CONTROL ID: 3392163  
TITLE: Breaking the Ice for Health Care Proxy Discussions  
ABSTRACT BODY:

Statement of Problem or Question (one sentence): A primary care performance improvement project conducted by residents at our institution in 2018 found that despite 83% (n=78) of patients being interested in discussing advanced care planning (ACP) with their primary care providers (PCPs), only 37.5% had documented ACP discussions.

Objectives of Program/Intervention (no more than three objectives):
- To improve patient health literacy around health care proxy (HCP) discussions
- To develop a standardized educational video based on the New York State HCP form
- To measure the impact of the video on patient perceptions and understanding around ACP

Description of Program/Intervention, including organizational context (e.g. inpatient vs. outpatient, practice or community characteristics): Internal Medicine residents in our urban safety-net primary care practice produced a 2-minute educational video addressing common questions about HCP. Starring physicians and nurses, the message was delivered by culturally familiar staff. A similar intervention addressing influenza vaccination myths improved flu vaccination rates in 2018. An educational video was played in the exam room while the resident met with his/her attending preceptor to avoid additional patient wait time. Patients were asked three questions about perceptions of HCP before and after the intervention.

Measures of success (discuss qualitative and/or quantitative metrics which will be used to evaluate program/intervention): Effectiveness of the video was measured using a quasi-experimental pretest, posttest design. Patients were asked 3 questions before and after the intervention to evaluate perception around importance of a HCP, ability to identify a HCP, and comfort in discussing healthcare preferences. Results were analyzed using descriptive statistics and Wilcoxon signed rank test.

Findings to Date (it is not sufficient to state “findings will be discussed”): - 49 patients (response rate, 96%) completed the survey after conducting a pilot study of 10 patients. Participants were 59.1% female, within 55-64 age group and 71.4% Afro-Caribbean.
- Our intervention yielded statistically significant increases in patient agreement on HCP importance 38.9% (p<0.001), willingness to assign an HCP 12% (p<.001), and willingness to discuss ACP values with someone 3% (p=.006).
- Although not measured, we noticed anecdotally that physicians in our practice felt a standardized educational tool prompted conversations around HCPs during subsequent primary care visits.

Key Lessons for Dissemination (what can others take away for implementation to their practice or community?):
- This innovative form of patient education using video media during office visit time facilitated discussions and improved patient perception around HCP.
- Key components included a tailored, culturally sensitive educational platform featuring our patients’ healthcare team. We highlight the importance of using personalized, alternative media as an approach to improving health literacy and perceptions around ACP.

Impact: The use of a standardized, culturally relevant video media healthcare education platform facilitates discussions around HCP, improving patient health literacy and perception and helps providers to break the ice around difficult conversations.

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