

HELP PATIENTS HELP THEMSELVES

Be their Health Literacy Hero

"It was heart-wrenching...patients in tears begging for information, asking if I could help them find a treatment, a clinical trial, or even an HCP who could help them understand their symptoms. This was my Aha moment: patients need help understanding their options, advocating for themselves, and getting access to the best care possible."

Pippa Colden

Vice President, Medical and Scientific Services,
Cactus Life Sciences

Pippa's superpower is understanding unmet needs.
See how she can help you become a Health Literacy Hero.



HELP PATIENTS UNDERSTAND

Be their Health Literacy Hero

"I was asked to create a pamphlet at a children's hospital to help parents care for their child with a kidney infection. When I asked, "What's the hardest thing for patients' parents to understand?", I was told, "Well, they don't even know what a kidney is." This was my Aha moment: Never assume knowledge!"

Stéphanie Heyraud

Medical Director, Medical Communications,
Cactus Life Sciences

Stéphanie's superpower is optimizing patient education.
See how she can help you become a Health Literacy Hero.



HELPING PATIENTS HELP THEMSELVES STARTS WITH US

What our industry can do to improve health literacy

“Information in patient materials is not easily digestible. Too many words, terrible imagery, complicated designs. When I needed to decide on a medication, the information shared with me was in tiny type and filled with words I could not pronounce. Not only did I not understand it, but I could barely even read it. My Aha moment: We must do better as an industry and help improve health literacy.”

Caitlyn M D’Agati

Account Director, MedComms & Consumer Marketing,
Cactus Life Sciences

Caitlyn’s superpower is simplifying science. See how she can help you become a Health Literacy Hero.



PHYSICIANS AND SCIENTISTS ARE SOMETIMES PATIENTS TOO

Be their Health Literacy Hero

“Watching my sister struggle to understand treatment options—even though she was a physician—for the extremely rare cancer she suffered from and having to go through copious amounts of literature as a scientist and explain it to her, made me wish all clinical trial data were simplified without losing the key message. My Aha moment: Even as a physician and a scientist, we wished for simpler language in clinical literature.”

Shama Buch

Vice President, Medical and Scientific Services,
Cactus Life Sciences

Shama's superpower is empowering patients. See how she can help you become a Health Literacy Hero.

