

Commitment to Excellence: Patient Education Content

In 1996, ExitCare made a commitment to provide patient education solutions to healthcare professionals and patients. Today, our commitment is stronger than ever and our customers consider ExitCare content the gold-standard of the industry. Our content is written and designed to help patients make informed healthcare decisions. This overview will present our approach to patient education content and our commitment to excellence.



ExitCare content is considered the gold-standard of the industry. ExitCare has implemented systems, guidelines and best-practices to ensure content remains consistent with the constantly changing field of medicine.

Editorial Guidelines

ExitCare has established and follows an “Editorial Review Process.” This process ensures that ExitCare provides peer-reviewed, evidence-based and lay-person understandable content consistent with current medical practices and guidelines.

The objectives of these Guidelines are to:

- Create patient education content that is easy-to-read and understand.
- Use evidence-based healthcare guidelines whenever available.
- Use best practice guidelines when appropriate.
- Influence patient/parent/guardian behavior for the greatest opportunity for desired clinical outcomes.

Standards driving our Guidelines are:

- Health Literacy
- Review Frequency
- Editorial Panel
- Peer review/Evidenced-based
- Medically appropriate Illustrations

The current Editorial Guidelines are documented at:
www.ExitCare.com/editorial.html

ExitCare content updates are available four (4) times a year, ensuring ExitCare users have access to information consistent with current medical and healthcare practices. If there is an urgent need to provide specific information outside of the regular update cycle, ExitCare provides updated content to users. For example, in May 2009, ExitCare emailed a new “H1N1” document to users so they could immediately meet the needs of those patients.



The ExitCare website (www.ExitCare.com) is your best source of the latest information including reviewers, title lists, sample documents and product information.

Reviewers

As of early 2010, ExitCare content is reviewed by over fifty (50) medical professionals in common specialties, including:

- Addiction Medicine
- Allergy/Immunology
- Ambulatory Care/Family Medicine
- Anesthesiology
- Cardiology, Adult
- Cardiology, Pediatric
- Dermatology
- Dietary
- Emergency Medicine, General
- Emergency Medicine, Pediatric
- General Surgery
- In-Patient Care, Hospitalist
- Internal Medicine
- Nursing, Emergency Medicine
- Nursing, In-Patient
- OB/GYN
- Oncology
- Ophthalmology
- Orthopedic Surgery/Sports Medicine
- Pediatric Diabetology
- Pediatric Hematology-Oncology
- Pediatric Neurology
- Pediatric Pulmonary Medicine
- Pediatric Rheumatology
- Pediatrics
- Pharmacology
- Physical Therapy
- Psychology
- Urology

For a current list of reviewers, visit www.ExitCare.com/editorial_organization.html

Easy-to-Read and Health Literacy

Health Literacy is the ability to read, understand and use healthcare information to make decisions and follow instructions for treatment. We are passionate about Health Literacy. Studies reveal that up to 50% of patients cannot understand basic healthcare information. ExitCare's standard content is written at a 6th to 8th grade reading level to address the needs of the large percentage of the literate population. With the increasing need to provide patient education at a lower reading level, ExitCare offers "Easy-to-Read" content with all documents written at or below a 4th grade reading level. These documents complement the standard ExitCare documents. As of December 2009, over 200 documents are available in the "Easy-to-Read" format with over 400 planned by the end of 2010.

ExitCare Easy-to-Read documents include:

- Illustrations (most documents)
- Bulleted instructions
- Short sentences
- White Space (at least 40% of the page is white space for ease of readability).
- "Home Care Instructions" and "Get Help Right Away" emergency information
- Quality, clinician-reviewed medical information

Reading Level – Standard Content

To communicate essential medical information to the widest audience, ExitCare’s Medical Literacy Editors use a combination of the Flesch-Kincaid readability formula, topic-relevant color illustrations, specific document layout and organization concepts. ExitCare’s goal is to create all of our content to score between the 6th to 8th grade reading level with some content written for lower grade levels. Important sections such as “Home Care Instructions” and “Seek Immediate Medical Attention If” score between the 5th to 6th grade reading level. These sections are essential for patient compliance with the continuum of their care; therefore these sections are written at the lowest possible reading level.

