

Knowledge is Power: Education on Atopic Dermatitis Activates Patients and Shifts Behavior

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INTRODUCTION

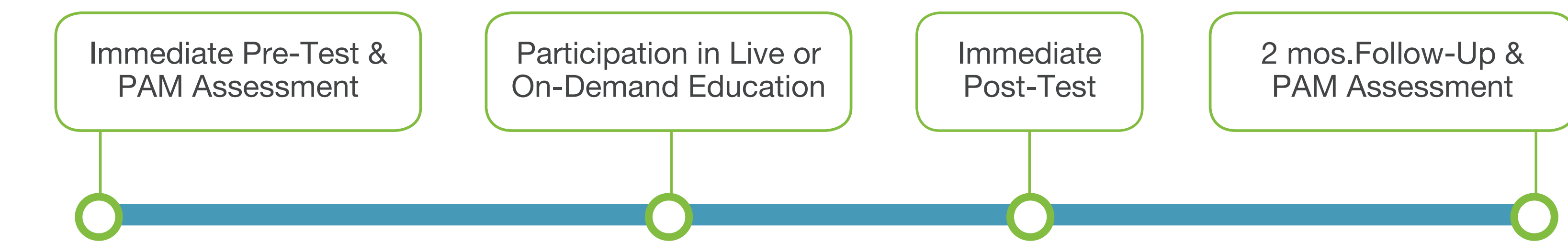
Atopic Dermatitis negatively impacts quality of life, as well as physical and emotional functioning. Patients' expectations of care often differ from clinicians' expectations, leaving patients frustrated. “Therapeutic patient education” is recommended to empower patients and caregivers in the care of atopic dermatitis.

Program

PlatformQ Health Education and the Asthma and Allergy Foundation of America collaborated on efforts to engage patients with atopic dermatitis and their caregivers in an online educational program “Eczema: A Potential Lifetime of Itch.” The 1-hour program hosted on MedLive.com addressed basic information about the nature of eczema and its impact on patients, management options, self-care strategies, and tools/resources to help patients and caregivers with management. Pre-education, learners reflected upon their behavior by asking and up-voting questions via an interactive question board. The activity series launched live and online on 11/8/18 with a format featuring an interactive panel of PA and MD health care providers, a representative from The Asthma and Allergy Foundation of America, and a patient living with eczema. The activity included additional live Q&A opportunities, as well as live polling to gauge caregiver and patient concerns, management behavior, and perceived burden of living with eczema. The education was then broken into 20-minute chapters, and remained on-demand through 11/8/19 at MedLive.com and on Facebook video.

METHODS

A combination of knowledge, empowerment/activation, and behavioral questions were administered at 3 time points:



Additionally, survey respondents were included in pre and post assessment administrations of the Patient Activation Measure (PAM-13), a validated survey that assesses health care engagement. Data from these questions, live polling responses, and learner-submitted questions were analyzed to determine engagement, lessons learned and continuing education gaps.



The educational initiative was supported by an independent educational grant from Sanofi Genzyme and Regeneron Pharmaceuticals.

Following exposure to online education on atopic dermatitis, caregivers and patients emerged with improved knowledge of pathophysiology and management options, moved to higher levels of activation, and reported improved provider communication and feelings of control.



Please scan for more program and impact details.

RESULTS

Engagement

5.3K

total caregiver and patient engagement

114

total slide downloads

87

total questions asked

530

total polling responses

31:34

average minutes per learner for 60 min. session

Follow-up Impact Results

Patient Activation Measure (PAM) Results

Level 1: Overwhelmed & Disengaged

Level 2: Becoming Aware, But Struggling

Level 3: Taking Action

Level 4: Maintaining Behaviors and Pushing for More

Levels 1 & 2

Pre 25%

Post 17%

Decrease in Lower Activation Levels (1&2)

Levels 3 & 4

Pre 75%

Post 83%

Increase in Higher Activation Levels (3&4)

Behavioral Impact Communication

56%

reported communication impact

Yes - 56%

No - 25%

N/A - 19%

Did this program have any impact on communication you had with your healthcare provider about eczema?

follow-up survey, n = 125

I was able to visit an allergist and learn more about the immune system and eczema for my daughter

I was more upfront with symptoms my doctor didn't ask about.

Behavioral Impact Feeling In Control

53%

reported feeling more in control

I feel more in control - 53%

I feel less in control - 1%

No change - 34%

N/A - 12%

Since viewing the program, do you feel more in control of your healthcare decisions?

follow-up survey, n = 128

I am now moisturizing my skin throughout the day with moisturizing lotions. I am now paying more attention to signs of my skin dryness.

I am more conscious of my lifestyle and changes that make a difference in my symptoms.

Knowledge Improvement

Significant knowledge improvements in pathophysiology and management options were found

Pre-test: Average Correct 63%

Post-test: Average Correct 77%

Follow-up Post-Test: Average Correct 76%

average effect size pre to post: d = .553

average effect size pre to follow-up: d = .259

n = 693 pre; 85 post; 133-135 2 mos. follow-up

Conclusions

Patient education on atopic dermatitis yields immediate and sustained gains in knowledge, successfully activates caregivers and patients, and leads to changed behavior. It is anticipated that patient activation will result in improved communication with health care providers, thus leading to earlier diagnosis, treatment and enhanced quality of life.