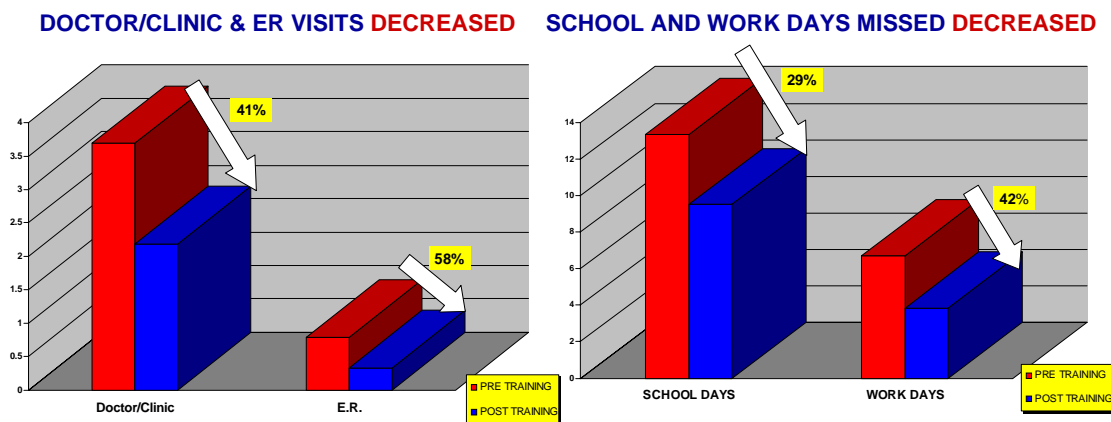


UCLA/Johnson & Johnson Health Care Institute Proven Way to Increase Healthcare Knowledge, Reduce Medicaid Costs

It is estimated that 90 million Americans lack the necessary health literacy skills to effectively utilize the healthcare system. The rush to emergency rooms and doctors/clinics has received much of the blame for increasing health care costs. Medicaid could save millions a year by eliminating these unnecessary E.R. and clinic visits through properly directed parent education. By training Head Start families, who are predominantly uninsured or utilize Medicaid for the treatment of minor childhood illnesses, the **UCLA/Johnson & Johnson Health Care Institute** has reduced the costs of our over burdened health care system and promoted ongoing family and practitioner changes.

Low Literacy Healthcare Training Yields High Impact

Utilizing a medical reference guide written at a third grade reading level, the UCLA/Johnson & Johnson Health Care Institute has showed a significant decrease in school days and work days missed, 29% and 42% respectively. The study also pointed up a significant decrease in doctor/clinic and ER visits. After families were trained, there was a 41% decrease in doctor/clinic visits and a 58% decrease in ER visits (see charts below).



With an average investment of \$60 per family, unnecessary ER and non-emergency clinic visits can be decreased while reducing Medicaid spending from both State and Federal funds as well. The UCLA/HCI studies show that training 10,000 families using the Health Care Institute's methodology can lead to a total cost savings of nearly \$5.5 million* to Medicaid in direct costs associated with unnecessary ER and clinic visits annually. A few dollars spent on a family now will result in a permanent and positive change. The Health Care Institute has proven to be much more than a cost-saving approach in the healthcare field. IT is a proven catalyst for change in the lives of people living with limited resources. Families have become more confident in providing for their children's healthcare needs and, in turn, they have grown more confident in other important aspects of their lives. Children have had the opportunity to see their parents actively engaged in the program. Families have a new sense of pride in being able to provide for their own family's healthcare needs.

The Health Care Institute is changing families – one family at a time.

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*Based on a combined cost savings from ER and doctor/clinic visits of \$554 per family