

# Overcoming Barriers to Care

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International Foundation  
OF EMPLOYEE BENEFIT PLANS 

**Stereotyped**

Shared Decision Making

**Oversimplified**

**Too much paper**

**Small Print**

**Critical**

**Misleading**

**Fax Machine**

**Ambiguous**

**Narrow-focused**

**Boring**

**Confusing**

**Not in Preferred Language**

**Cartoony**

**Static**

**Not in Context**

**Wordy**

**Biased**

**Generalized**

**Incomplete**

# Traditional Patient Education

**GETTING TO THE HEART OF STROKE**

## FAQ About AFib

THE CONDITION

**What is atrial fibrillation and why is it a problem?**

When the heart's electrical system malfunctions, the heart's normal rhythm is disrupted. This is called atrial fibrillation (AFib). It may not cause any symptoms, but it can lead to stroke and other complications.

**Common symptoms of AFib**

- Irregular, racing heartbeat
- Dizziness
- Shortness of breath
- Fatigue
- Weakness
- Headache or lightheadedness
- Swelling in the legs

**WHY is AFib considered a "5x GREATER RISK FOR STROKE"?**

When the heart is in AFib, blood can become clotted and may be left pooling in the upper left atrium or in the left ventricle.

**Stroke Warning Signs**

Other signs of stroke include:

- Sudden weakness or numbness of the face, arm or leg, especially on one side of the body
- Sudden confusion or trouble speaking/understanding
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness or loss of balance or coordination
- Sudden severe headache with no known cause

**F.A.S.T.**

**LES PREVENIR LA DIABETES?**

¿YA SABÍA?

¿COMO UNA FISIOTERAPEUTA PUEDE AYUDARSE?

**What you should know about diabetes**

Diabetes is a chronic condition that affects how your body uses insulin. It can lead to serious complications if not managed properly.

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**Discover Your Diabetes**

Learn the signs and symptoms of diabetes and how to get tested. Early diagnosis and treatment can help prevent complications.

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**High Blood Pressure Among Black People**

**Understanding High Blood Pressure**

When your blood flows, it pushes blood into your arteries. This creates pressure against the artery walls. This blood pressure shows your blood is flowing to all parts of your body.

**Measuring Blood Pressure**

Low numbers are recorded when measuring your blood pressure. The first, or larger, number is the systolic pressure. It measures the pressure in your arteries when your heart beats. The second, or smaller, number is the diastolic pressure. It measures the pressure in your arteries between beats. Blood pressure is measured in millimeters of mercury (mmHg).

**Normal blood pressure is below 120/80 mmHg. A 120 to 139 mmHg systolic pressure or 80 to 89 mmHg diastolic pressure is called high blood pressure.**

**High blood pressure is a systolic pressure of 130 or higher, or diastolic pressure of 80 or higher, that stays high over time.**

The proper diagnosis of HBP after health care professionals use an average based on two or more readings taken on two or more occasions.

**What Makes HBP Dangerous?**

High blood pressure can harm your body in many ways. When your blood pressure is elevated, it can damage your arteries. This puts more pressure on the walls of your arteries. This extra pressure can damage your arteries and organs such as your brain, kidneys, heart and eyes. If HBP continues for a long time, your heart and arteries may not function as well as they should.

Compared to people with normal blood pressure, people with HBP are more likely to develop coronary heart disease and heart failure or have a stroke. HBP can also cause several problems:

Stroke	Coronary Heart Disease	Heart Failure	Heart Attack	Peripheral Artery Disease	Kidney Disease	Blindness	Hearing Loss
2x	2x	2x	2x	2x	2x	2x	2x

# Impact of Low Health Literacy



- Raises **hospitalization risk** by **4x**<sup>1</sup>
- **Adds \$106-\$238 billion** to U.S. **healthcare costs** annually<sup>2</sup>
- Causes 50% of medication non-adherence, leading to **125,000 deaths yearly**<sup>3</sup>
- **Doubles the risk** of poor chronic disease management<sup>4</sup>
- **Reduces** preventive care **participation** by **50%**<sup>5</sup>
- **Improving literacy boosts** health outcomes by **30%**<sup>6</sup>
- **Increases anxiety/depression risk** by **2.3x**<sup>7</sup>

