Digital Health Literacy

October 2024

Overview

01 **What is digital health literacy?**

02 Why does it matter?

03 **What are digital equity challenges?**

04 How to bridge the gap?

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Digital health "eHealth" literacy is:

Digital health – the use of information and communications technologies in medicine and other health professions to manage illnesses and health risks and to promote wellness, AND;

Digital literacy – is an individual's ability to find, evaluate, and communicate information using typing or digital media platforms.

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Why does it matter

Why it matters:

Healthcare is becoming more reliant on technology

Many folks lack proper access to care due to:

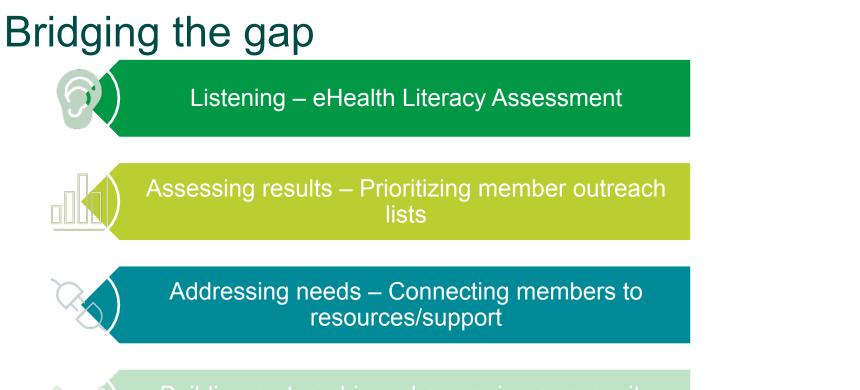| Unmet social needs | Gaps in knowledge |

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Digital equity for older adults: GRITS

- Geography:
- Race/ethnicity:
- Income
- Time Cohorts
- Sex + Gender

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How to bridge the gap?

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Bridging the gap

Listening – eHealth Literacy Assessment

Assessing results – Prioritizing member outreach lists

Addressing needs – Connecting members to resources/support

Building partnerships – Leveraging community partnerships to meet members where they are at

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![Priority Health logo]

Take the Digital Health survey!

Scan the QR code to begin!
We want to understand your access and ability to use digital health ("eHealth") information and technology. Your input is valuable and will help us to address digital health needs.

https://survey.alchemer.com/s3/7986556/Digital-Literacy-2024

Be part of PriorityVoice!

Scan the QR code to join! Join our fun online member community today. You can give your opinions and feedback about services, products, and more.

https://www.priorityvoice.com/c/r/2024

THANK YOU!