To review ExitCare’s comprehensive document on Reading Level, which includes the Flesch-Kincaid scoring formula and origin of scoring methodology, visit: www.ExitCare.com/pdf_Files/F-K.pdf

The Flesch-Kincaid formula is a simple mathematical equation:

$$0.39 \left[\frac{\text{total words}}{\text{total sentences}} \right] + 11.0 \left[\frac{\text{total syllables}}{\text{total words}} \right] - 15.59 = \text{Flesch-Kincaid Score}$$

Age/Gender/Condition Specific

ExitCare provides age/gender/condition specific versions of numerous documents. For example there are seven (7) versions of Abdominal Pain:

1. Abdominal Pain
2. Abdominal Pain (Non-Specific)
3. Abdominal Pain In Pregnancy
4. Abdominal Pain, Child
5. Abdominal Pain, Easy-to-Read
6. Abdominal Pain, Possible Early Appendicitis
7. Abdominal Pain, Women

ExitCare provides these document options to help clinicians meet individual patient needs. Similarly, there are twelve (12) titles related to Vomiting and Diarrhea. Although there is overlap between these related titles, ExitCare provides age/gender/condition specific content whenever possible.

Risk Management

We believe it is critical that Discharge Instructions for the Emergency Department educate the patient and decrease medicolegal exposure.

In 2007, ExitCare formed a strategic partnership with The Sullivan Group (TSG) to provide Emergency Department content which leverages the extensive risk management experience of TSG. ExitCare and TSG share a commitment to patient safety, medical error reduction and high-quality patient care. From December 2007 through December 2009, TSG analyzed and enhanced more than 800 documents, resulting in a sophisticated and multifaceted library for emergency medicine, all written in patient understandable language. These “full disclosure” documents assist in:

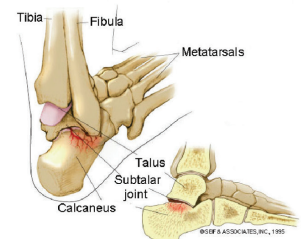
- Reducing the risk of a caregiver being sued.
- Disclosing relevant risks and helping ensure desired outcomes.

If you are interested in reviewing an informative and comprehensive handout describing the types of changes made by TSG, visit:
www.ExitCare.com/pdf_files/TSG.pdf

Calcaneal Fracture

HOME CARE INSTRUCTIONS

- Follow your caregiver's instructions as to activities, exercises, physical therapy, and driving a car. **Do not drive a car until your caregiver specifically tells you it is safe to do so.**
- Weight reduction may be beneficial.
- Daily exercise is helpful to prevent return of problems. Maintain strength and range of motion as instructed.
- Only take over-the-counter or prescription medicines for pain, discomfort, or fever as directed by your caregiver.
- **Be certain to make all of your follow-up appointments. This is critical for optimal healing.**



The caregiver may have a duty to the driving public to warn these patients not to drive. Otherwise, third parties may be injured, potentially resulting in malpractice litigation.

Put the burden for follow-up more expressly on the patient. Calcaneal-related lawsuits are common. Injury may be difficult to diagnose early on.

Care Settings

ExitCare organizes and licenses content by care settings. ExitCare recognizes four care settings:

- In-Patient
- Emergency Department
- Ambulatory Care
- Urgent Care

This allows each customer to license the content they need, without listing unnecessary topics in their Title List.

Non-Traditional Documents in Traditional “Care Settings”

ExitCare’s Emergency Department Title List includes documents that may not be considered an “ED topic.” For example, it is not uncommon for an ED physician to treat a baby of a new mother and need Baby Care topics that ideally would have been given by the Pediatrician. ExitCare has numerous Primary Care topics that may be needed in the ED. ExitCare also contains numerous post-surgical documents so the clinician can provide quality patient education for the patient who develops a complication after their procedure. Technically these are not ED topics, but we are committed to support ED physicians who see these patients!