1 NAAL, 2003, <https://nces.ed.gov/pubs2006/2006483.pdf>

2 NAM, <https://www.ncbi.nlm.nih.gov/books/NBK216035/>

3 WHO, <https://www.who.int/news-room/fact-sheets/detail/adherence-to-long-term-therapies>

4 CDC, <https://www.cdc.gov/healthliteracy/learn/Understanding.html>

5 JEHC, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7889072/>

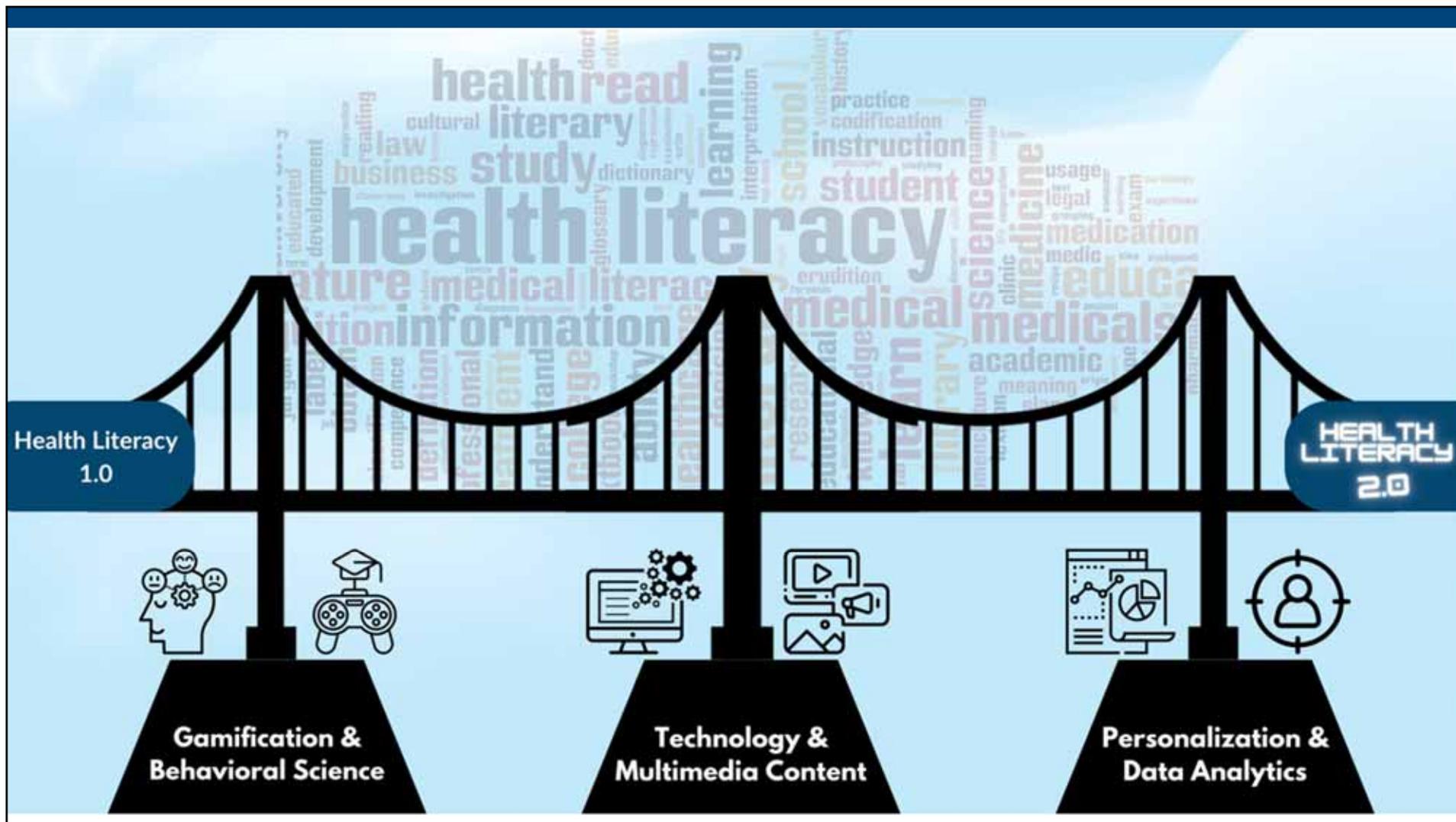
6 CDC, <https://www.cdc.gov/healthliteracy/learn/Understanding.html>

