



# STRATEGIC PLAN



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THE PATIENTBETTER PROJECT INC.

# The Patient Better Project – Strategic Plan

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# The Patient Better Project – Strategic Plan

## Introduction

Research shows that at least 80 million Americans suffer from healthcare illiteracy. The astounding consequence of this silent epidemic wreaks havoc on our already strained healthcare system and its ripple effect has an even more profound impact on fellow patients, families, and essentially every care deliverer and recipient involved.

The Patient Better Project Inc. recognized and solved this massive pain point by developing a critical public healthcare literacy intervention program. This program, (aka The Patient Better Project) truly moves the needle on improving people's lives by supplying a much-needed life-skill to learn how to become proficient in healthcare. Indeed, by properly executing a health literacy program into our society we could play a significant role in bettering individuals' ability to self-manage care. Additionally, through our extensive health literacy examination, we realized that improving patient proficiency not only improves livelihoods but also reduces health costs and advances medical professionals' ability to deliver care.

There is no greater need than today than to teach people the much-needed life-skill of self-managing healthcare. So, we created this organization as a safe-haven for people to turn to when diagnosed and learn how to properly govern common and complex conditions from getting worse or multiplying. Furthermore, we provide a solution for both pre- and post-pandemic issues that are now just coming into light.

**Definition of health literacy:** Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information needed to make appropriate health decisions.

**Identifying a health literacy program:** A health literacy program is an educational tool for people to learn how to self-manage care.

## The Purpose of The Patient Better Project

The Patient Better Project Inc. is a nation-wide health literacy program to end our health illiteracy epidemic. Initially, our program focused on supplying meaningful health education to the underserved and hard-to-reach population who sustain chronic conditions as well as their family-members who support and provide ongoing care without compensation or formal training. However, with our in-depth understanding of past and current (post-pandemic) healthcare proficiency challenges, we were able to bring forth a health literacy program that became a necessary life-skill. Currently, our product is a robust solution in the patient- and family-health prevention, maintenance, and wellness space. Today, the purpose of The Patient Better Project Inc. is to supply people with the right healthcare knowledge to effectively participate in cost-effective medical visits and treatment, make more informed medical decisions, and improve the quality of life throughout the health journey and beyond.

**About-** We are a nonprofit 501(c)(3), recognized subset: 509(a)(1), public charity that provides health education services to people in need. We are an organization comprised of board members, employees, volunteers, interns, and other contributors who are committed to fulfill our mission and to help others learn how to manage their care more efficiently and effectively.

**Mission-** *The Patient Better Project's mission is to effectively solve our silent health illiteracy epidemic by providing people with the right education to learn how to become proficient in healthcare.*

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**Vision-** To become the standard supplier of choice of the *right* health education to people who need no-fail instructions to succeed in today's medical landscape.

**100% Donation Policy-** This unique policy sets us apart from most NGO's and is the guiding principle of our organization. Our work is carried out by experienced, committed volunteers and is overseen by trustees with professional, management and charity sector experience. None of our work is outsourced to other agencies, preventing possible conflicts of interest, and The Patient Better Project takes complete ownership for delivering aid and fulfilling projects with absolute transparency and integrity.

## Solution to Issue #1: The Electronic Health Record Crushed the People's Way of Getting Qualified Health Information

Before the implementation of the digital patient chart, traditional patient education was primarily completed in the medical practice by diagnosing physicians and (clinical and non-clinical) support staff as a unified care team. The clinic was perceived by patients as a go-to to learn how to manage their condition(s) as well as the instructions to govern the administrative duties that co-exist with their onset. Health consumers received patient education that summarized two categories of education. The first, being condition management, which pertained to the point-of-care training provided by a licensed healthcare professional that pertained to the individualized treatment, maintenance, or recovery of medicine. And the second form of training, aka administrative education, focused on the (fixed) non-clinical aspects that accompanied clinical treatment. However, since the electronic health record (EHR) systems' implementation, condition management education (provided by a licensed professional) has been the only form of instructions recognized as reimbursable by third party payers. Indeed, with already tightened schedules and reduced face-to-face treatment room time, professionals accepted the disparity of instructions and geared their focus on teaching their patients condition management training only. Consequently, unwitting patients left their appointments without the robust management education likened to the updated and more sophisticated medical practice. Therefore, leaving the patients abandoned of the health literacy skills needed to effectively help them increase their chances of the successful measurements and outcomes as well as the ability to properly safeguard themselves from oversight and error. Indeed, scholarly journal articles point out that the lack of patient education is a proven contributor to poor health, increased costs, higher risk of mortality, ineffective use of healthcare resources, and other health disparities. It is also common knowledge that the lack of education leaves people unable to conduct lower-level tasks as well, like accessing a portal or understanding the necessary documents to conduct a basic examination.

