symptoms of a chronic condition worsening
- ❖ Decrease emergency hospitalizations
- ❖ Navigate the health system

12% of people have critical health literacy

53% of people have “intermediate” ability

21% of people have “basic” ability

14% of people do not have basic level of health literacy, e.g. access to the knowledge and skills required to make healthcare decisions.

# Where does content strategy fit in?



# Content strategy enables health literacy

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You need care, and you need it fast. But depending on where you end up choosing your care can give you a heart attack when the bill comes. Emergency rooms and urgent care centers offer a number of the same services. But choosing to seek those services at an urgent care can save you hundreds to thousands of dollars and many hours of time.

What if we told you the average [emergency room visit](#) costs 40 percent more than a month's rent? People spend \$4.4 billion on unnecessary ER visits annually when treatment could have been provided at an urgent care clinic.

On average, urgent care visits cost between \$100 and \$200. ER visits can cost upwards of over \$1,000 a visit, with an average visit costing between \$1,200 and \$1,300.

The cost of care shouldn't be the only consideration. Time is important, too. The average wait time at an emergency room is four hours. Wait times at urgent care visits are typically 30 minutes, on average. Lower costs and shorter wait times are important, but so is the quality of the care. Studies show the treatment for the most common injuries and illnesses at an urgent care is equal to or better than the care at emergency rooms. Urgent care centers are also known for more personalized care. In many cases, an urgent care becomes a substitute for many patients when it comes to primary care. Have insurance? The average co-pay for insured patients can be as much as four times more expensive than an urgent care co-pay.

Emergency centers are much more expensive than urgent care services because the resources are sparse and intended to only be used for serious, life-threatening issues. For example, if you have a bad cold and your doctor is unavailable, the emergency room may accept you, but they will charge more for the time and

## Resulted Orders

### XR Tibia Fibula 2 Views (Left)

#### Narrative

#### XR Tibia Fibula 2 Views (Left)

**INDICATION:** 27 years-old Female presents with lower leg pain medially.

**COMPARISON:** 04/26/20XX

**Note:** There is subtle cortical thickening and periosteal new bone formation noted along proximal tibial metaphysics posteriorly and medially. This appearance is consistent with mild stress related changes. There is no discrete fracture line. There is no dislocation. The visualized soft tissues are remarkable.

**IMPRESSION:** Subtle stress related injury of the tibia. No discrete fracture



## DAY 1: LOADING DOSE



300 mg (2 tablets)  
Twice on Day 1

ORAL  
ONLY

ONCE-DAILY  
MAINTENANCE DOSE



300 mg (2 tablets)

how to  
take

take 2 tablets  
twice a day

60 coated tablets = 15 day supply

## 1 Tablet Twice Daily



1 tablet in the morning



1 tablet at night

## Making insurance easier

# The top insurance terms you'll want to know

Insurance isn't all that complicated. It just feels that way at first. Let's figure it out together. Here are simple definitions for common terms you might see during enrollment.



### Coinsurance

This is a percentage that you pay after you've met your deductible. For example, if your plan covers 80% of the cost for physical therapy, you pay 20%.



### Copay

This is a fixed amount that you typically pay at the time you get care. For example, you might pay \$40 when you see your doctor.



### Deductible

This is the amount you pay before your health plan starts to pay for some or all of your costs.



### Network

This is a group of providers, like doctors and clinics, that have a contract with a health plan. When you see a provider in your plan's network, you get lower rates.

# How does content strategy impact health?

- Lower readability levels are easier to scan when stressed
- Reputable information prepares people for better communication with their providers
- Better health apps and websites make it easier to get answers, which leads to getting the right insurance, finding the right care, and knowing what questions to ask



Thank you

Marli Mesibov





# Resources

<https://www.cdc.gov/healthliteracy/learn/index.html>

<https://www.nih.gov/institutes-nih/nih-office-director/office-communications-public-liaison/clear-communication/health-literacy>

<https://icjs.us/health-literacy-in-the-united-states/>

[https://milkeninstitute.org/sites/default/files/2022-05/Health\\_Literacy\\_United\\_States\\_Final\\_Report.pdf](https://milkeninstitute.org/sites/default/files/2022-05/Health_Literacy_United_States_Final_Report.pdf)

<https://www.ahrq.gov/health-literacy/improve/precautions/intro.html>

