

Health literacy and personalized medicine

European Health Forum Gastein

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The Health Literacy Coalition

October is health literacy month

Every health care professional and organization
has the ability and responsibility to increase
health literacy by making health information easy
to understand and health systems easy to navigate

Cindy Brach



Health literacy

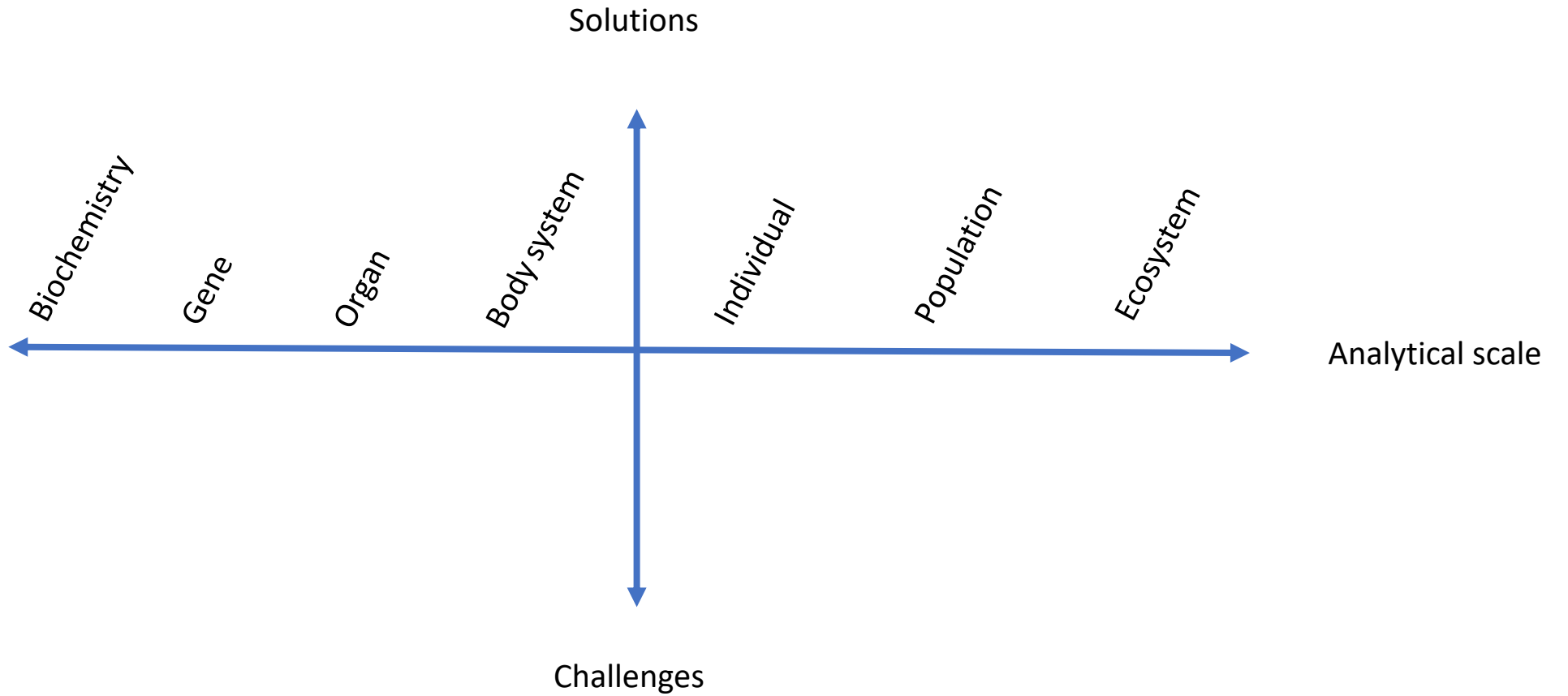
- **Health literacy** is closely linked to literacy and encompasses knowledge, motivation and competencies to access, understand, appraise and apply information to form judgment and make decisions concerning healthcare, disease prevention and health promotion in everyday life to maintain and promote quality of life during the life course with the support of professionals and systems to facilitate the process.

Personalized medicine

- **Personalized medicine** is an emerging practice of medicine that uses an individual's genetic profile to guide decisions made in regard to the prevention, diagnosis, and treatment of disease.
- Knowledge of a patient's **genetic profile** can help doctors select the proper medication or therapy and administer it using the proper dose or regimen.

