

Treatment Options

EXPLORE ▶ COMPARE ▶ PREPARE



A Partner's Guide to Using *Treatment Options* Resources



Agency for Healthcare Research and Quality
Advancing Excellence in Health Care • www.ahrq.gov



Effective Health Care Program

Treatment Options

EXPLORE ▶ COMPARE ▶ PREPARE

Treatment Options: Explore. Compare. Prepare. is a new consumer information initiative from the Agency for Healthcare Research and Quality’s (AHRQ) Effective Health Care (EHC) Program. It encourages people living with health conditions and their caregivers to *explore* treatment options for their conditions, *compare* the benefits and risks of each, and *prepare* to discuss them with their health care providers. The initiative also provides outreach materials for the health care professional community to encourage the use of EHC Program clinician tools and resources as well as patient education materials.

As a partner of AHRQ’s EHC Program, you can join the initiative that connects patients and caregivers to unbiased information they can use to improve their health and health care experiences. This initiative was developed with input from partners, like you, across the United States who support the Program’s goals. All the materials described in this document are free.

Below is a guide to the *Treatment Options* resources.

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RESOURCES FOR YOUR PATIENTS AND CONSUMERS

Animated Videos (English)

A series of three 60-second videos introduce patients and consumers to EHC Program resources. They are intended for distinct audiences — patients who are newly diagnosed, patients considering a new treatment approach to an existing condition, and caregivers. Each video acknowledges the confusion that may accompany treatment decisionmaking and emphasizes the value of unbiased information available from the EHC Program. You can embed one or all three videos on your organization's Web site or share them via social media or closed-circuit television. Your members can use them wherever they use video products.



Newly Diagnosed:

Share this video with newly diagnosed patients. It depicts a promising path forward for patients overwhelmed by confusing health care information.

Visit <http://youtu.be/zBJh1eH2iLo> to access the coding to embed and share this video.



Considering Other Treatment Choices:

Share this video with patients who are exploring new treatments for a previously-diagnosed health condition. It highlights the potential value of comparing a current treatment's effectiveness and side effects with possible alternatives.

Visit <http://youtu.be/RZ6KelogUyY> to access the coding to embed and share this video.



Caring for a Loved One:

Share this video with people caring for a loved one who has a health condition. It suggests that access to unbiased treatment information may help people who are balancing their own lives and the health care needs of another.

Visit http://youtu.be/o1Ktp-vF_do to access the coding to embed and share this video.

Treatment Options Brochure



This brochure describes the importance of using evidence when making health care decisions while highlighting free EHC Program resources that can help patients *explore* their treatment options, *compare* treatments' benefits and risks, and *prepare* to discuss their options with their health care provider. These brochures can be placed in waiting rooms and hospital lobbies and distributed at events, such as health fairs.

To order copies of the brochure, call the AHRQ Publications Clearinghouse at 1-800-358-9295 and request publication number **13-EHC053-A**.

List of Treatment Options Patient and Consumer Resources



Share these one-page lists with patients and caregivers during medical appointments or by placing them in waiting rooms or hospital lobbies. Branded with the *Treatment Options* initiative logo and illustrations, this comprehensive list of consumer products, including patient treatment summaries, is updated periodically to include new materials.

Contact your regional partnership liaison to request copies.

Text-Messaging Program

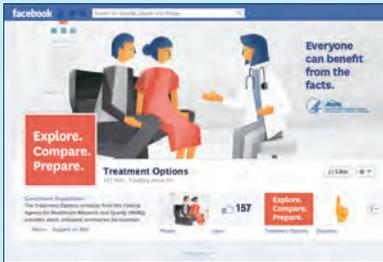


Consumers who sign up for the text-messaging program will receive weekly updates about comparing treatment options. They will also receive links to resources that offer tips for working with health care providers to find the best treatment options and new treatment resources from AHRQ.

To sign up, patients and caregivers text **COMPARE** to **22764**.

Share information about this program via social media or your organization's newsletter or other publications. All of the consumer *Treatment Options* print materials highlight the text-messaging program.

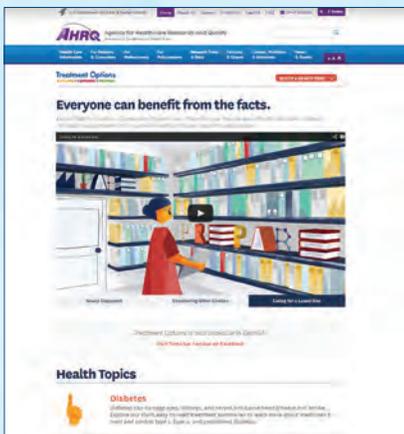
Treatment Options Facebook Page



Like and encourage patients and caregivers to like the official Facebook page of the *Treatment Options* initiative. Also, encourage patients to share their experiences about comparing treatment options and using AHRQ resources to help them work with health care providers. You and your members can share your experiences, and view regular updates about the initiative and like, share, and comment on relevant posts. The “Explore.Compare.Prepare.” tab features the videos and provides access to condition-specific resources.

Visit www.facebook.com/yourtreatmentoptions.

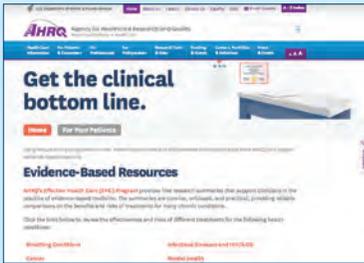
Patient and Consumer Web Page on AHRQ.gov



Encourage your patients and their caregivers to visit www.ahrq.gov/treatmentoptions to learn more about the initiative, download the library of free patient treatment summaries, and watch the animated videos.

