The Patient Journey

A Patient Guidance System helps fill in clinician-patient communication gaps and reinforce important messages through the entire patient journey of an acute care episode to improve the e-patient experience.
Patient Guidance System

Smart Checklists for Patients

Delivered online and available 24/7 from home
5 Clinician-Patient Communication Gaps Compromising Your Hospital’s Outcomes, Quality/Safety and Patient Experiences

Prepared by:

Stephen Wilkins, MPH
Who I Am

- Patient/Patient Advocate/Care Giver
- Former Hospital Executive
- Health Behavior and Communication Researcher
- Entrepreneur
- Writer and Thought Leader

My Personal Story And Professional Experience Underscore The Following Belief:

That the simplest and most cost effective way of fixing much of what is wrong with health care today is by improving the way clinicians and patients talk to each other.
**Why Is Clinician-Patient Communications Important?**

Clinician – Patient communication is the primary process by which medical decisions are made and patients are diagnosed and treated.

Patient-physician communication is therapeutic.

The quality of patient-physician communication is associated with better processes and outcomes, including patient self-management behaviors, adherence, satisfaction and health status.

**The Problem With Physician-Patient Communications Is The Illusion That It Occurred**
Who Says We Have A Communication Gap?

Our Patients Say We Are Great Communicators!

Clinician Demonstrates Excellent Communication Skills

Our Patients Say We Are Great Communicators!
Who Says We Have A Communication Gap?

Our Patients Say We Are Great Communicators!

During this hospital stay who often did doctors/nurses:

- Treat you with respect?
- Listen carefully to you?
- Explain things in a way you could understand?

Compared to what?

% of Patients That Said Always


Doctors "always" communicated well
Who Says We Have A Communication Gap?

Poor Coordination: Nearly Half Report Failures to Coordinate Care

Percent U.S. adults reported in past two years:

- Your specialist did not receive basic medical information from your primary care doctor: 12
- Your primary care doctor did not receive a report back from a specialist: 15
- Test results/medical records were not available at the time of appointment: 18
- Doctors failed to provide important medical information to other doctors or nurses you think should have it: 23
- No one contacted you about test results, or you had to call repeatedly to get results: 27
- Any of the above: 47


Health Care's 'Dirty Little Secret': No One May Be Coordinating Care

By Roni Caryn Rabin
APR 30, 2013
“Often patients are, in fact, overly patient; they put up with unnecessary discomforts and grant their doctors the benefit of every doubt, until deficiencies in care are too manifest to be overlooked.

Generally speaking, one can assume that the quality of care is, actually, worse than surveys of patient satisfaction would seem to show. Patients need to be taught to be less patient, more critical, more assertive.”

Avedis Donabedian. Quality in Health Care 1992
A Few Words About Clinician-Patient Communication & Gaps

- Knowledge
- Previous Experiences
- Language & Culture
- Beliefs & Motivations
- Attitudes & Assumptions

Clinician

Patient & Family
The Truth Behind Patient Ratings Of Clinician Communications

The Truth Behind Patient Ratings Of Clinician Communications

Did The Doctor Explain Things To You In A Comprehensible Way?

- **Patients**
  - Yes: 58%
  - No: 42%

- **Physicians**
  - Yes: 79%
  - No: 21%

The Truth Behind Patient Ratings Of Clinician Communications

Did The Doctor Tell You That You Were Prescribed A New Medication While Hospitalized?

- Dosages (56%)
- Schedule (68%)
- Purpose (64%)
- Side effects (11%)

Clinician-Patient Communication Gap #1

#1 Lack of Clinician-Patient Agreement Where It Matters

- Patient’s diagnosis
- Severity of their diagnosis
- Treatment plan/care plan
- Acceptable outcomes

Agreement between patient and physician about these issues is a crucial indicator and outcome of high-quality communication.


Clinician-Patient Disagreement At One Point Prevents Effective Forward Progress
Clinician-Patient Communication Gap #1

#1 Lack of Clinician-Patient Agreement Where It Matters

Chief Health Concerns & Priorities
Patients With Self–Reported Multiple Chronic Conditions & Poor Health Status

Clinicians’ Perspective
Regarding Chief Health Priorities

- Hypertension
- Uncontrolled A1C
- Not taking medications

Patient Perspective
Regarding Chief Health Priorities

- Pain
- Unable to sleep
- Unable to eat
- Dizziness
- Cough

Clinician-Patient Communication Gap #2

#2 Focus Is On The Disease - Not The Person With A Disease

“There is another process that is common in consultations too: the active decision (by clinicians) to stop listening (to the patient) when we have heard as much as we need to know.

