

There is a crisis in health literacy. Liberator 10™ aims to improve patient comprehension of conditions and treatments by delivering bespoke, targeted education.

16-65 years do not understand or adhere to health information, rising to **61%** when numeracy skills are also required for comprehension. ⁽¹⁾

rates of treatment and medication adherence that are on average **14% higher** than those with low health literacy. ⁽²⁾

[Find out more](#)

The economic cost of poor health literacy in England is estimated at between **£2.95bn & £4.92bn** per year. ⁽³⁾

ethnic minorities.
Of these
2%
do not understand
English. ⁽⁴⁾

of people in deprived
areas report poorer
health by the age of
55-59. ⁽⁵⁾

educational
attainment are more
likely to suffer from
poor health. ⁽⁶⁾

about
£32bn
per annum. ⁽⁶⁾

The infographic features four stylized human figures. The first figure is a person with dark skin and curly hair, wearing a white shirt and blue trousers. The second figure is a person with light skin and short hair, wearing a green shirt and blue trousers. The third figure is a person with dark skin and short hair, wearing a blue shirt and blue trousers. The fourth figure is a person with light skin and short hair, wearing a blue shirt and blue trousers, holding a cane.

LiberatePro™ increases the effectiveness of the consultation without need for increased capacity or longer consultations. ⁽¹⁰⁾

Patients often do not retain all the information shared by the healthcare professional. **40-80%** of medical information provided by the GP is forgotten immediately. ⁽¹¹⁾

The infographic is divided into three vertical sections by thin blue lines. The left section shows two people recycling, with text stating that NHS waste is equivalent to going round the world 174 times. The middle section shows a person recycling, with text stating NHS's commitment to Carbon Net Zero by 2040. The right section shows a person recycling, with text stating that climate change threatens the foundations of good health.

The amount of paper used in the NHS every year is equivalent to going round the world **174 times.** ⁽¹²⁾

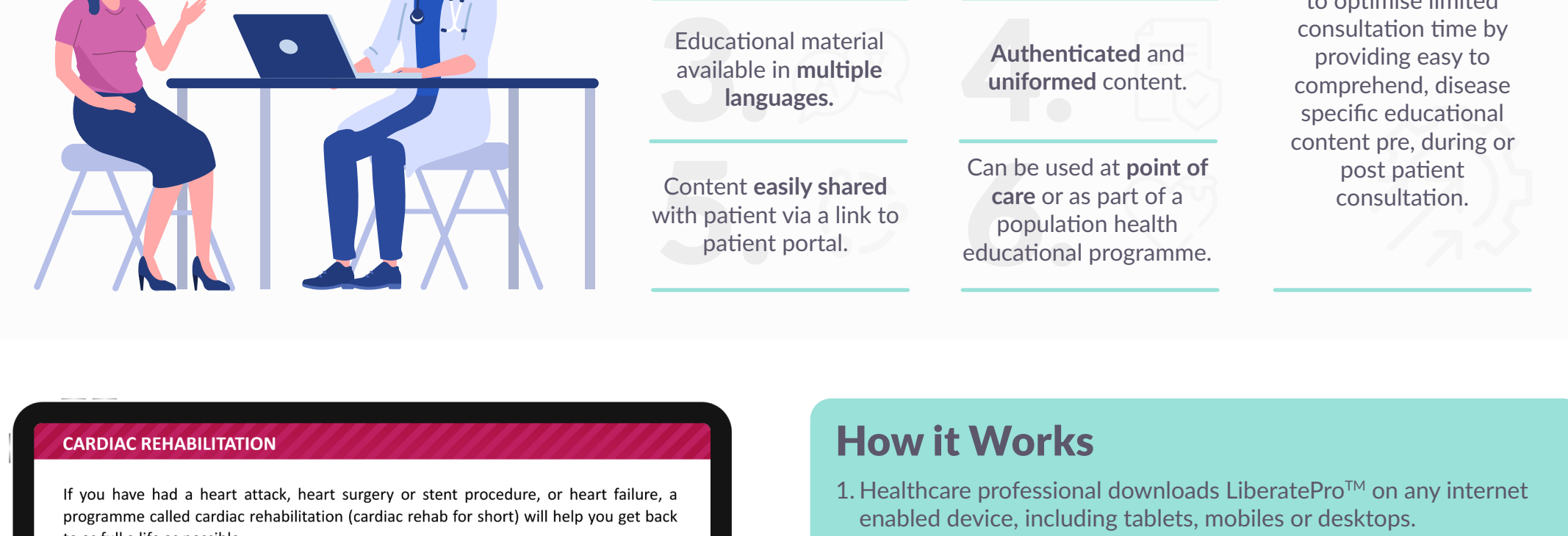
NHS has committed to a Carbon Net Zero NHS by **2040.** ⁽¹³⁾

