

# Engage, Educate & Empower



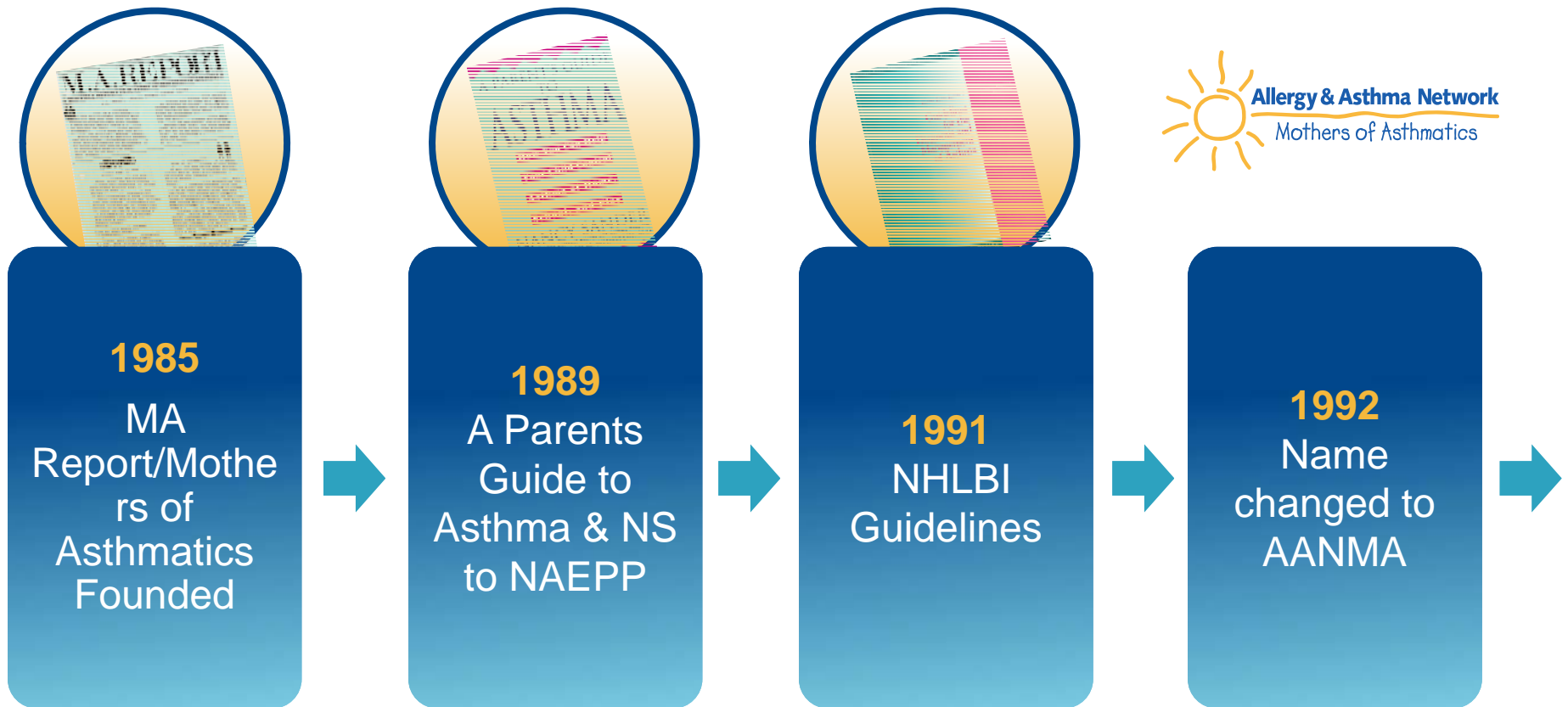
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# Disclosure

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# Who Are We?

***“A patient-centered multidisciplinary network committed to ending the needless death and suffering due to asthma, allergies and related conditions through outreach, education, advocacy and research.”***





**1995**  
OTC  
Bronchodilators  
defeated &  
Public Service  
Award from  
ACAAI



**1998**  
First AADCH



**1999**  
Launch  
magazine



**2000**  
Asthma  
Report Card &  
OTC  
antihistamines  
introduced





**2004**  
HR 2023  
signed into  
law-CHASM



**2006**  
CHASM-  
illegal  
nebulizer  
meds



**2010**  
ACE's  
Program



**2012**  
CEO  
Succession  
Planning &  
ACAAI  
Distinguished  
Service  
Award



# ENGAGE

## ▶ Outreach

- Professional Members-ACAAI, AAAAI, AAP, AAPA-AAI, AAE, AARC, NASN, ATS, CHEST, CCA, ASAN
- Personal/Families-Health Fairs, School Trainings, Web-based patient & caregiver engagements, Website

