

Checklist for Check-ups

Background:

- In collaboration with Healthy Memphis Common Table (HMCT), and with support from NovoNordisk and Methodist Healthcare, Healthy Memphis Data Center released a 2007 Memphis Health Literacy Survey that found:
 - Only 47 percent of respondents could correctly identify one or more of the most important services adults need from doctors.
 - More than 50 percent reported health literacy problems.
 - When asked to rate their level of trust in sources of health information, health care professionals ranked first, followed by church and family, then media, with friends and neighbors last.

Idea:

HMCT Chair Denise Bollheimer and Director Jim Bailey, M.D., identified the need to develop a research-based quality checklist that highlights information people need to become more engaged in their health care decisions. HMCT's checklist was based on other successful disease-specific checklists (i.e., American Cancer Society's prevention checklist).

Action:

To alert people about the checklist and encourage them to take charge, HMCT:

1. Conducted focus groups with informants—including consumer advocates, physicians, health care and health literacy experts—to help refine the checklist,
2. Identified research opportunities to evaluate checklist's utility,
3. Identified physicians who could implement and discuss checklist with patients, and
4. Used partnerships with community stakeholders and media.





Resources Needed:

- Focus group facilitator
- Graphic designer
- Production funds

Preliminary Results:

- Developed checklist in multiple formats and sizes.
- Identifying doctors' offices to pilot checklist, with a goal of 50 offices.
- Promoted checklist through media outlets.
 - *Memphis Medical News*: placed checklist as an ad next to a feature article encouraging doctors to use the checklist with their patients
 - *The Commercial Appeal*: mentioned checklist in article about HMCT's efforts to educate residents of Memphis about taking charge of their health
 - *Memphis Flyer*: distributed checklist to readers for the Get Memphis Moving campaign
- Worked with UT Medical Group, Inc. (the region's largest group practice) to distribute checklist at an event with thousands of consumers, employers and business leaders.

Advice:

- Work with physician leaders; ask them for feedback to make sure checklist is something they would use and includes items doctors typically discuss with patients.
- Develop customized checklists for different community audiences.