7 BMC Public Health, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9948257/>

# Health Literacy Impacts



Impact on Health, Costs, and Productivity



**DIABETES**  
Type 1 • Type 2 • Warning Signs • Lower Your Risk

**LEARN ABOUT DIABETES**  
Search the Library

PROGRESS TRACKER

1 **BASELINE KNOWLEDGE ASSESSMENT**  
Get 3,000 points for taking the Baseline Knowledge Assessment!  
RESUME

2 **COURSE**

What **DIABETES** Does to Your Body

**TYPE 2** Without treatment, diabetes can cause serious health problems:

**HEALTH MATCH**

**HIGH BLOOD PRESSURE**  
Challenge an opponent on your health knowledge.  
PLAY

TRY YOUR LUCK!  
**SPIN THE WHEEL**

Health Scratch

PLAY NOW

**CURRENT DRAWING**  
TOP PRIZE: \$50  
RANK: 13  
VIEW LEADERBOARD

**JACKPOT DRAWING**  
TOP PRIZE: \$100  
RANK: 20  
VIEW LEADERBOARD

1	7	5	48	73	8	5	48
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# Engagement and Education Engine

- Hyper-personalized
- Relevant content
- Multimedia
- AI-driven interactivity
- Unique rewards and incentive engine
- Easy to navigate links to benefit programs
- Strategic insights





# HEALTH LITERACY IN ACTION

## DISCUSSION

# Learning Activities by Category

55% of utilization focused on chronic conditions and cancers (high-cost areas)

