



What are the benefits of the Crystal Clear Mark to your General Practice?

- Completing the Crystal Clear audit, applying the learnings in your practice and completing the ICGP eLearning module on health literacy will all be recognised as suitable for CPD credits which can be recorded on the ICGP ePortfolio. Audit for audit credits; application and documentation of application for internal credits and completion of eLearning module for external credits.
- Higher patient satisfaction levels.
- Staff morale will improve.
- You can display the Crystal Clear Mark in your General Practice – we will give you a framed certificate and a sticker for your door or window.
- Your general practice will be viewed as fully accessible by patients in your community.

You can find full details of the programme on www.nala.ie/crystalclear or contact your local MSD representative.

The Crystal Clear General Practice Programme and its Crystal Clear Mark

Make your general practice stand out.



www.msd.ie
www.nala.ie/crystalclear



The Crystal Clear Programme is supported by MSD as part of its commitment to improving access to health.



Results from the European Health Literacy Study in 2012 show that 40% of Irish people have limited health literacy. This means that four out of ten people who use health services find it difficult to understand and act on health information, such as instructions on labels. OECD research (2013) shows that one in four (25%) people has difficulties with real world maths from simple addition and subtraction to the calculation of averages. As a general practice you play a critical role in helping your patients understand their health issues and the steps they need to take to improve their health.

1 in 4 people has a difficulty with numbers

25%



40%

4 in 10 people have limited health literacy

MSD and NALA have developed the national Crystal Clear General Practice programme with a unique quality mark. The programme will recognise general practices that deliver a health literacy friendly service to their patients, by awarding them the **Crystal Clear Mark**.



How to become a Crystal Clear General Practice and achieve the Crystal Clear Mark

1 Go to www.nala.ie/crystalclear and complete the online audit. This involves answering nine questions on:

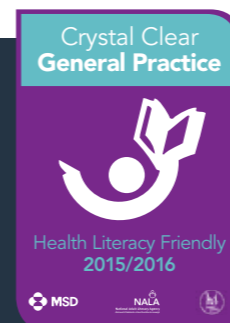
- your policies and procedures;
- how you communicate;
- staff awareness; and
- how you evaluate and continually improve your service.

You will need to supply evidence such as photographs of clear signage, examples of clearly written letters and ways that staff communicate effectively with patients in a literacy friendly way.

2 If you pass the audit, you can apply for the Crystal Clear Mark. NALA will send you the mark in the form of a door sticker and certificate which you can display in your general practice. You can also mention it on your website. We will also advise you on how to promote your achievement in the local media.

3 If you do not pass the audit, NALA will send you a list of actions that you can follow to help you pass the audit the next time. If you need help or advice with any of these actions, NALA will discuss this with you and offer support where possible. Once you have completed these actions, you can do the online audit again to reapply for the Crystal Clear Mark.

It is free to apply to take part in the **Crystal Clear General Practice Programme**. When you achieve the quality mark, you can display it for two years.



What is a health literacy friendly service?

Many health services are looking at how they engage with their patients, particularly those who have difficulty reading and understanding health information. A health literacy friendly service takes account of the literacy and numeracy needs of its patients and regularly evaluates and consistently improves this.

How to improve your service?

The first step in improving your service is being aware of the literacy and numeracy challenges that some of your patients face. The next steps involve you doing what you can to make it easier for all patients to use your practice by looking at your environment and communications. To do this, you can use an audit tool developed by NALA. This online tool will help you to identify what you already do to support the literacy and numeracy needs of your patients and what you could do better.

NALA in partnership with MSD, are aware of the important part general practices play within their local community to communicate health information clearly to their patients. We wish to recognise excellence in this area through the Crystal Clear General Practice Programme.

