

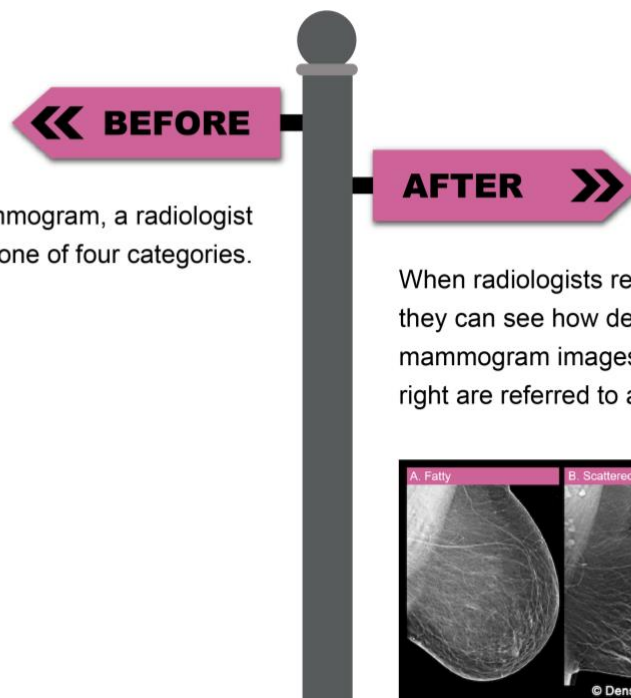
DenseBreast-info.org Prioritizes Patient Health Literacy

Working with Patient Advisory Group to Ensure Content is Understandable and Actionable

Deer Park, N.Y., July 18, 2022 – DenseBreast-info.org (DB-i) has completed a health literacy update of patient educational materials on the website, making the content easier to understand and to act on. The project included the launch of a Patient Advisory Group whose input reinforced the need for “simple” language.

“Low health literacy contributes to disparities in cancer care. Mammogram results letters can be difficult to understand and unclear. Lack of understanding can impact decisions and, ultimately, outcomes,” said JoAnn Pushkin, Executive Director, DenseBreast-info. “As a resource women may turn to on the topic, we worked to balance information, delivery, and suggested action. The sweet spot is medically sourced information in simple language, presented in an easy-to-read format.”

Word selection, images, and an easy-to-use format help readers understand and act on the materials. These changes will help women make decisions about their breast health. Patient understanding was improved with “simple language” updates like:



According to Patti Beyer, a density inform advocate, and Patient Advisory Group member, “Accurate and understandable information is important for patients, especially as women may be hesitant to say they don’t understand a term or recommendation.”

“Density inform letters raise awareness about the implications of dense breast tissue, but they often are unclear about what the woman should do with the information. Health providers may also lack clarity about the risks of dense breasts and the benefits and considerations for additional screening beyond mammography. Women must be able to find clear information to guide their decisions. We are helping them do that.” said Wendie Berg, MD,

PhD, Professor of Radiology, University of Pittsburgh School of Medicine, Magee-Womens Hospital, Department of Radiology and Chief Scientific Advisor, DenseBreast-info.org.

DenseBreast-info.org is the world's leading resource on the topic. Growing from 40,000 visits in 2016, the medically-sourced website projects 500,000 visits in 2022. DB-i features provider and patient educational tools including:

- [5 Facts You Should Know \(new\)](#)
- [Q+A Homepage with animated image \(new\)](#)
- [Patient Education Video Series, *Let's Talk About Dense Breasts*](#)
- [Patient Resource Section \(downloadable education resources in 23 languages\)](#)

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