"Climate change **threatens the foundations** of good health, with direct and immediate consequences for our patients, the public and the NHS". ⁽¹⁴⁾

LiberatePro™ is validated, disease specific content that can be shared easily by the Healthcare Professional with their patients before, during or after a consultation. Content is shared via a simple link to a secure patient portal, the patient or caregiver then receives a link to the information in their own patient portal. LiberatePro™ also allows the HCP to share information with

Key Features

- Educational material is patient centred and can be personalised - Available in patient's preferred language - Sharable with care givers and family - No requirement to download an app - Trusted information for patients - Supports patients with learning disabilities	- Easily accessible, approved and trusted information for patients, that can be regularly updated - Can be shared before, during or after consultation, and is available in multiple languages - Content format includes written, video, animation and disease specific pictorial content with web-link signposting - Potential to increase effectiveness of consultation without need for increased capacity or longer consultations⁽¹⁵⁾ - Healthcare professional can annotate content with specific instructions for the patient or record elements of the consultation that may be helpful for the patient to review at a later stage	
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4. Healthcare professional emails the content via a secure link to patient.
5. Patient receives information on their GDPR compliant patient portal.
6. Patient or caregiver can access and review a recording of the live consultation.

The diagram consists of six circular icons arranged in a 2x3 grid, each representing a benefit of the NHS Net Zero strategy. The icons are: 1. Top-left: A heart with a medical cross, representing patient wellness. 2. Top-middle: An upward-pointing arrow, representing increased patient diagnosis and adherence. 3. Top-right: A piggy bank, representing opportunities for cash release and cost savings. 4. Bottom-left: An open book, representing a solution for health inequalities through enhancing healthcare literacy. 5. Bottom-middle: The text 'CO₂ NEUTRAL' inside a circle, representing alignment with NHS Net Zero. 6. Bottom-right: A target with an arrow in the bullseye, representing potential to increase effectiveness of consultation.

Improved patient wellness, whilst reducing unnecessary illness and mortality rates.

Increased patient diagnosis, comprehension and adherence to advice.⁽¹⁴⁾

Opportunities for NHS cash release and cost savings.

Solution for health inequalities through enhancing healthcare literacy.

Aligns to NHS NET ZERO, paperless information and reduces unnecessary patient travel.

Potential to increase effectiveness of consultation without need for increased capacity or longer consultations.⁽¹⁵⁾

liberatepro™

Designed for health care professionals
to maximize the impact
of their patient consultations



- An educational tool for patients with atrial Fibrillation and hope that Liberate Pro will enable patients to better understand their condition and help them stick to their treatment plan.
Dr Phillip Smith – Associate Director of Research
East and North Hertfordshire Trust
- Ensuring that all patient education content can be recorded or educational decks annotated to ensure personalised information is received by the patient. A NHS organisation can even send disease specific educational content out to a large cohort of patients at once, which could be very helpful.
Dean Onno - NHS Transformation Manager
East of England
- The digital patient education system has the potential for healthcare professionals to share timely, personalised and trusted information with their patients to improve their health literacy and understanding and management of their conditions.
Arolaine Angus
Head of Innovation SNEE ICS
- Benefits may be realized as content can be delivered into languages frequently spoken in our local communities.
Haley Coxon
Community Cardiology Lead ESNEFT Trust
- Reducing our carbon footprint is a priority for the NHS and this will be supported by using a digital delivery system as well as making it easier for patients to share information with family and others who are supporting them.
Joanna Dempsey
Principle Advisor Eastern AHSN.

TriStar Centennial
PARTHENON PAVILION

 MedImmune

 Children's National.

Alcon A Novartis Division

 **Children's Hospital
of The King's Daughters**

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