



# Ignite Patient Education Content Standards

## Content Development, Sourcing, Reviews, and Updates

**To ensure accurate and accessible content, we have an in-house team of:**

- Clinicians with advanced degrees
- Certified medical illustrators
- Medical editors
- Writers
- Designers

Editorial content is written for a range of reading levels from 4th to 12th grade, depending on the audience and topic requirements. In general, our target reading level is between 6th and 8th grade. The level is measured with commonly used readability scales (Gunning-FOG, Flesch-Kincaid, and FK Reading Ease). Going beyond grade-level assessment, our content is developed with a focus on health literacy. We use Doak, Doak and Root's Suitability Assessment of Materials (SAM) methodology. Plus, we use the Centers for Medicare & Medicaid Services (CMS) Toolkit and the Plain Language and Training Resources offered by the National Institutes of Health.

Our medical and instructional images are developed to:

- Bridge learning barriers, speaking across languages and literacy levels.
- Convey key messages, reinforcing priority content, such as anatomy and surgical solutions.

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- Tie content and audience together, with real-life solutions, including how to do exercises and to perform self-care.

To meet accuracy and accessibility requirements for all content, our internal process evaluates the following criteria during development:

- Clarity of technical content in text and visuals (instructional art, medical illustrations, photographs, and graphics)
- Appropriateness of content in art and text
- Instructional design standards for layout and typography
- Learning stimulation motivation
- Literacy demand

Clinical subject matter experts review all new content during development, and active content in the print and digital collections. End users are asked to evaluate new materials as specialty lines are developed and released.

## Standards for Sourcing and Guidelines

All health content is sourced when initially written and when revised and updated. The Research Department maintains a library of the latest clinical textbooks and journals supporting the medical specialties that form the foundation of our patient education titles. Our resources function as evidence-based clinical decision support tools. They provide a synthesis of the latest information on evaluation, diagnosis, clinical management, prognosis, and prevention. Research methods also include consultations with medical experts and attendance at health care association meetings and conferences.

Ignite Patient Education content is grounded in the most recent evidence-based medicine available, to ensure relevancy, accuracy, and reliability of all health directives.

## Acceptable Sources

- Proprietary online databases that pull content from journals, textbooks, guidelines, drug directories, and clinical-review articles.

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- Clinical Key
  - Nursing Consult
  - UpToDate
  - Cochrane Reviews
- 
- Associations and organizations that set the standards of care for their respective fields.
  - Medical journals - 600+ titles
  - Clinical textbooks - 1000+ titles
  - U.S. government sources such as the NIH, CDC, FDA, NCHS, NIOSH
  - Pharmaceutical drug information (i.e., dosage, administration, drug interactions)

## Unacceptable Sources

- Broad-based Google searches
- Content from commercial and for-profit organizations
- Non-U.S.-based sources
- Private research (i.e., not vetted/published by a recognized organization)

## Guidelines

We monitor over 150 associations and organizations for guideline updates. We incorporate these current practice guidelines and standards of care when creating or updating our content. See the Appendix for a detailed list.

## Bibliographies

Copyright and contractual agreements limit how source content can be utilized. Only citations (AMA style) can be legally retained and distributed to entities outside the name of the subscribing organization.

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## Content Review

All new content is reviewed during initial development by a minimum of two licensed clinicians. At least one of these clinicians have subject matter expertise in the topic being developed. Active health content is reviewed on a 24-month cycle by a minimum of two licensed clinicians. All reviewers are chosen for their knowledge of the topic at hand.

## Maintenance

All health materials are reviewed and revised to reflect new medical knowledge, updates in standards of care, and guideline changes. We are committed to the ongoing maintenance of our print and digital health content. This includes multimedia, calculators, and condition-related risk assessments. In addition, we have quizzes relating to specific health topics (smoking, weight loss, exercise, immunizations and screenings, pregnancy, stress, depression, and substance and alcohol use).

The development team maintains a database of more than 3,000 present and former independent contractors who clinically review health/clinical content. These individuals review content in their specialties or areas of expertise. This ensures that the stated facts and recommendations are evidence-based, medically accurate, and in line with current best practices. In addition, a select team of independent contractor clinicians stands ready to answer questions, offer firsthand experience and clinical insight, and review content in the required area of expertise.

In addition to undergoing regularly scheduled reviews, all health content is evaluated on an ongoing basis in response to:

- Revisions in guidelines or standards of care
- Ongoing clinical input from our subject matter experts
- Feedback from customers and end user

## Taxonomies

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Ignite Patient Education health content can be retrieved and integrated into health care delivery workflows at the point of care, through integration with problem lists and other parts of the patient's electronic medical record. We achieve this intelligent integration of content by applying industry standard billing and clinical-coding terminologies to each online asset. This allows content to be presented dynamically and automatically at an appropriate point of care.

### Codes Applied:

- ICD-9-CM
- ICD-10-CM
- ICD-10-PCS
- CPT
- HCPCS
- LOINC
- NDC
- RxNORM
- SNOMED CT
- MeSH
- Clinical Service Lines (proprietary)

## Translations

Translations of Ignite Patient Education materials are produced by a select vendor. Both a translator and an editor work on the document. Once the translated manuscript is compiled into the desired format, the product is checked by a proofreader. These individuals are native speakers of the target language, whose English fluency encompasses both formal written as well as conversational English. This helps ensure that the desired literacy level and the tone of our materials are conveyed accurately in the target language.

**To provide quality control and consistency** across the broad range of our Spanish offering, translations of our Patient

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Education content is developed using glossaries and terminology and style guides that are shared among the translation team. We translate into universal, or broadcast, Spanish that has its roots in the Spanish spoken in the Western Hemisphere.