### **TPBP's solution is to teach people:**

1. **Enhance participation in treatment** to help patients have fewer complications, reduce emergency room visits, prepare for information-driven medical appointments, and reduce unforeseen costs.
2. **Maximize medical utilization** to help patients understand the importance of preparing for medical appointments to reduce unnecessary phone calls and office visits and effectively take advantage of offered services, treatments, and resources.
3. **Improve risk management skills** to have a realistic calculation of services needed for proper treatment and the necessary financial proficiency to make more informed healthcare decisions.
4. **Effectively manage care records** to become an efficient and effective liaison in the transfer of information from one physician's office to the next.

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## Solution to Issue #2: Health Literacy and Telemedicine

If parity remains equal, TPBP Inc., can see the writing on the wall when it comes to people lacking in healthcare proficiency and telemedicine's ability to take off like it should. As the EHR left (admin) patient-education behind, then why would it go beyond reason to grasp patient proficiency would lag in virtual medicine as well? In such a critical time as going through (and after) the pandemic, the number one concern amongst providers was the patient's inability to use telemedicine properly. TPBP's program knows how to resuscitate and save telemedicine from circling the drain any further by simply teaching patients how to become proficient in care. As the US healthcare system continues to struggle with uncertain working environments, staff burnout, and turnover. Patients and caregivers are beginning to recognize and accept this characteristic as the basic functionality of the medical practice. For various reasons, including the perception an unstable working environment, the face-to-face interaction between the provider and patient has diminished and the use and need for telemedicine has exploded. Virtual medicine's focus on acute and urgent care have been prioritized while the need for remote care for complex conditions continue. As it stands today, only 50% of physicians' patients have internet access, making the argument for an independent health management program even stronger. However, as discussed earlier, without essential literacy skills, healthcare laypersons will continue to be more susceptible to poorer outcomes. TPBP's health literacy program must continue to be relevant, therefore, providing administrative training for both in-person and now virtual medical appointments. TPBP's health literacy program bridges the gap in patient understanding between remote and in-person participation in care.

### TPBP's solution is to teach people:

1. **Parity** - For in-person and virtual medical office visits, parity teaches patients why they are participating and helps their professional provide the same data remotely for a reimbursable appointment.
2. **Communication** - The entire care team (both professional and private) has a patient-centered, non-affiliated centralized system that will unite all participants on an individual's care team.
3. **Documentation** - All those contributing care, including driving to appointments, help with activities of daily living to complex care delivery. Patients and caregivers can understand the uniform recording system in which each document is to be copied, shared, and stored.
4. **Recording** - How and when health data is to be recorded and stored and how to participate and contribute to data tracking.

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## OUR STRATEGY- Uncovering the importance of TPBP’s health literacy program to remain independent

After discussions with c-suit hospital executives about health literacy programs we realized that behind the scenes, TPBP’s health literacy program may be competition against EHRs. Somehow, executives are trying to come up with a way to attach a health literacy program into their electronic health system. As far as we knew, EHRs can only provide point-of-care patient-education that is pertinent to specific diagnosis and condition treatment management.

Moreover, we realized that EHR execs have an agenda to squash independent health literacy programs from existence. Because attaching their version of a literacy program into the existing electronic health record would be ideal as it would keep the previously deemed “forgotten” education in-house while providing clinicians an exclusive tool to apply additional treatment. Code sets such as CPT 99494 (patient education for self-management), CPT 98960 (Chronic Condition Management aka. CCM), and therapy price-point stabilization are just a few.

While EHR executives push to revitalize the forgotten form of patient-education (while continuing to allow health illiteracy to spiral out of control) and scramble to simplify, complete, and link, a program that would help participants become more successful in at-home care management. Thus far, implementing a health literacy program into an existing EHR has not been successful in creation. We know the previous statement to be true because of our extensive research on health literacy programs and our health illiteracy epidemic wouldn’t be at the sky-rocket level that it is today.

