

# Patient-education

## *a focus on access and quality*

—by Brian French, director, The Blum Patient & Family Learning Center

**T**his past year, The Maxwell & Eleanor Blum Patient and Family Learning Center continued to support the MGH community—patients, families, and staff—in numerous ways. Perhaps most notably was the creation of an MGH Patient Education website. A survey of Patient Education Committee champions helped identify certain barriers to effective patient-education, such as difficulty accessing resources and too many options once materials were found. Blum Center staff, in collaboration with the Patient Education and Informatics committees designed an updated intranet site that’s easier to use. The goal was to minimize the

number of steps clinicians had to take to find the site; direct users to preferred sites and standardized materials; and provide easier access to frequently used patient-education materials. MGH-produced materials are highlighted, and links are available to preferred search engines and databases for evidence-based materials in many languages. Staff can access the site through:

- Partners Applications > PCS Clinical Resources > MGH Patient and Family Education Materials & Resources
- Open the yellow folder entitled, “Patient Education,” on the left-hand tool bar in the CAS discharge module

MGH staff can access a wealth of patient-education information via the MGH intranet. Many hand-outs produced by MGH clinicians and national organizations are available. Understandably, choosing the most appropriate materials can be challenging due to the sheer volume of resources. Blum Center staff worked with numerous content experts and groups to review and edit documents so they adhere to recommendations for plain language and to standardize materials as much as possible. Reviewed materials include those for patients with heart failure, coronary artery disease/MI, and pneumonia.

Blum Center staff also worked with content experts to review and update the videos seen on the MGH Patient Education channel. More than 200 educational videos in English and Spanish are now available to patients and families.

This past year, the Blum Center took advantage of its presence on Facebook and Twitter to educate the public and the MGH community about health-related topics and promote the services and programs of the Center. Using social media sites allows Blum Center staff to interact directly with individuals not physically present in the Center and to raise awareness about health and illness, disseminate newsworthy stories, and promote educational programming.

For more information about the services offered by the Blum Patient and Family Learning Center, call 617-724-7352, or ‘like us’ on Facebook (facebook.com/MGHBlumCenter and click “Like.”) or ‘follow us’ on Twitter (twitter.com/MGH\_