Launer, J. The Art Of Not Listening. QJM 2007

What’s Missed by the Clinician is any understanding of the context of the patient’s life

- Fears & Concerns
- Beliefs & Attitudes
- Relevant experiences and expectations
- Their life & hopes
Clinician-Patient Communication Gap #3

#3 Focus Is On Technology - Not The Patient

“Hospital Rounds” today seem to take place away from the bedside of the patient – rather they are centered around the virtual construct of the patient called the “I Patient.”

The “I Patient” is getting fantastic care... but the real patient in the hospital bed wonders where everyone is.

Abraham Verghese, MD  2011 Medicine 2.0

What’s being lost is the therapeutic benefits of touch and talk
#3 Patients Need To Feel Listened To And Understood

Patient trust in their clinician is critical to information sharing, adherence, activation and satisfaction.
#3 Patients Need To Feel Listened To And Understood

Chief Health Concerns & Priorities
Patients With Self Multiple Chronic Conditions & Poor Health Status

<table>
<thead>
<tr>
<th>Clinicians’ Perspective</th>
<th>Patient Perspective</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regarding Chief Health Priorities</strong></td>
<td><strong>Regarding Chief Health Priorities</strong></td>
</tr>
<tr>
<td>• Hypertension</td>
<td>• Pain</td>
</tr>
<tr>
<td>• Uncontrolled A1C</td>
<td>• Unable to sleep</td>
</tr>
<tr>
<td>• Not taking medications</td>
<td>• Unable to eat</td>
</tr>
</tbody>
</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Patients don’t know what they don’t know until they are faced with having to do it – Just giving patients information is not enough
Self Care Management Instructions For Heart Failure Given To Patient By Clinician

Clinicians’ Perspective
Regarding Type Of Information Exchange Needed - Patients Need To Know What To Do -

• Diet
• Exercise
• Take medications
• Self monitoring

Patient Perspective
Regarding Type Of Information Needed
- Understand the “What” But Need To Know How

• Strategies for overcoming barriers
• Goal setting
• Skills
• Self confidence
• Support

Patients don’t know what they don’t know until they are faced with having to do it – Just giving patients information is not enough

#5 I Am Busy – Just Do It
Clinician-Patient Communication Gap #5

#5 I Am Busy – Just Do It

Time Spent By Physicians Discussing New Rx-Related Topics

- Safety: 2.5
- Medication supply: 2.85
- Medication refills: 3.15
- Allergies: 3.47
- Prior history of use: 3.52
- Duration of medication use: 4.57
- Logistics of obtaining medications: 5.26
- Adherence: 5.5
- Direct-to-consumer advertising: 10.65
- Medication interactions: 6.47
- Directions for taking medications: 11.1
- Purpose/justification for medication: 12.4
- Side effects: 12.6
- Cost/insurance issues: 14.9

Physician Talk Time In Seconds
Five Types Of Clinician-Patient Communication Gaps - Hospitals

The 5 Clinician-Patient Communication Gaps

- Lack of Clinician-Patient Agreement Where It Matters
- Focus Is On The Disease - Not The Person With A Disease
- Patients Need To Feel Listened To And Understood
- Focus Is On Technology - Not The Patient
- I Am Busy – Just Do It

Patient-Centered Care
Clinician-Patient Communication & Engagement

Patient Engagement Occurs When What The Patient Wants To Do Is “In Sych” With The Provider’s Willingness To Help

**Patient**

- Needs to share concerns with their doctor
- Wants to share beliefs regarding cause of medical problem with their doctor
- Seeks to learn about a health issue
- Wants access to their health records
- Prefers not to take pills

**Clinician**

- Invites and listens to patient concerns
- Solicits and respects patient’s perspective on medical condition
- Offers health information to patient
- Provides access to patient health records
- Explores non-Rx medication treatment options

MIND THE GAP

Physician

Communication
Thank You

The “Adopt One” Challenge
For Physicians And Their Care Teams

Adopt One™
New patient-centered communication skill

If every physician practice were to adopt just one new patient communication skill we could forever change the way health care is delivered in a just a few short years.

Stephen Wilkins MPH
stwilkins@gmail.com
408-448-1537 (PST)
@Healthmessaging
www.adoptonechallenge.com

Mind the Gap Blog

Coming in this Fall
The Patient Journey

A Patient Guidance System helps fill in clinician-patient communication gaps and reinforce important messages through the entire patient journey of an acute care episode to improve the e-patient experience.
Patient Guidance System

Smart Checklists for Patients

Delivered online and available 24/7 from home