RESOURCES FOR HEALTH CARE PROFESSIONALS

Health Care Professional Web Page on AHRQ.gov



Get the “clinical bottom line” on treatments for various health conditions by accessing clinician research summaries at www.ahrq.gov/clinicalbottomline. Also available are companion consumer treatment summaries for patients and caregivers.

Treatment Options Fact Sheets



Two fact sheets are available for you and your members to promote and discuss the *Treatment Options* initiative. Each contains general information about the initiative, as well as resources and ways to get involved.

Overview: This fact sheet explains the initiative to clinicians on one side of the fact sheet and to patients and caregivers on the other side. Resources are listed for each audience.

Join Us!: This fact sheet explains the purpose of the initiative. It is for organizations, like yours, that are part of the National Partnership Network. Use this fact sheet to encourage your members to get involved in the initiative.

Contact your regional partnership liaison to request copies.

Animated Videos (Spanish)

A series of three 60-second, Spanish-language videos introduce patients and other consumers to EHC Program resources. They are intended for distinct audiences — patients who are newly diagnosed, patients considering a new treatment approach to an existing condition, and caregivers. Each video acknowledges the confusion that may accompany treatment decisionmaking and emphasizes the value of unbiased information available from the EHC Program. You can embed one or all three videos on your organization's Web site or share them via social media or closed-circuit television. Your members can use them wherever they use video products.



Newly Diagnosed:

Share this video with newly diagnosed patients. It depicts a promising path forward for patients overwhelmed by confusing health care information.

Visit <http://youtu.be/fAHwXsWsgoI> to access the coding to embed and share this video.



Considering Other Treatment Choices:

Share this video with patients who are exploring new treatments for a previously diagnosed health condition. It highlights the potential value of comparing a current treatment's effectiveness and side effects with possible alternatives.

Visit <http://youtu.be/QvZASUYZp88> to access the coding to embed and share this video.



Caring for a Loved One:

Share this video with people caring for a loved one who has a health condition. It suggests that access to unbiased treatment information may help those balancing their own lives and the health care needs of another.

Visit <http://youtu.be/XDY7VPc2Olk> to access the coding to embed and share this video.

Treatment Options Brochure (Spanish)



This Spanish-language brochure describes the importance of using evidence when making health care decisions while highlighting free EHC Program resources that can help patients *explore* their treatment options, *compare* treatments' benefits and risks, and *prepare* to discuss their options with their health care provider. These brochures can be placed in waiting rooms and hospital lobbies and distributed at events, such as health fairs.

To order copies of the brochure, call the AHRQ Publications Clearinghouse at 1-800-358-9295 and request publication number **13-EHC053-B**.

List of Treatment Options Spanish-Language Patient and Consumer Resources



Share this Spanish-language resource with patients and caregivers during medical appointments or by placing them in waiting rooms or hospital lobbies. Branded with the *Treatment Options* initiative logo and illustrations, this one-page document has a complete list of Spanish-language consumer products, including patient treatment summaries, and is updated periodically to include the most recent materials.

Contact your regional partnership liaison to request copies.

Text-Messaging Program (Spanish)



Consumers who sign up for the text-messaging program will receive weekly updates in Spanish about comparing treatment options. They will also receive links to resources that offer tips for working with health care providers to find the best treatment options and new treatment resources from AHRQ.

To sign up, patients and caregivers text **MISALUD** to **22764**.

Share information about this program via social media and your organization's newsletter or other publications. All of the consumer *Treatment Options* print materials highlight the text-messaging program.

“Toma Las Riendas” Facebook Page



Like and encourage patients and caregivers to like the official Spanish-language Facebook page of the *Treatment Options*, or *Toma Las Riendas*, initiative. Also, encourage patients to share their experiences about comparing treatment options and using AHRQ resources to help them work with health care providers. You and your members can share your experiences and view regular updates about the initiative and like, share, and comment on relevant posts. Tabs provide access to condition-specific resources in Spanish, including the Spanish-language videos.

Visit www.facebook.com/AHRQehc.espanol.

Print Public Service Announcements (Spanish)



Publish one or both of our Spanish-language, one-page public service announcements (PSAs) in your organization’s journal, newsletter, or other print publications. These PSAs, *Miguel* and *Comadre*, encourage patients and caregivers to access EHC Program resources.

Contact your regional partnership liaison to request copies and for help in adding your organization’s logo prior to publishing.

ADDITIONAL MATERIALS (COMING SOON)

Partners will soon be informed about additional materials available to promote the *Treatment Options* initiative. They will include:

Web Buttons

General and condition-specific Web buttons for patients, consumers, and clinicians can be embedded on your organization's Web site. (Codes will be provided.) These buttons include the *Treatment Options* branding and illustrations and link to a variety of AHRQ's EHC Program resources.

Health Professional Print Announcements (English)

Publish these one-page announcements in your organization's journal, newsletter, or other print publications. They direct readers to the health care professional Web page: www.ahrq.gov/clinicalbottomline.

Patient and Consumer Print Public Service Announcements (English)

Publish one or both of these one-page public service announcements (PSAs) in your organization's journal, newsletter, or other print publications. These PSAs encourage patients and caregivers to access EHC Program resources.

