



HEALTH LITERACY

MORE THAN 1 IN 2 ADULTS CAN'T:



USE A BMI GRAPH TO FIND THEIR HEALTH WEIGHT



UNDERSTAND A VACCINATION CHART



READ A PRESCRIPTION LABEL

ONLY 60% U.S. ADULTS CAN READ ABOVE A 6TH GRADE LEVEL

A study of 483 asthma patients found that although two-thirds reported graduating from high school, only 60% could read above the sixth-grade level. Reading ability was the single strongest predictor of asthma knowledge. Nearly twice as many patients reading below the third-grade level had poor metered-dose inhaler technique compared to patients reading at a high-school level. (89% vs 48%)

33% OF U.S. ADULTS TRACK HEALTH INDICATORS

or symptoms, like blood pressure, blood sugar, headaches, or sleep patterns.

46% of trackers say that this activity has changed their overall approach to maintaining their health or the health of someone for whom they provide care.

40% of trackers say it has led them to ask a doctor new questions or to get a second opinion from another doctor.

34% of trackers say it has affected a decision about how to treat an illness or condition.

ONLINE CONTENT

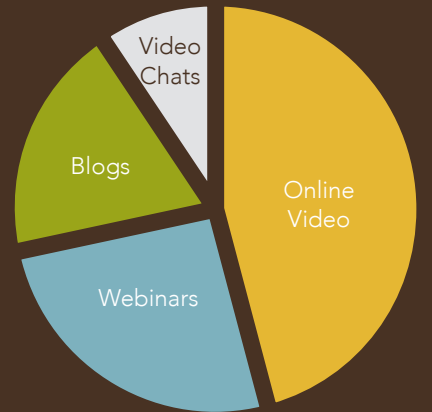
Digital healthcare marketers are using content to drive the conversation of health literacy. Here is how they are delivering that message:

44%

25%

18%

09%



Being a patient - it's a job no one wants and almost no one is prepared for. The number of people considered to have low health literacy is staggering, and the consequences are even worse!



SPEAK PEOPLE

\$13K // \$3K

Individuals with LOW health literacy have an average annual healthcare cost of \$13,000, compared to only \$3,000 for those with HIGH literacy levels.

81%

81% of patients, age 60 and older, at a public hospital could not read or understand basic materials.

Emergency room patients with inadequate literacy are **TWICE AS LIKELY** to be hospitalized as those with adequate literacy - even after adjusting for self-reported health, health insurance, and socioeconomic characteristics.

("Health Literacy and the Risk of Hospital Admission" - Journal of General Internal Medicine)

1:2

1 in 2 U.S. adults have a smart phone yet only 25% of healthcare marketers use a smart phone for interacting with patients. Only 20% use a tablet for educating patients.

\$238 BILLION

Health literacy costs the U.S. economy as much as \$238 billion annually.

77,000,000

U.S. adults would have difficulty with common health tasks such as following directions on a prescription drug label.

SOURCES

ewinternet.org, Journal of General Internal Medicine, health.gov, cdc.gov, nlm.nih.gov, healthexperienceproject.com

If you are interested in learning more about Health Literacy and its impact on marketing contact Vic Zambrotta at vzambrotta@gsw-w.com or 614-543-6429.