

BACKGROUND

- Acute myeloid leukemia (AML) patient education resources that address barriers to health literacy, elucidate the many complexities of AML, and demonstrate improved patient outcomes are limited.
- Poor health literacy is well-recognized as a major impediment in patient understanding of disease, and is an obstacle to patient self-management, shared decision-making, and achievement of optimal health outcomes.¹
- The challenges to overcoming barriers of limited health literacy are immense – the AMA cites a mere 12% of Americans are considered health literacy proficient²; yet most learning resources for patients utilize a text-based information format, often beyond the comprehension of most patients.
- To mitigate the barriers of poor understanding and inadequate health literacy, *The MDS Foundation* developed a highly visual format of learning for patients, using animations, and image-rich educational communication tools.
- We provide a synopsis of the impact, utility, and benefits of “*An Animated Patient’s Guide to AML for Best Health Outcomes (APG-AML)*” accessible at www.YouAndAML.com.
- Our study’s retrospective evaluation demonstrates the value of this format of learning, by assessing knowledge gains, improved self-management skills, as well as enabling discussions between patients and providers to validate the merits and outcomes benefits of the APG-AML website and YouTube resources.

METHODS

- Our APG-AML study reports on data collected from November 2019 to June 2025 (~67 months). We monitored audience outreach, demographics, learner identity (patient/family member/caregiver), knowledge improvement, learner-reported commitment to change, and patients who planned to implement self-management actions into their AML management.
- Our data comprised information collected on unique visitors, country origins, areas of interest; we measured responses by learners who self-reported intention to discuss new management options with their providers.
- We also monitored usage of learning resources, such as top views by multimedia type (animations, slide shows, expert videos, patient videos, infographics).
- We assessed learner impact and commitment to change through surveys, which assessed areas of interest, intention to self-modify behaviors, and intention to discuss disease management opportunities with providers.
- We followed an adapted approach of Moore’s outcomes performance criteria utilized in continuing medical education among the user audiences to assess effectiveness, and learner responses.

RESULTS

- Our data reports on learner activities based on 565,131 total views globally.
- There were 319,173 global unique visitors; of which 159,587 (~50%) were unique visitors from the USA.
- Of US visitors, 47% (n=75,006) identified as AML patients; 24% (n=38,301) identified as family or caregivers; 13% (n=20,746) identified as ‘other’; and 16% (n=25,534) identified as healthcare providers.
- Of patients who reported actions related to commitment to change, 93% (n=670) reported they “*will use information learned to better self-manage their AML*”; 94% (n=597) reported they “*plan to discuss information learned with their doctor*”; 98% (n=737) reported they “*plan to discuss AML medication and treatment options with their doctor*”. (Table 1)

Learn more at: YouAndAML.com

RESULTS

- In terms of knowledge improvement among 213 respondents, 93% (n=198) indicated “*improved understanding of AML*”; 91% (n=194) reported “*better understanding of AML diagnosis*”; and 94% (n=200) reported they “*learned new treatment option information for AML*”. (Table 2)

Figure 1 – U.S. Visitor Demographics

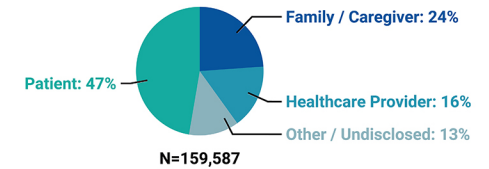


Table 1 – Patients Reporting Improved Outcomes

Respondents Reporting Improved Outcomes	Total Responses (N)	Commitment to Change N (%)
Will use new information to better self-manage their AML	720	670 (93)
Will discuss information learned with their doctor	635	597 (94)
Will discuss AML treatment options with their doctor	752	737 (98)

Table 2 – Patients Reporting Knowledge Improvement

Respondents Reporting Knowledge Improvement	Total Responses (N)	Commitment to Change N (%)
Indicated an improved understanding of AML	213	198 (93)
Indicated a better understanding of AML diagnosis	213	194 (91)
Learned new treatment option information for AML	213	200 (94)

CONCLUSION

- Our AML patient education study provides insights into the learning needs, areas of importance and self-reported knowledge gains among learners and suggests that such learning resources can inform patients effectively and facilitate actionable behaviors leading to improved outcomes.
- Moreover, visual formats of learning can help overcome health literacy barriers and enable greater patient participation in achieving shared-decisions and optimal outcomes.

ACKNOWLEDGMENTS

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Reference 1: Coughlin SS, Vernon M, Hatzigeorgiou C, George V. Health Literacy, Social Determinants of Health, and Disease Prevention and Control. *J Environ Health Sci*. 2020 Dec 16;6(1):3061. Available at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC7889072>

Reference 2: U.S. Department of Health and Human Services. Health Literacy Reports and Publications. Available at: www.hhs.gov/surgeongeneral/reports-and-publications/health-literacy/index.html