Chronic Conditions: 33%

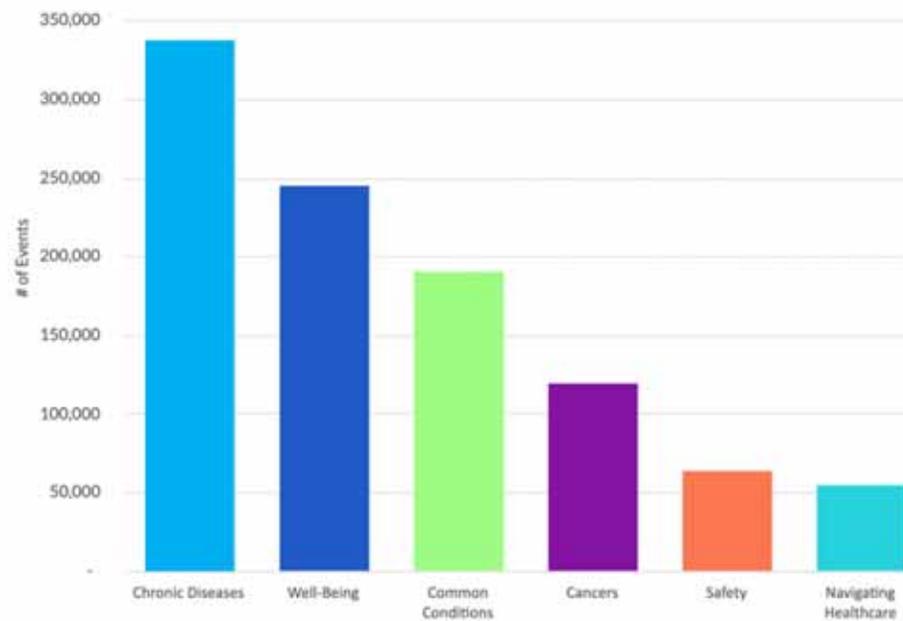
Well-Being: 24%

Common Conditions: 19%

Cancers: 12%

Safety: 6%

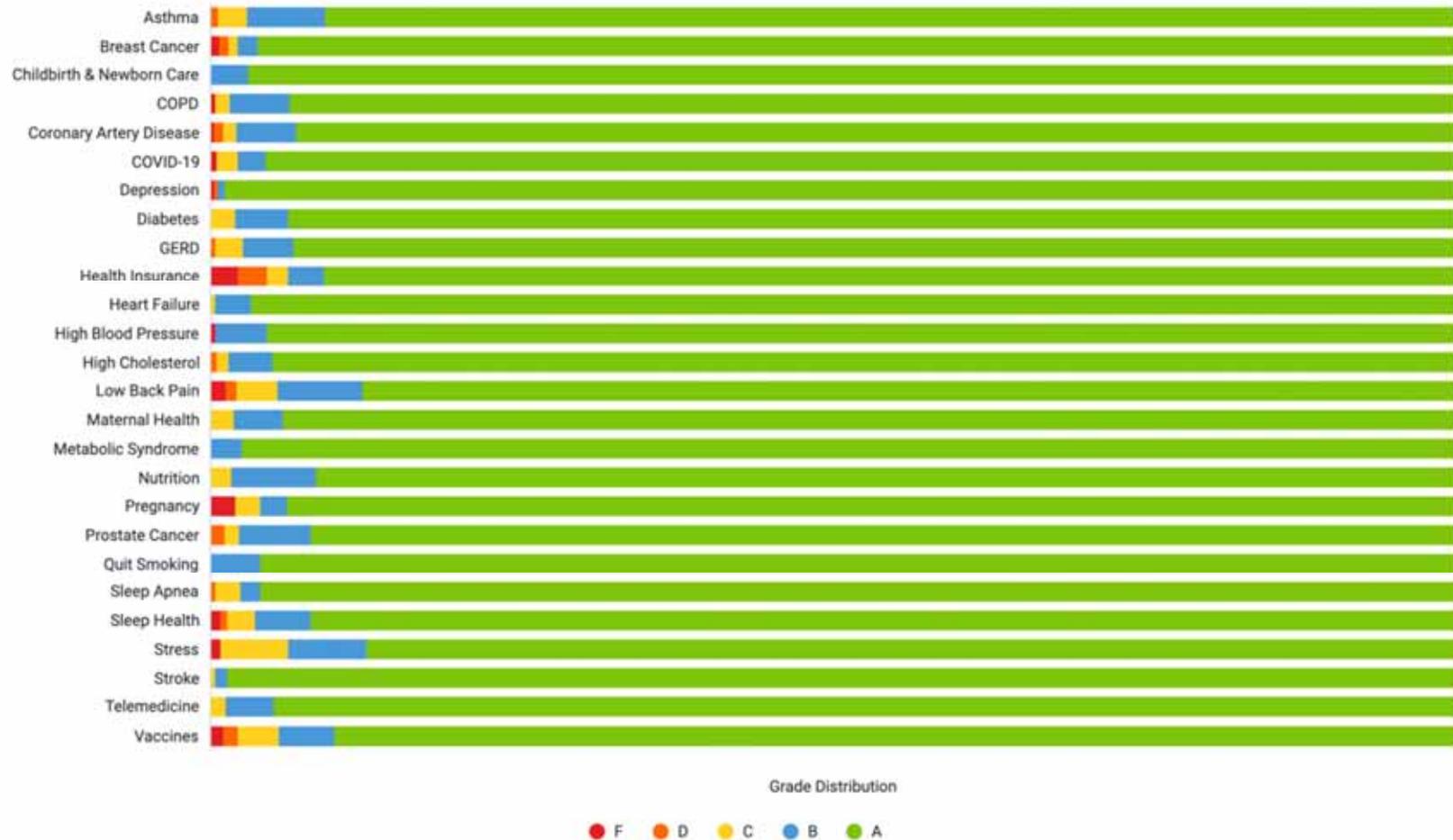
Navigating Healthcare: 5%



# Baseline Knowledge Assessment



# Final Knowledge Assessment



# Learning and Empowerment Outcomes

DISEASE STATE	EMPLOYEE CONFIDENCE 1 = Knows A Little   5 = Knows A Lot			KNOWLEDGE IMPROVEMENT Based on assessment scores of 0-100		
	PRE	POST	% Increase	BASELINE	FINAL	% Increase
Asthma	3.4	4.0	18%	75	98	31%
Breast Cancer	2.6	3.8	46%	80	100	25%
COPD	2.8	3.7	30%	76	99	30%
CAD	3.0	3.9	29%	74	99	34%
Coronavirus	4.2	4.4	4%	80	99	24%
Depression	3.8	4.1	8%	94	100	6%
Diabetes	3.4	3.8	13%	77	98	28%
GERD	2.5	3.5	39%	60	100	66%
Health Insurance and Benefits	2.7	3.4	28%	46	99	117%
Heart Failure	3.1	3.9	24%	75	98	31%
High Blood Pressure	3.3	3.8	17%	80	99	24%
High Cholesterol	3.1	3.7	20%	64	99	54%
Low Back Pain	2.9	3.7	24%	57	98	72%
Metabolic Syndrome	3.2	3.7	15%	87	100	14%
Prostate Cancer	2.4	3.9	61%	60	97	61%
Sleep Apnea	2.9	3.9	35%	68	98	44%
Sleep Health	2.7	3.6	33%	59	99	67%
Stress	3.6	4.2	18%	94	100	6%
Stroke	2.9	3.7	26%	87	99	14%
Telemedicine	2.8	3.9	40%	83	100	21%
Vaccines	4.0	4.1	2%	64	97	50%
<b>AVERAGE</b>	<b>3.1</b>	<b>3.8</b>	<b>23%</b>	<b>73</b>	<b>99</b>	<b>35%</b>