It is important that TPBP’s remains independent as it frees up ancillary care services that would otherwise be compartmentalized and limited patient access that is gated by the EHR. Which brings us to our next point that creating an affiliated (whether attached to a specific drug, condition, EHR, or insurer) health literacy program will restrict health proficiency to a much smaller and more inclusive audience. Thus, preventing growth of a true patient-centered health literacy program. With our independent health literacy program, we provide a pathway for insurers, drug and device companies, research facilities, foundations, associations, and other resources to get in front of the patient and informal caregiver. We give ancillary care services a unique opportunity to reach the “hard to reach” and underserved who were previously forgotten or overlooked by the electronic health record’s system.

A look inside TPBP’s formulary and strategy to remain independent as well as add more value to the medical practice, the electronic health record, virtual medicine, and current patient demands:

Drivers	Characteristics
Limitless	<ul style="list-style-type: none"><li>➤ Used without system, payer, or condition affiliation</li><li>➤ Transforms and updates as the health industry moves</li><li>➤ Can be applied and communicated under any circumstance or crisis</li></ul>

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Patient-centered	<ul style="list-style-type: none"> <li>➤ Focus on educating patients, families, and caregivers on what is meaningful and valuable</li> <li>➤ Embrace the relationship-centered care model</li> <li>➤ Formulated concepts, ideas, and processes that are relatable to the individual patient</li> </ul>
Meaningful Learning	<ul style="list-style-type: none"> <li>➤ Standardized framework that supplies unified information to patients, families, and caregivers to participate and contribute to individual care needs</li> <li>➤ Application to a large pool of sociodemographic areas</li> <li>➤ Cater to a diverse population and empathetic of individual circumstances</li> </ul>
Transform the Traditional Provider-patient Relationship into an EPIC Exchange	<ul style="list-style-type: none"> <li>➤ Individual patients and caregivers to oversee care more independently</li> <li>➤ Increase individual communication and literacy skills</li> <li>➤ Provide framework for coordinated respectful and equal exchanges of information throughout treatment and therapy</li> </ul>

### TPBP Provides Two Programs

Program I: Is Independent Medical Education for health professionals to examine what qualifies as a health literacy program and how implementing one can affect their practice.

Program II: A medical record management workshop for health recipients, families, caregivers, or anybody interested in learning a healthcare wellness and maintenance life-skill.

### Program I – Independent Medical Education

The Patient Better Project Inc. conducts 60-minute health literacy educational program webinars that focuses on teaching awareness health literacy programs and to differentiate independent health literacy educational programs from electronic. This course examines the health literacy program’s independent characteristics and functionalities that would truly benefit our healthcare industry, to its entirety, without individual practice, system, or regional limitation.

#### *A. Needs Assessment*

Our independent medical education provides health professionals with the knowledge of how qualified health literacy programs work when outside of the scope of the electronic health record. Thus, exposing health and support professionals with an additional resource in evidence-based patient education with proof that meaningful health literacy programs can improve patient care delivery, better the provider-patient relationship, as well as enhance the patient’s quality of life.

#### *B. Target Audience*

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Clinicians	Administrators	Educators
Physicians - Diagnosing	Practice Managers	Social Workers
Physicians - Specialists	Office Managers	Case Managers
Physicians - Condition management	Referral Coordinators	Pharmaceutical Reps.
Nurses	Insurers	Medical Device Reps.
Physician Assistants	Pharmaceutical Co.	Worker's Comp. Agents
Medical Assistants	Medical Device Co.	
Certified Nursing Assistants	Attorneys, W/C Specialists	

### *C. Learning Outcomes*

These events focus on how our program should be the teaching tool of choice for patient education. Our qualified health literacy program teaches healthcare professionals the importance of reaching a wider audience without limitation of specified EHR system, diagnosis, insurer, or medication attachment. A qualified health literacy program is patient-centered that focuses on the patient, family, and support team's ability to adapt and embrace the additional and more sophisticated delivery of today's at-home care demands. And a capable health literacy program serves as an umbrella for all treatment and therapy and records every condition that may arise throughout the entirety of one's lifespan.

Key Attendee takeaways:

- Patient health literacy (education) as a separate tool unattached to the digital patient chart.
- Health literacy programs standardizes administration directions and connects condition management education.
- Offered as a patient medical aid (learning tool) for both in-person and virtual medical appointments.

