



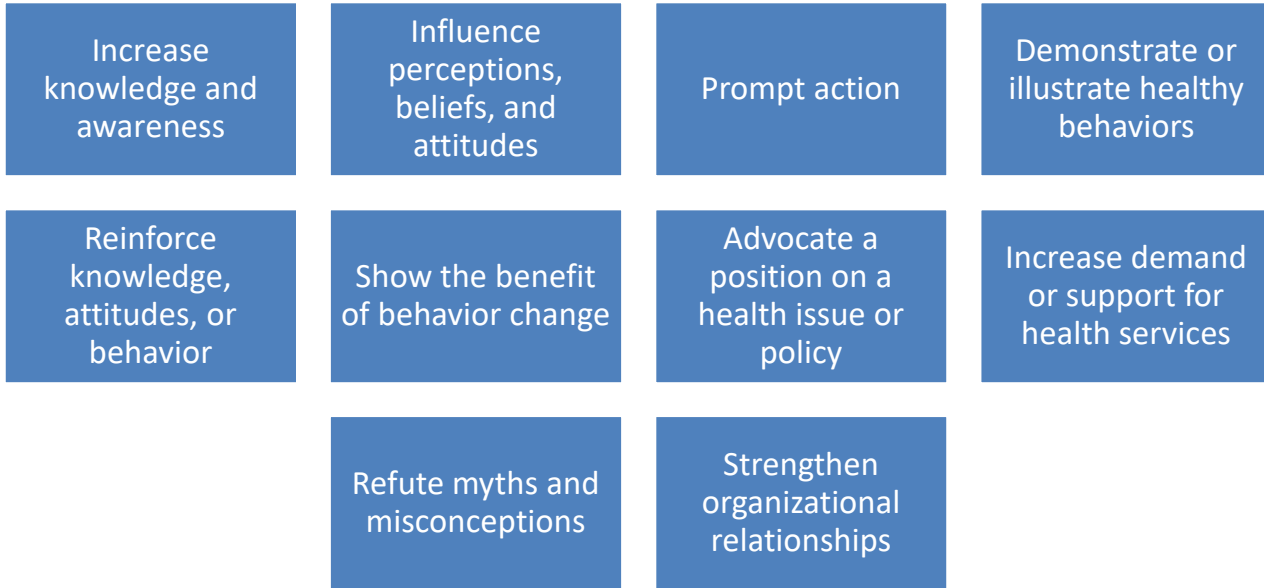
Angela Calman, Director, Office of Communication and Education (OCE)

COMMUNICATION OF MEDICAL DEVICE RECALLS



Communication

Understanding what communication can and cannot do is critical to successfully communicating about the risks of medical devices.



What Communication Can Do

Compensate for inadequate health care or access to health care services

Produce sustained change in complex health behaviors without the support of a larger program for change

Be equally effective in addressing all issues or relaying all messages

What Communication Cannot Do

Communication Vehicles for Communicating with the Public



* Communication vehicles typically used for notifying the public about Class I and high-priority Class II recalls

Addressing Barriers:

- Better understanding
- Language
- Health Literacy
- Platform Specific & Distribution

Communication

- Can do/cannot do
- Challenging/Complex
- Vehicles for communicating
- Barriers to information

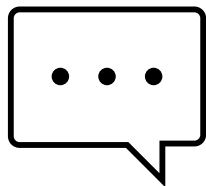
Vision:

Patient-Centric Design

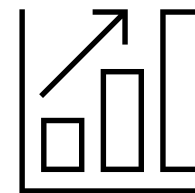
A patient-centered approach of combining **empathy**, **creativity** and **critical thinking** toward solving a specific problem with communication and education.



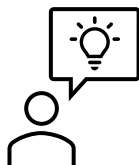
Best Practices: Recall Communications



- Social Science
 - Data Driven
 - Testing
 - Feedback
 - Simple, clear, plain language
- Address barriers to information
 - Environmental, technology, access
- Communication modalities
- HCP's, HC Facilities, Distribution



Building: Best Practices Recall Communications



Social Science and Content Development: Message Testing

- To better understand our intended audiences' comprehension and preferences for communication and education content

Audience Segmentation/Personas

- Better serve audiences by understanding attributes: hard to reach, access to care, language, trust in system.
- Develop content for other modalities that facilitate learning by population need

Content Development

- Designers and writers who can communicate science clearly in ways that resonate
- New modalities such as animations or interactive graphics, Mobile First

In Development

- Feedback, Iteration, Improvement
- OCE adding social scientist to lead best practices in methodology
- Small scale work beginning
- Testing new ways of developing content for use in a safety communications environment including recalls.
- Evaluating animation, graphic, and video content for additional information tools
- Process, testing, and delivery of high value communication

A patient-centered approach





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