# Select Key Areas of Knowledge Improvement

**Health Insurance:** 72% increase in understanding of how to calculate out-of-pocket costs with an 80/20 plan design with a deductible



**Low Back Pain:** 71% increase in understanding that exercise often helps with low back pain



**Prostate Cancer:** 68% increase in understanding that most cases of prostate cancer don't need treatment



**Coronary Artery Disease:** 66% increase in understanding that smoking is the single strongest risk factor for CAD



**Health Insurance:** 64% increase in understanding of what co-insurance means

# Top 5 User Interests by Category

## CHRONIC DISEASES

1. Anxiety
2. Depression
3. Low Back Pain
4. High Blood Pressure
5. Sleep Apnea

## CANCERS

1. Breast Cancer
2. Colon Cancer
3. Lung Cancer
4. Prostate Cancer
5. Ovarian Cancer

## COMMON CONDITIONS

1. Back Pain
2. Migraine Headache
3. Indigestion And Heartburn
4. Sinusitis
5. Skin Conditions

## WELL-BEING

1. Exercise
2. Weight Management
3. Stress
4. General Health
5. Sleep Health

## NAVIGATING HEALTHCARE

1. Taking Medications
2. Health Insurance
3. Telemedicine
4. Caregiving
5. Specialty Medications

## SAFETY

1. Workplace Health & Safety
2. Home Safety
3. Personal Safety
4. Summer Safety
5. School Safety

# Top 15 Most Engaged Topics

## ALL TIME

1. Cancer
2. COVID-19
3. Asthma
4. Addiction
5. Home Safety
6. Anxiety
7. Depression
8. Back Pain
9. Exercise
10. Coronary Artery Disease
11. Abdominal Pain
12. High Blood Pressure
13. Diabetes
14. Nutrition
15. High Cholesterol

## Q2 2024

1. Addiction
2. Men's Health
3. Exercise
4. COVID-19
5. Quit Smoking
6. Nutrition
7. Asthma
8. Summer Safety
9. Women's Health
10. Depression
11. Home Safety
12. Children's Health
13. Anxiety
14. Workplace Health & Safety
15. Back Pain

# Member Satisfaction



91%

I think the EdLogics Platform is very informative



92%

I have learned things I didn't know before



89%

I plan to continue using the EdLogics Platform to learn more about important health topics



78%

I have changed or I plan to change my behavior based on what I've learned from EdLogics

# Vendor Referral Program

**LYTLE EAP** WE'RE HERE TO GIVE YOU THE INSIGHT YOU NEED TO GET THE MOST FROM LIFE.

### EMPLOYEE ASSISTANCE PROGRAM

**Earn 10,000 points**  
— that's 3 HealthSmart driving entries —  
Just for visiting Lytle EAP

[LEARN MORE >](#)

**Earn rewards for living healthier.**

**Check out the ACSHIC Wellness Rewards program.**  
The MyHighmark Health Assessment will score your health behaviors on a variety of your own individual risk factors.

**HIGHMARK** Because Life.™

**Earn 10,000 points**  
— that's 3 HealthSmart driving entries —  
Just for completing the MyHighmark Health Assessment

[LEARN MORE >](#)

**Well360 Virtual Health**  
GET ACCESS TO HEALTH CARE WHEN YOU NEED IT.  
Conveniently schedule telemedicine visits for services including urgent care, therapy, and psychiatry.

**HIGHMARK** Because Life.™

**Earn 10,000 points**  
— that's 3 HealthSmart driving entries —  
Just for visiting Well360

[LEARN MORE >](#)

**Your Feedback Is Important.  
Please Scan This QR Code.**



Session Evaluation