



ORGANIZATION 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 health care professionals and patients make the most of their conversations with each other.

This guide is designed to provide an overview of the various resources available to your organization through the Time to Talk CARDIO program. It also gives some tips and suggestions on how to use these tools with your members and constituents in an effort to positively impact cardiovascular disease patient 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 health care professionals and 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 health care professionals in having a more focused and productive conversation with their 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 health care professionals to help set cardiovascular goals with their 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 health care professionals 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 health care professionals' offices 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

The public health and economic impact of cardiovascular disease (CVD) in America is significant.

- ✓ More than 870,000 American die each year of CVD – that's nearly 2,400 deaths each day
- ✓ More than 80 million (one in three) Americans currently live with one or more types of CVD
- ✓ The estimated total direct and indirect cost, including health expenditures and lost productivity resulting from morbidity and mortality, of CVD and stroke in 2009 in the United States is projected to be \$475.3 billion. Estimates are that the cost of treating CVD could rise by 64 to 84 percent by 2025.

Time to Talk CARDIO strives to positively impact cardiovascular health outcomes through communication skill-building tools for patients and health care professionals. 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.

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

By participating in the Time to Talk CARDIO program, you may:

- ✓ Broaden your organization's knowledge about health care communication
- ✓ Utilize Time to Talk CARDIO materials with your members and constituents
- ✓ Share your expertise and best practices about health care communication
- ✓ Help to impact cardiovascular disease patient health outcomes

IMPLEMENTING TIME TO TALK CARDIO WITHIN YOUR ORGANIZATION

It is easy to implement Time to Talk CARDIO within your organization. Below are some suggestions and ideas to increase awareness of and engagement in Time to Talk CARDIO to help improve the provider-patient dialogue and positively impact cardiovascular patient health outcomes.

- ✓ Establish web links between www.timetotalkcardio.com and your organization's web site
 - Provide logo use
- ✓ Share the Time to Talk CARDIO materials with your colleagues
- ✓ Promote the program to patients and other health care professionals
- ✓ Recruit member colleagues to be a Time to Talk CARDIO representative in their region/local areas
- ✓ If applicable, incorporate Time to Talk CARDIO in upcoming regional and national organization conferences
 - Invite a Time to Talk CARDIO Advisory Board member to speak about the program to members
 - Host a Time to Talk CARDIO booth on the exhibit floor for members to pick up materials and/or access the web site
- ✓ If applicable, incorporate Time to Talk CARDIO in your organization's consumer-oriented activities (i.e., health fairs)
- ✓ Use your organization's existing communication channels (i.e., newsletters, publications, Web site) to promote Time to Talk CARDIO to members

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.