

CT Health Care Cabinet
Prescription Education workgroup
September 6, 2017
Question #4

How do the education efforts become integrated into public health promotion best practices for wellness and lifestyle change?

- Consistency between messages across sources, e.g. community health workers, pharmaceutical manufacturers, health care providers, insurers
- Integration of all treatment options, including non-pharmacy options, are included in communications
- Consider wellness and lifestyle change interventions in communications, especially as they address social determinants of health
- Communications with consumers and prescribers must balance use of lifestyle change and wellness interventions with pharmaceutical use
- Communications and education must make clear that there are things that consumers can do to monitor and manage their own health, and that should be included in communications
- Promote patient-centered engagement and shared decisionmaking in communications about treatment options. For example, a regular ED visitor was given every tool available including nutrition, pharmaceuticals, counseling, support for exercise to control their diabetes without success, but when eventually asked what they need to stop coming to the ED and effectively control their condition, they answered that they wanted to be able to have pizza every Friday with family. Subsequently the staff was able to work with the patient to attain his goal and he didn't visit the ED for another six months.