

On average, someone in the United States has a stroke every 40 seconds. While some stroke survivors recover in a matter of months, for most the path to rehabilitation and recovery takes years. A huge part of the post-stroke journey is learning about stroke and all of its complications, a responsibility expected not just of stroke survivors but also of their family members who often are their primary caregivers. In addition to the need to be stroke literate, survivors and caregivers often feel anxious about what lies ahead and leave the hospital unprepared, lacking the immediate resources they need to better manage the complications of stroke after discharge. To address these realities and needs, the Health for America at MedStar Health fellows are developing Galva, a personalized stroke education and wellness program for stroke survivors and their caregivers.

Solution Description:

Galva is a personalized education and wellness program for stroke survivors and caregivers. Using the novel approach of *experiential microlearning*, Galva offers a series of three personalized empowerment kits which are delivered strategically throughout inpatient rehabilitation, outpatient rehabilitation, and ongoing recovery. Galva pairs the wellness items included in the empowerment kits with educational flashcards that enable survivors and their families to learn about stroke in an engaging—and *galvanizing*—way. In addition to the empowerment kits, survivors and caregivers obtain access to the online community platform that provides additional resources for managing life after stroke.

Problems Galva Addresses:

- Studies suggest that traditionally written health education materials aren't engaging to patients and caregivers, neither guaranteeing information retention nor galvanizing them to take charge of their own health.
- Discharge and the hospital-to-home transition can be overwhelming and riddled with anxiety. Procuring the appropriate resources (e.g. mindfulness book) to maintain survivor and caregiver wellness is time-consuming.
- As they undergo rehabilitation, survivors and their families realize the full extent of stroke's complications and the intensive preparation and self-education needed to manage stroke. Ongoing support is critical.

Goals:

- Improve patient experience
- Increase patient retention
- Lower readmission rates
- Promote healthy behaviors
- Personalize health education
- Offer tangible wellness resources

Market Size:

Each year, 800,000 people in the United States experience a stroke, 75% of them for the first time. Stroke is the 5th leading national cause of death, killing nearly 130,000 people annually. It is also the leading cause of long-term disability and the leading preventable cause of disability, with 530,000 people requiring post-stroke rehabilitation annually.

The financial burden of stroke is also staggering, costing the United States \$75.11 billion each year.

Development Stage:

Galva is being piloted at the MedStar National Rehabilitation Hospital (NRH), with initial survey findings demonstrating that Galva will help survivors and caregivers feel confident in their ability to better manage and/or prevent stroke complications.

Additionally, an online survey conducted outside of NRH revealed that a majority of respondents believe receiving health flashcards—a signature aspect of the Galva model—instead of traditional health education materials would have helped and served as a “game changer.”



From April-July 2017, Galva pilots at NRH will expand significantly, with the goal of reaching 40 survivors and their caregivers with Galva's three-kit offering throughout their rehabilitation journey.

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