Patients who can accurately recall information are more likely to adhere to a given therapy.

40-80% patients immediately forget 40-80% of what their doctor tells them.

Half of what they remember is incorrect.

**Teach Back**

Explain > Assess > Clarify > Understand

**Increase Patient Recall**

1. **Keep it simple**
   - Focus on 1-2 key messages

2. **Write it down**
   - Writing down key information, demonstrating, and drawing pictures helps with retention

3. **In their own words**
   - Ask patients to describe key messages in their own words. This helps cement key message and allow you to check patient understanding.

**Try this at your next visit**

“I want to make sure I’ve explained things well. Can you tell me, in your own words, how you are going to take this new medicine?”