



HEALTH CARE PROFESSIONAL IMPLEMENTATION GUIDE

INTRODUCTION

Time to Talk CARDIO – **C**reating **A** Real **D**ialogue **I**n the **O**ffice – is dedicated to advancing cardiovascular health by helping you make the most of your conversations with your patients.

This guide is designed to provide an overview of the various resources available to you through the Time to Talk CARDIO program. It also gives some tips and suggestions on how to use these tools in your practice to help improve the provider-patient dialogue and positively impact cardiovascular health outcomes.

TIME TO TALK CARDIO EDUCATIONAL MATERIALS, TOOLS AND RESOURCES

The Time to Talk CARDIO program features a number of educational materials, tools and resources for you and your patients. These include:

ITEM	DESCRIPTION	INTENDED FOR
www.timetotalkcardio.com	<ul style="list-style-type: none"> • Features a free, cardiovascular, communication skill-building tool with more than 550 videos of simulated office visits demonstrating key communication skills that can be customized based on an evaluation or viewed through a video library • Contains free, educational, cardiovascular-focused resources, including patient and health care professional brochures, posters and goal setting work sheets for download or bulk ordering 	<ul style="list-style-type: none"> • Patients • Health Care Professionals
Patient Brochure	<ul style="list-style-type: none"> • A brochure providing useful communication tips to help patients have a more effective conversation with their health care professionals. Also included is information about how to help better manage heart health and a glossary of easy to understand medical terms 	<ul style="list-style-type: none"> • Patients
Building A Strong Relationship with Your Health Care Professional	<ul style="list-style-type: none"> • A work sheet with practical tips on ways patients can help build a strong relationship with their health care professional and prepare for their next visit 	<ul style="list-style-type: none"> • Patients
Health Care Professional Brochure	<ul style="list-style-type: none"> • A guide to support you in having a more focused and productive conversation with your patients about cardiovascular health 	<ul style="list-style-type: none"> • Health Care Professionals
Heart Health Goal Setting Work Sheet	<ul style="list-style-type: none"> • Work sheets for you to help set cardiovascular goals with your patients 	<ul style="list-style-type: none"> • Health Care Professionals
Helping Patients Succeed	<ul style="list-style-type: none"> • A work sheet with communication techniques for you to help patients better understand their conditions and follow instructions for better health outcomes 	<ul style="list-style-type: none"> • Health Care Professionals
Health Literacy Guide	<ul style="list-style-type: none"> • A guide that provides information on the impact of low health literacy and tips on how to create a patient-centric medical office 	<ul style="list-style-type: none"> • Health Care Professionals
Cultural Competency Guide	<ul style="list-style-type: none"> • A guide that provides information on the connection between health disparities, communication and culture, including resources for information on how to improve cultural competency 	<ul style="list-style-type: none"> • Health Care Professionals
Cardiovascular Disease Fact Sheet	<ul style="list-style-type: none"> • A fact sheet about cardiovascular disease causes and risk factors, its statistics and its impact 	<ul style="list-style-type: none"> • Health Care Professionals
Poster	<ul style="list-style-type: none"> • A poster for your office that informs patients about the Time to Talk CARDIO program 	<ul style="list-style-type: none"> • Health Care Professionals

WHY IMPLEMENT TIME TO TALK CARDIO

While great progress has been made in the prevention and management of cardiovascular disease over the past 50 years, it remains the leading cause of death in the United States today. Despite the proven efficacy of pharmacological therapy and lifestyle modification to help reduce cardiovascular health risks associated with hypercholesterolemia and hypertension, many patients fail to derive the full benefit from their treatment regimen.

In fact, according to the American Heart Association, “deaths, increased hospitalizations and delays in recovery from illnesses occur each year because patients don’t properly follow their doctor’s advice.” Patient nonadherence remains a critical issue.

You may be able to build and maintain a stronger and more trusting therapeutic relationship with each patient by addressing education and adherence challenges through communication skill building.

The Time to Talk CARDIO communication skill-building tool is modeled after an evidence-based communication framework. **LEAPS**, an acronym developed to assist health care professionals in their everyday communication with patients, addresses five key medical interview functions:

- L – LISTENING** - The act of eliciting responses and listening
- E – EDUCATING AND COUNSELING** - Giving information and building patient confidence
- A – ASSESSING** - Monitoring patient adherence in a non-judgmental way
- P – PARTNERING** - Establishing a collaborative partnership to create a workable plan
- S – SUPPORTING AND BUILDING RAPPORT** - Establishing a strong therapeutic relationship

Studies find that patient recall of instructions, satisfaction with care, adherence to medical recommendations and appointment-keeping are consistently related to communication skills. It is noted that the strategic use of targeted communication approaches that foster an effective working partnership with patients may help make a difference in the successful management and control of cardiovascular disease. Furthermore, research shows that skilled communication may help physicians have greater professional satisfaction.

INTEGRATING TIME TO TALK CARDIO INTO YOUR PRACTICE

It is easy to integrate Time to Talk CARDIO into your practice. Below are some suggestions and ideas to engage your staff and patients in improving the provider-patient dialogue in an effort to positively impact cardiovascular health outcomes.

ENGAGING STAFF	ENGAGING PATIENTS
<ul style="list-style-type: none"> ✓ Send an email to staff introducing the program ✓ Offer incentives for those who complete the online evaluation ✓ Host a luncheon to meet and discuss findings and how to apply learnings ✓ Designate a Time to Talk CARDIO office representative to monitor program developments and update staff accordingly ✓ Apply Time to Talk CARDIO tools to help launch quality-improvement initiatives ✓ Keep Time to Talk CARDIO provider materials in the staff meeting area/break room ✓ Hang Time to Talk CARDIO posters in the staff meeting area/break room 	<ul style="list-style-type: none"> ✓ Ask the front desk to distribute the patient brochure when patients check-in ✓ Keep patient brochures in the exam room for patients to read while they are waiting ✓ Ask patients if they have any questions about the program ✓ If you actively communicate with your patients through e-mail and a Web site: <ul style="list-style-type: none"> – E-mail patients introducing the Time to Talk CARDIO program with link to www.timetotalkcardio.com – Link www.timetotalkcardio.com to your site for easy patient access ✓ Keep patient brochures in the waiting room for family members to read ✓ Hang Time to Talk CARDIO posters in the waiting room and bathroom

Time to Talk CARDIO is an educational program underwritten by Merck/Schering-Plough Pharmaceuticals and developed in partnership with the American Academy of Family Physicians Foundation, Canyon Ranch Institute and RIASWorks.