

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

Impact of Low Health Literacy



- Raises **hospitalization risk by 4x**¹
- **Adds \$106-\$238 billion** to U.S. **healthcare costs annually**²
- Causes 50% of medication non-adherence, leading to **125,000 deaths yearly**³
- **Doubles the risk** of poor chronic disease management⁴
- **Reduces** preventive care **participation by 50%**⁵
- **Improving literacy boosts** health outcomes by **30%**⁶
- **Increases anxiety/depression risk by 2.3x**⁷

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

PREVIOUS: DEPRESSION NEXT: EATING DISORDERS

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

3/84 4.0/4.0 12/293

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%

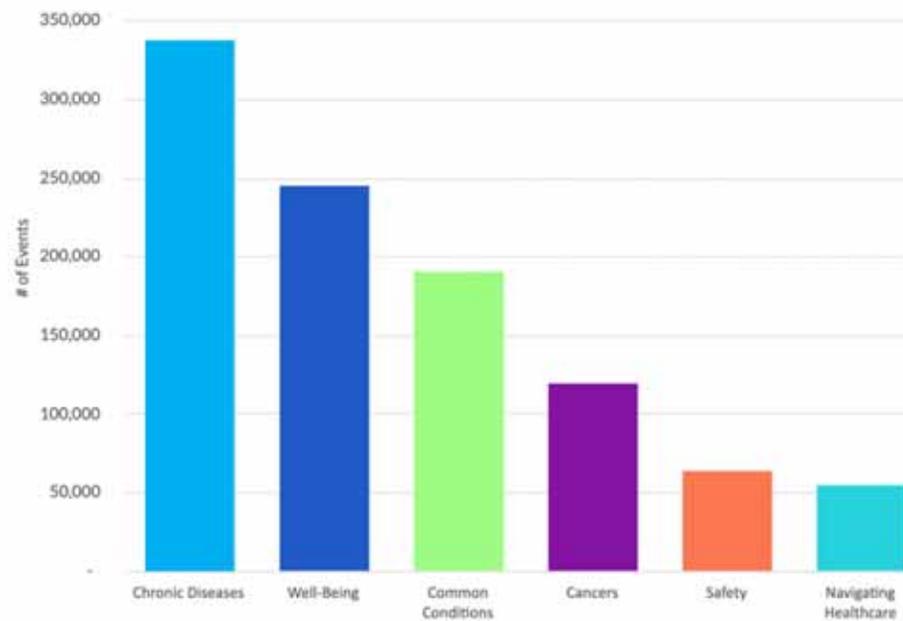
Well-Being: 24%

Common Conditions: 19%

Cancers: 12%

Safety: 6%

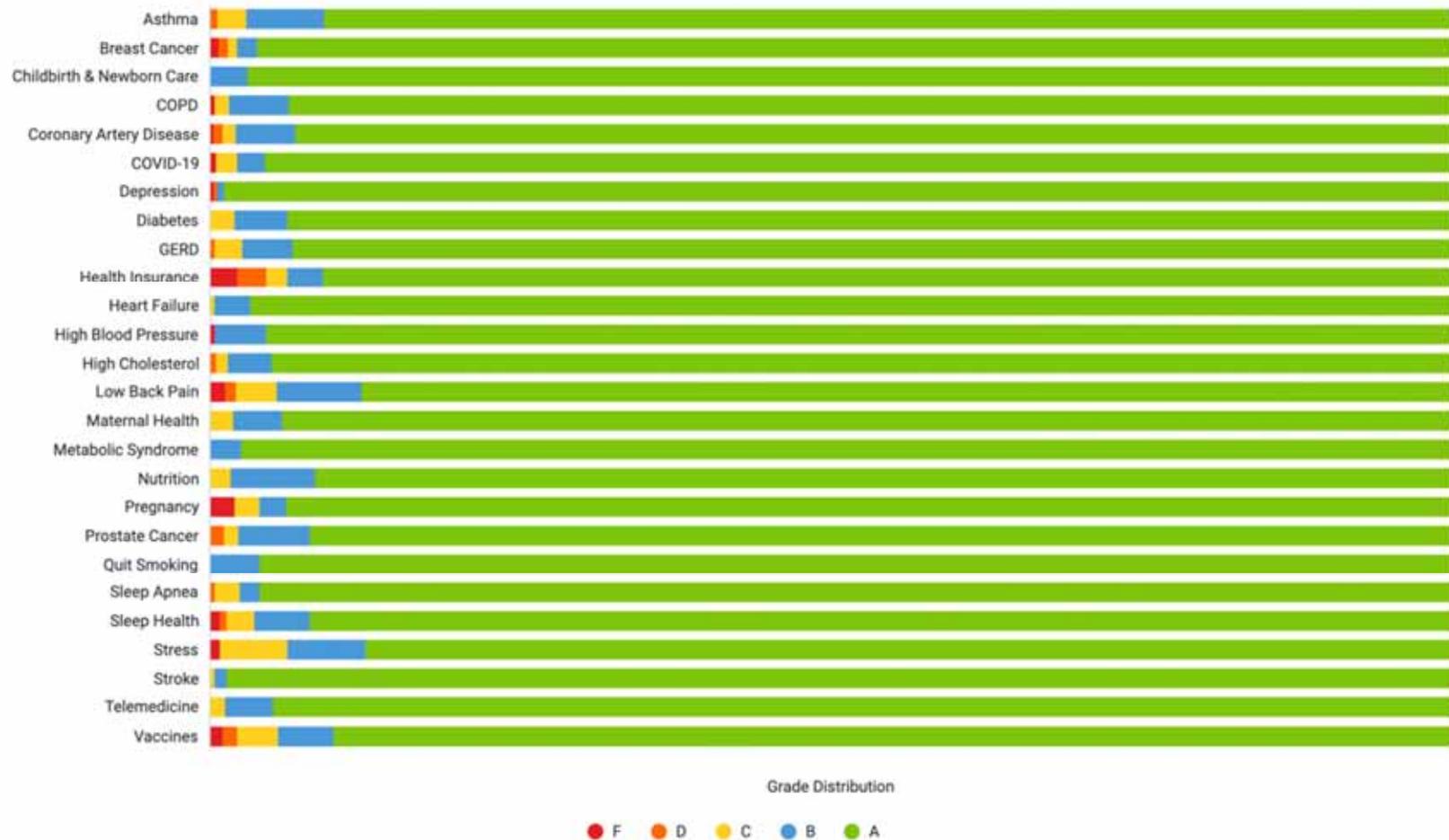
Navigating Healthcare: 5%



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%
AVERAGE	3.1	3.8	23%	73	99	35%

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 >](#)

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Session Evaluation