Engage, Educate and Empower

Successful patient engagement goes beyond knowing where a patient is in their journey. It involves understanding patient behavior so you can then share the information they need, when they need it most.

Patients crave insights. They want to fully participate in their health decisions. Yet the standard approach to patient engagement leaves a gap in understanding.

- 40-80% of information is immediately forgotten by adult learners.1
- 50-76% of patients fail to understand key medical information.6
- 75% of consumers, however, seek a partnership with their providers to determine the most effective treatment decisions.3
- 50% of patients, 50 or older, left a physician’s office or hospital confused about what to do next.2
- 40-80% of patients fail to understand key medical information.6
- 75% of consumers, however, seek a partnership with their providers to determine the most effective treatment decisions.3
- 50% of patients, 50 or older, left a physician’s office or hospital confused about what to do next.2

Improve Engagement Throughout the Patient Journey

Symptom Checker

Trusted, evidence-based source offers disease support and self-care advice to guide patients to seek the right level of care.

Interactive Patient Education

Share relevant, patient-friendly healthcare information through interactive videos, educational handouts and medication management tools.

WiserCare Patient Decision Support

Interactive online decision modules help patients clarify and express their preferences, goals and barriers relative to appropriate medical treatments for their individual situation, and share insights with their providers.

Custom Patient Education Manager

Offer unique, hospital-specific contentongraphic Interactive Patient Education, and consolidate information access into one single, familiar workflow.

Health Library

Text, illustrations and videos provide relevant education on topics that include symptoms, diseases, conditions and wellness information.

Engage, Educate and Empower

Successful patient engagement goes beyond knowing where a patient is in their journey. It involves understanding patient behavior so you can then share the information they need, when they need it most.

Patients are more likely to take action and comply with the treatment plan when they are empowered through the shared decision-making process to collaborate with their provider... This is the direction Elsevier takes in creating content to deliver to patients at any point in their care journey.

Julibeth Lauren, PhD, APRN, CNS, Vice-President and Editor-in-Chief for Elsevier Patient Engagement.


The Quest For Answers Along the Patient Journey

When viewed through the eyes of a patient, the care journey is not a linear process. Instead, it’s an ongoing and fluid journey that changes with every new test result, diagnosis or symptom.

Discover

What do my symptoms mean? Should I see a doctor?

Diagnosis

What tests are needed? Do I need a second opinion?

Treatment

What are my options? What does insurance cover?

Recovery

What can I expect? When should I call my doctor?

Maintenance

What do I need to do? What happens if I do nothing?