



**Lab Tests Online®**

A Global Standard for Patient Education

*teaching*  
the  
**world**

about  
*lab* medicine

*since 2001*

in English

en español

auf Deutsch

po polsku

magyarul

in italiano

στα Ελληνικά

v češtině

en français

中文版

em Português

Türkçe

in limba Romana

한국어판



# Lab Tests Online Vision

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**A public resource on clinical lab testing  
from the professionals who do the testing**

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- inform **the public** about clinical laboratory testing
- increase the visibility of the lab among
  - Policymakers
  - Medical professionals
  - Students



# Early History

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- **1999-** AACC's HI5 patient education program launched— paper based patient education on 5 common laboratory tests (glucose, cholesterol, TSH, PSA, hemoglobin)
- **Early 2000-** Industry group recommends expanding HI5 to the web
- **Fall 2000-** Initial editorial group selected with members from five partners (AACC, ACLA, ASCLS, ASM, CLMA), industry supporter agreements reached
- **Jan 2001-** Project formally launched with hire of executive producer



# Growing and Maturing

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- US site now has over 300 test descriptions, over 100 condition descriptions, and adds a new news article about every 2 weeks
- Is updating about 100 articles/year; all updates are reviewed for substantive edits and these are made available to editors in all countries
- Editorial board continues to meet by conference call every 2 weeks, and performs a number of reviews of updated pages and news articles “off-line”



# Globalizing Lab Tests Online

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- 2004: UK version
- 2007: Spain, Germany, Poland, Australia, Hungary, Italy
- 2008: Greece, Czech Republic
- 2009: France, China
- 2010: Portugal, Brazil
- 2011: Turkey
- 2012: Korea, Romania (November 1)

*By end 2012: 14 languages, 17 countries*



# World-Wide Traffic

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- 2009, 10 sites, total **23.2 million**, average **1.93 million/month**
- 2010, 12 sites, total **31.5 million**, average **2.6 million/month**
- 2011, 15 sites, total **30.6 million**, average **2.5 million/month** (switched analytic tool, reports about 20% less; corrected, **20% up from 2010**)
- 2012, 16 sites, **projected total 33.4 million**, average **2.8 million/month**



**Lab Tests Online®**  
Peer-reviewed Non-commercial Patient-centered

**IS**



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**NEEDED?**

# Health Literacy on Lab Tests

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**The ability to read, understand, and act on health information**

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Little research specifically related to Lab testing

This despite the fact that laboratory tests are commonly performed on patients, and that they make up 60-70% of the objective information in physician's notes





# Health Literacy

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**The ability to read, understand, and act on health information**

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Most patients need help interpreting health information

Most health care materials are written at 10<sup>th</sup> grade reading level

Average American reads at 8<sup>th</sup>-9<sup>th</sup> grade level, and 20% at 5<sup>th</sup> grade or below



# Health Literacy

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## Consequences of Impaired Health Literacy

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In studies, literacy skills are a stronger predictor of health status than age, income, employment status, education level, or racial/ethnic group

In US, almost 1/3 of population estimated to have problems understanding and acting on health care information



# Health Literacy on Lab Tests

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- Laboratory tests are the most difficult part of the medical record for patients to evaluate, as numeracy skills are often lacking
- In one study, only 5-15% of US public are science literate (able to read scientific terminology, understand scientific concepts)



# Health Literacy on Lab Tests

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## National Association of Chronic Disease Directors/Ortho Clinical Diagnostics

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- Did survey of over 1000 healthcare users in US; 79% had blood work done in past year
- Only 52% of those recently tested knew cholesterol level, only 35% knew glucose level (< 10% of those not recently tested knew these)
- 88% would like results discussed during doctor visits, yet this happened with <40%



# Health Literacy

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## Consequences of Impaired Health Literacy

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**In studies, health literacy problems are associated with:**

- Mismanagement of medications
- Failure to perform necessary follow-up visits and procedures
- Increased rates of hospitalization
- Increased morbidity and mortality



# Health Literacy

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## Institute of Medicine Report 2004

### *“Prescription to End Confusion”*

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Described other issues in health literacy besides reading, including numeracy (ability to interpret numbers) and conceptual knowledge – both critical for laboratory tests



# Health Literacy

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## Institute of Medicine Report 2004

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Points out that more than reading skills needed; requires:

- Background health knowledge
- Familiarity with health language
- Communication skills



## Patient Feedback



“I have never seen a website that explains things as plainly and simple and yet rich in information...keep up your excellent job.”

## Provider Feedback



“Excellent, Excellent, Excellent!!! I also appreciate the clear and concise summaries on medical conditions. Its often better explained than my medical text books.”

## Media Endorsement

... a masterfully simple page ...  
--Washington Post

One of the best medical sites online  
--NBC TV





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# Thank You!