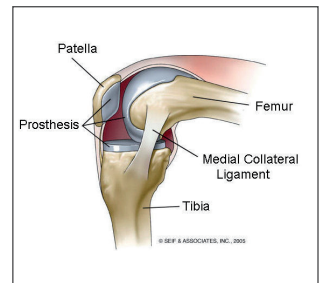
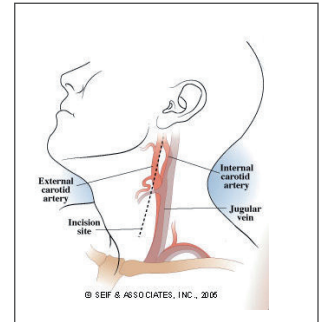
Similarly for the Ambulatory Care “care setting”, Primary Care Physicians don’t perform Total Knee Replacements or Carotid Endarterectomies, but they see patients who might need these procedures and need to provide quality information to inform their patients. ExitCare is committed to providing clinicians the documents they need to address the concerns of their patients.

Language Translations

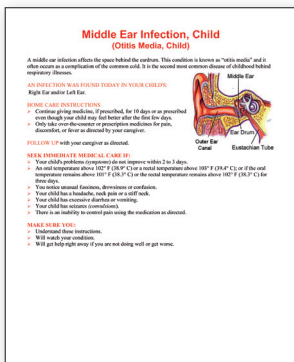
ExitCare provides more documents in more languages than any other patient education supplier. Documents are available in:

- English
- Spanish
- Vietnamese
- Bosnian
- Russian
- Tagalog
- Portuguese
- Korean
- Canadian French
- Haitian Creole

ExitCare is currently translating content into Chinese and Arabic. Several of the languages listed above were completed based on funding by hospitals with specific needs. In these cases, the customer partnered with ExitCare to develop the initial title list with ExitCare maintaining future content additions and updates. Newly translated content is included with the regular content updates, often based on customer requests.



Surgical documents are available to primary care physicians so they can provide a wide variety of information to their patients.



The use of color, sub-headings, bulleted instructions, illustrations and white space improve the patient appeal of ExitCare documents.

Format, Layout and Use of Graphics

ExitCare content is formatted to improve the ability of the patient to read and comprehend the medical information. Formatting the document is as important as the words on the page. ExitCare has developed standard layouts that include the use of:

- Color
- Subheadings
- Bulleted instructions
- Illustrations (most documents)

Cross Reference by ICD-9 and CPT

Some Electronic Medical Record (EMR) vendors integrate ExitCare content (without the ExitCare software) with their EMR product offerings. For these strategic partners, ExitCare has cross-referenced and indexed each topic by relevant ICD-9 /CPT codes and key words. This allows the caregiver to prescribe tailored information that matches diagnoses, tests and/or treatments. The choice to use this data is solely up to the EMR vendor.

Diagnosis System

The Diagnosis System is available for caregivers using the ExitCare software application. All ExitCare documents are organized by diagnosis. For example, if a caregiver enters the diagnosis of "Abdominal Pain," the ExitCare software lists thirty-seven (37) documents related to this diagnosis. This includes topics that are age and/or gender specific, relevant diets and nausea/vomiting topics. Another example is "Pneumonia." The ExitCare software lists fifty (50) documents, including topics related to cough, fever, shortness of breath, smoking cessation and Pneumococcal Vaccine. The Diagnosis System allows a caregiver to easily find and select all relevant patient education for the patient.

Summary

ExitCare's user-friendly software and content helps patients make better health-related decisions and take an active role in the continuum of care. ExitCare patient education solutions provide improved clinical outcomes and a degree of protection against unwarranted litigation. ExitCare's peer-reviewed, evidence-based and lay person understandable content is consistent with current medical practices and healthcare guidelines (i.e. Joint Commission, USPSTF, etc.). ExitCare has implemented systems, guidelines and best-practices to ensure content remains consistent with the constantly changing field of medicine.



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