### *D. Outcome Measurement*

These events document participants learning effectiveness through Moore's Level Assessment and provides independent health management education to health professionals that aims to improve patient care. This event focuses on the application of knowledge, competence, and performance of the professional that reflects Moore's Level of Outcome's Model. We achieve this by providing a quality learning event as well as pre- and post- evaluations that address evidence-based, gaps in accordance with the American Medical Association's findings.

### *E. Summary*

Concluding that health management educational programs should be separate from the electronic health management system. Health literacy program does not compete, but rather, complements the clinician's electronic record. health literacy program adds value to the electronic office and to the busy educating clinician's services. Health management education, along with condition management education, should be the standard practice delivered in the treatment room, but as of today, patients are forced to perform their own research to learn how to manage their care.

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It is our hope to get this independent medical education accredited by The Accreditation Council for Continuing Medical Education within the next year. Once approved, we will be able to supply in-person patient health literacy education in a more formal setting. Thus, extending our reach to a larger audience while receiving better participation, involvement, and reception from our attendees.

## Program II - Workshop

The Patient Better Project Inc. will conduct a one-hour medical record management workshop for individuals within the community to be held at the community center. In these workshops, The Patient Better Project utilizes Patient Better's health literacy program. Patient Better is the standard of health literacy programs as it applies meaningful concepts, intelligent tutorials, and purposeful tools to create insightful management capabilities for patients and their family-member caregivers to learn how to improve communication and health literacy skills. Patient Better infused meaningful learning into its curriculum to ensure proper delivery of education and medical record management so that laypersons from diverse backgrounds can acquire and adapt to training to pick up record managing skills quickly and be transformed into expert health advocates.

### *A. Needs Assessment*

Today, people need medical record management education because it is [now] an essential and relevant life skill that ensures the overall success in health status, communication, and outcomes. Research shows that those who have a better understanding of medical record managing helps to generate awareness of [their] health condition and have a greater potential to initiate changes/updates in care. Individuals who understand their medical record have reported a broader knowledge base of their own health concerns, the ability to communicate more effectively with their physicians, initiation of efforts to improve their health, and decreased utilization of healthcare services.<sup>i</sup>

### *B. Target Audience*

People who clinicians coined as the “hard-to-reach” or underserved. These patients (and family-member caregivers) may undergo anxiety when dealing with the health industry, nevertheless, may be performing sophisticated at-home care. Our targeted audiences live in rural areas, are typically older, and have limited internet access.

### **Beneficiaries**

- Adolescence with physical and psychological conditions
- Adolescence who are caregivers to parents
- Foster children, families', and guardians
- Third-party payer participants
  - Insurance recipients
  - Worker's compensation recipients
  - Litigation clients (i.e., injury, illness, or custodian)

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- Employees
- Community health consumers
- Adult children
- Assisted living residents
- Seniors
- Home care representatives, clients, and families

## *C. Learning Outcomes*

Based on proven educational needs this course on medical record management focuses on people learning to:

- Become more proficient in medical record management.
- Learn an easier way to access medical records.
- Reduce unforeseen medical costs.
- Reduce emergency room visits.
- Have fewer complications (throughout medical journey).
- Obtain a higher quality of information-driven (in-person and virtual) medical appointments.

## *D. Outcome Measurement*

Our ability to capture immediate results of our consumers' learning strengthens our program. At the end of the workshop attendees will receive Patient Better's medical record management system and self-assessment that is based on Moore's level of outcomes. A summary of the participants' answers will be sent back to funder within 30 days of the event.

Three self-assessment surveys throughout the year

1. Immediately following workshop (Initial Survey)
2. Six months
3. Twelve months (Program Completion Survey)

When the course work and surveys are complete, the attendee will receive the next package in health management. This package details health recipient's telehealth management.

## *E. Summary*

Despite being a robust program already, our health literacy program has no limitation to continue applying meaningful concepts, intelligent tutorials, and purposeful tools to create insightful management capabilities for patients and their family-member caregivers that will ultimately improve communication and health literacy skills.

## Conclusion

With your help, our health literacy program and a formula of proven concepts and ideas, The Patient Better Project can drastically suppress the silent healthcare illiteracy epidemic that is currently plaguing 80 million Americans within the next five years. It is our projection to scale and to have our program

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become a staple inside every household. We will accomplish this by [first] targeting the most affected population; our underserved, and then moving into the preventative and maintenance health space. By utilizing the opportunities offered by social media, we will inexpensively focus on extending our reach and building trust by providing meaningful healthcare education to ensure our population in-need can thrive in today's medical landscape and make informed decisions about care.

### **References**

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