***People do not care how much you know until they know how much you care!***

# Principals to Effective Education

- ▶ Adapt teaching to the patient's level of readiness, past experience, cultural beliefs and understanding
- ▶ Create an environment conducive to learning with trust, respect and acceptance
- ▶ Involve patients throughout the educational process by encouraging them to establish their own goals and evaluate their own progress to enhance self- management
- ▶ Identify patient's perceptions of healthcare to improve patient motivation for self- management
- ▶ Provide opportunities for patients to demonstrate their understanding of information and to practice skills



# Barriers to Effective Education

- ▶ Physical condition
- ▶ Socioeconomic considerations
- ▶ Lack of support systems
- ▶ Misconceptions about disease and treatment
- ▶ Low literacy and comprehension skills
- ▶ Cultural and ethnic background and language barriers
- ▶ Lack of motivation
- ▶ Environment
- ▶ Negative past experiences
- ▶ Denial of personal responsibility

# How to Start

- ▶ Identify the educational needs of each patient
- ▶ Gather information about patient's daily activities, knowledge, health beliefs, and level of understanding
- ▶ Tailor education to each patient's educational level and cultural beliefs
- ▶ Clearly and concisely inform patient of findings
- ▶ Discuss treatment plans in terms of specific behaviors
- ▶ Encourage questions and provide appropriate answers
- ▶ Utilize appropriate written, audiovisual, and computer-based materials
- ▶ Utilize interpreters appropriately and effectively to facilitate communication with patients as needed

# Implementation of Patient Education

- ▶ Develop evidence-based patient education handouts and protocols directed to the most common patient educational levels and primary languages in the practice
- ▶ Evaluate commercial education resources, such as brochures, books, audio tapes, videotapes, and internet materials
- ▶ Select instructional materials appropriate for the patient's readiness to learn and level of understanding
- ▶ Develop systems to facilitate use of patient education materials in office practice

# Implementation of Patient Education

- ▶ Develop systems to involve office staff in assisting with patient education
- ▶ Utilize family conferences when appropriate
- ▶ Participate in health education presentations to community groups
- ▶ Be aware of emerging technologies
- ▶ Teach patients methods for evaluating and selecting reliable websites for medical information

# Chronic Illness Long-term Strategies

- ▶ Involve the patient in setting treatment goals and treatment plan
- ▶ Present manageable amounts of information to the patient over time
- ▶ Educate the patient regarding possible long-term health consequences of untreated disease states
- ▶ Provide opportunities for the patient to discuss his or her feelings
- ▶ Provide the patient with adequate feedback on progress toward goals
- ▶ Assess influence of the patient's background, home, and work environment on treatment plan and adapt accordingly
- ▶ Document chronic illness educational efforts in specific terms in the record

# EDUCATE

## ▶ Education

- Allergy & Asthma Today-quarterly
  - Understanding Asthma
  - Anaphylaxis Guide
- E-Newsletter-every 4 weeks
- Posters-updated in 2014-English & Spanish
- Multichannel
- Multilingual
- Website-Targeted to Audience-Professionals vs Personal

# EDUCATE

- ▶ Educational Programs
  - Anaphylaxis Community Experts Program
    - 4600 events
    - >65000 people trained
  - AAP Asthma, Allergy & Anaphylaxis Champions
  - Convenient Care Clinic Training
  - Women Breathe Free
  - Know Your Count
  - Asthma Camp Educational Programming
  - EPA-Indoor Air Quality
  - CDC-Asthma Education

# EMPOWER

## ▶ Advocacy

- Allergy & Asthma Congressional Caucus
- Quarterly Congressional Briefings
- Stock Epinephrine-Federal & State-43 states
- FDA RX-OTC Switches/NSURE
  - Singulair
  - Primatene Mist
- AADCH-May 6-7, 2014
  - Virtual Advocacy Week
  - >75 F2F visits
  - >100 offices engaged
  - Deception In Allergy Testing & Immunotherapy



# EMPOWER

## ▶ Advocacy

- Deception in Allergy Testing & Immunotherapy
- Examples: Matthew Paul Brown/Biodiagnostics Lab/CMS Data--→\$150M in fraud in first 6 cases convicted
  - Media Campaign
  - US Attorney General
  - 50 State Attorney Generals
  - Consumer Fraud Alert
  - Medical Director Communications
  - Medical Liability Provider Communications
  - High Prescribing Primary Care Doc Communication
  - Congressional Hearings

# EMPOWER

- ▶ Research
  - PCORI
  - IFAAM
  - Decision Mapping Project

## Still Have Work To Do:

***“To end the needless death and suffering due to asthma, allergies and related conditions through outreach, education, advocacy and research.”***

12 Americans die daily from  
asthma & allergies!