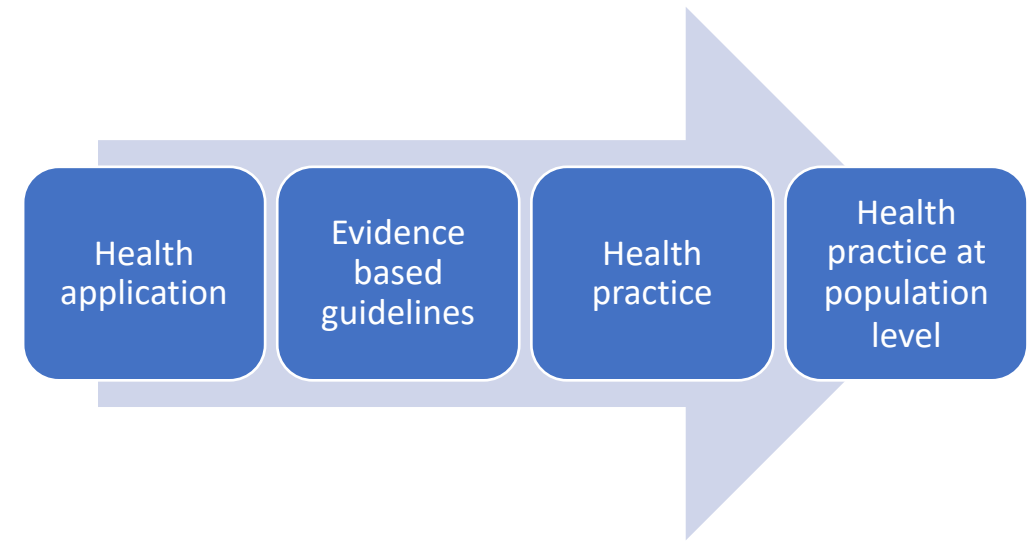


Public health focus



4 translational phases of applying genomic discoveries

- Every stage involves scientific communication with professionals as well as lay people.
- The complexity of the matter poses an important challenge for the translation process of disseminating information to create knowledge and stimulate action towards personalized medicine.



Re-orientation towards people-centredness

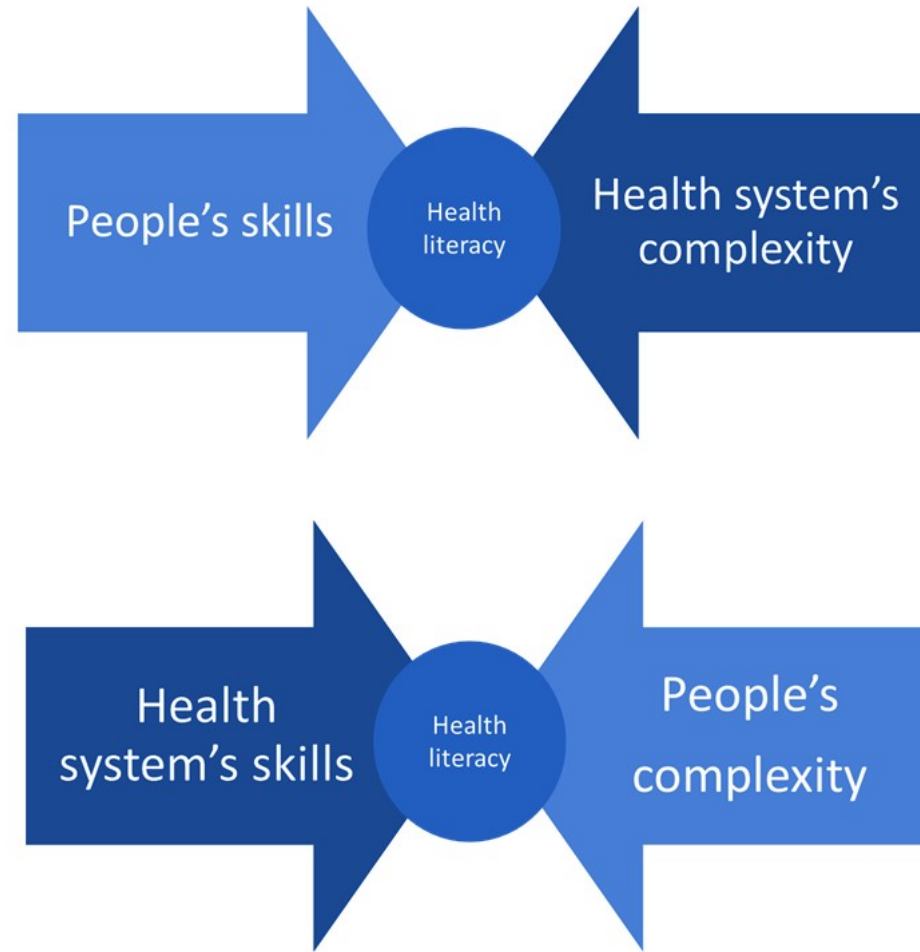


Figure 1: Shifting the health literacy mind-set to enhance people-centred health services

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Health Literacy is a critical component
of the democratization of health

Ilona Kickbusch