## Appendix: Guidelines

**In developing, reviewing, and updating health content, we incorporate current practice guidelines and standards of care. We monitor over 150 associations and organizations for guideline updates:**

1. Academy of Breastfeeding Medicine (ABM)
2. Academy of Nutrition and Dietetics (AND)
3. Advisory Committee on Immunization Practices (ACIP)
4. Agency for Healthcare Research and Quality (AHRQ)
5. Alzheimer's Association
6. American Academy of Allergy, Asthma & Immunology (AAAAI)
7. American Academy of Audiology
8. American Academy of Child and Adolescent Psychiatry (AACAP)
9. American Academy of Dermatology (AAD)
10. American Academy of Emergency Medicine (AAEM)
11. American Academy of Family Physicians (AAFP)
12. American Academy of Neurology (AAN)
13. American Academy of Ophthalmology (AAO)
14. American Academy of Orthopaedic Surgeons (AAOS)
15. American Academy of Otolaryngology—Head and Neck Surgery (AAO-HNS)
16. American Academy of Pain Medicine (AAPM)
17. American Academy of Pediatric Dentistry (AAPD)
18. American Academy of Pediatrics (AAP)
19. American Academy of Physical Medicine and Rehabilitation (AAPM&R)
20. American Academy of Sleep Medicine (AASM)
21. American Association for Clinical Chemistry (AACC)

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22. American Association for Pediatric Ophthalmology and Strabismus (AAPOS)
23. American Association for Respiratory Care (AARC)
24. American Association for Thoracic Surgery (AATS)
25. American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR)
26. American Association of Clinical Endocrinologists (AACE)
27. American Association of Diabetes Educators (AADE)
28. American Association of Endocrine Surgeons (AAES)
29. American Association of Neurological Surgeons (AANS)
30. American Association of Neuroscience Nurses (AANN)
31. American Cancer Society (ACS)
32. American Chronic Pain Association (ACPA)
33. American College of Allergy, Asthma & Immunology (ACAAI)
34. American College of Cardiology (ACC)
35. American College of Chest Physicians (ACCP)
36. American College of Clinical Pharmacy (ACCP)
37. American College of Critical Care Medicine (SCCM)
38. American College of Echocardiography (ASE)
39. American College of Emergency Physicians (ACEP)
40. American College of Endocrinology (ACE)
41. American College of Foot and Ankle Surgeons (ACFAS)
42. American College of Gastroenterology (ACG)
43. American College of Medical Genetics (ACMG)
44. American College of Physicians (ACP)
45. American College of Preventive Medicine (ACPM)
46. American College of Radiology (ACR)
47. American College of Rheumatology (ACR)
48. American College of Sports Medicine (ACSM)
49. American College of Surgeons (ACS)
50. American Congress of Obstetricians and Gynecologists (ACOG)
51. American Dental Association (ADA)
52. American Diabetes Association (ADA)
53. American Epilepsy Society (AES)
54. American Gastroenterological Association (AGA)
55. American Geriatric Society (AGS)

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56. American Heart Association (AHA)
57. American Institute for Cancer Research (AICR)
58. American Institute of Ultrasound in Medicine (AIUM)
59. American Medical Association (AMA)
60. American Occupational Therapy Association (AOTA)
61. American Optometric Association (AOA)
62. American Pain Society (APS)
63. American Physical Therapy Association (APTA)
64. American Psychiatric Association (APA)
65. American Red Cross (ARC)
66. American Society for Blood and Marrow Transplantation (ASBMT)
67. American Society for Colposcopy and Cervical Pathology (ASCCP)
68. American Society for Gastrointestinal Endoscopy (ASGE)
69. American Society for Metabolic & Bariatric Surgery (ASMBS)
70. American Society for Pain Management Nursing (ASPMN)
71. American Society for Parenteral and Enteral Nutrition (ASPEN)
72. American Society of Addiction Medicine (ASAM)
73. American Society of Anesthesiologists (ASA)
74. American Society of Clinical Oncology (ASCO)
75. American Society of Colon and Rectal Surgeons (ASCRS)
76. American Society of Echocardiography (ASE)
77. American Society of Hematology (ASH)
78. American Society of Hypertension (ASH)
79. American Society of Interventional Pain Physicians (ASIPP)
80. American Society of Neuroradiology (ASN)
81. American Society of Nuclear Cardiology (ASNC)
82. American Society of Plastic Surgeons (ASPS)
83. American Society of Temporomandibular Joint Surgeons (ASTMJS)
84. American Stroke Association (ASA)
85. American Thoracic Society (ATS)
86. American Thyroid Association (ATA)
87. American Urological Association (AUA)
88. Brain Trauma Foundation (BTF)
89. Care Management Institute (CMI)

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90. Centers for Disease Control and Prevention (CDC)
91. Chartered Society of Physiotherapy (CSP)
92. Child Neurology Society (CNS)
93. Children's Oncology Group (COG)
94. Emergency Nurses Association (CNA)
95. Endocrine Society
96. Food and Drug Administration (FDA)
97. Global Initiative for Chronic Obstructive Lung Disease (GOLD)
98. Heart Failure Society of America (HFSA)
99. Heart Rhythm Society (HRS)
100. Infectious Diseases Society of America (IDSA)
101. Institute for Clinical Systems Improvement (ICSI)
102. National Academy of Medicine (NAM)
103. International Standard of Care Committee for Spinal Muscular Atrophy
104. Joint Council of Allergy, Asthma & Immunology (JCAAI)

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