

Keynote Outline – What Patients Fear and Why We Have to Know

Teaching Methods: Lecture, PowerPoint

1) The Patient Empathy Project

- a) Defining 'clinicaphobia'
- b) Ninety-six percent of all persons suffer from medical fears
- c) Signs and symptoms of medical fears
 - i) Inability to think clearly
 - ii) Excessive sweating
 - iii) Breathlessness
 - iv) Nausea
 - v) Dry mouth
 - vi) Heart palpitations
 - vii) Full blown panic attack

2) Areas of impact

- a) Clinical outcomes
 - i) Reducing readmission rates
 - ii) Increase healing time by 40%
- b) Patient satisfaction
 - i) HCAHPS scores
 - ii) Patient satisfaction scores

3) Patient Hierarchy of Needs

- a) Based on work of Abraham Maslow
- b) Safety and Security must be addressed
- c) Loyalty is achieved when fears are identified and addressed

4) Artwork Postcard Project

- a) Participant artwork
- b) Practical solutions to fears

5) Top 11 identified patient fears

- a) Interview study of 1080 persons
- b) Results of study
- c) Supporting statistics

Learning Objectives:

- Identify 2 areas that are impacted by the patient experience.
- Discuss the findings revealed in a 3 year study title the Patient Empathy Project.
- Discuss the need to think differently about what the patient really wants in their healthcare experience.
- Identify 4 ways to address patient fears and concerns that impact perceived patient outcomes.