

A man with short brown hair and blue eyes, wearing blue medical scrubs, is making a 'shh' gesture with his right index finger pressed against his lips. He has a white adhesive bandage on his index finger and a white identification wristband on his left wrist. The background is a plain, light gray.

# **The Patient Empathy Project – What Patients Fear and Why Hospitals Have to Know**

A man with short brown hair and blue eyes, wearing blue medical scrubs, is making a 'shh' gesture with his right index finger pressed against his lips. A large, translucent adhesive bandage is stuck over his mouth and the tip of his finger. He is also wearing a white hospital identification band on his left wrist that has the letters 'sm' on it. The background is a plain, light gray.

# **The Patient Empathy Project – What Patients Fear and Why Hospitals Have to Know**

We teach  
people  
how  
to treat us.

“Service is  
simple. It’s just not  
easy.”

—a quote from anyone who’s tried to deliver it

What if everyone  
has some **fear**  
that they aren't  
telling us about?

It all started with one patient...

# The Patient Empathy Project

was born.

# Maslow's Hierarchy of Needs





**BETHEL HOSPITAL**  
**DANISHPET**  
OMALUR, TK.SALEM-DT.  
CELL.NO-9443718839 PH.NO 04290-240155

# Hierarchy of Patient Needs



WHEN EVERYONE'S  
A FALL RISK..  
THEN NO ONE'S  
A FALL RISK.



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1. Have **fall risk** visual identification outside the patient room (usually a bright yellow falling star).
2. Non-skid socks designating **fall risk** worn by patient (usually red or yellow).
3. Brightly colored wrist band stating **fall risk** in bold font.
4. On leader rounds and at bedside shift report, the nurse will ask the patient,  
"I see you have (yellow) socks and a (yellow) wrist band. What does that mean to you?"

The patient should (if verbal and oriented) state, "I am a **fall risk**. I can't get up without the help of a nurse or one of the team."

The nurse then asks, "show me how to call the nurse."

Then allow the patient to demonstrate use of the call light.

5. If the wrist band, socks or patient's understanding of their being designated a **fall risk** is not in place, make this a priority on the spot.

**EXCELLENCE is not  
an “aspiration.”**

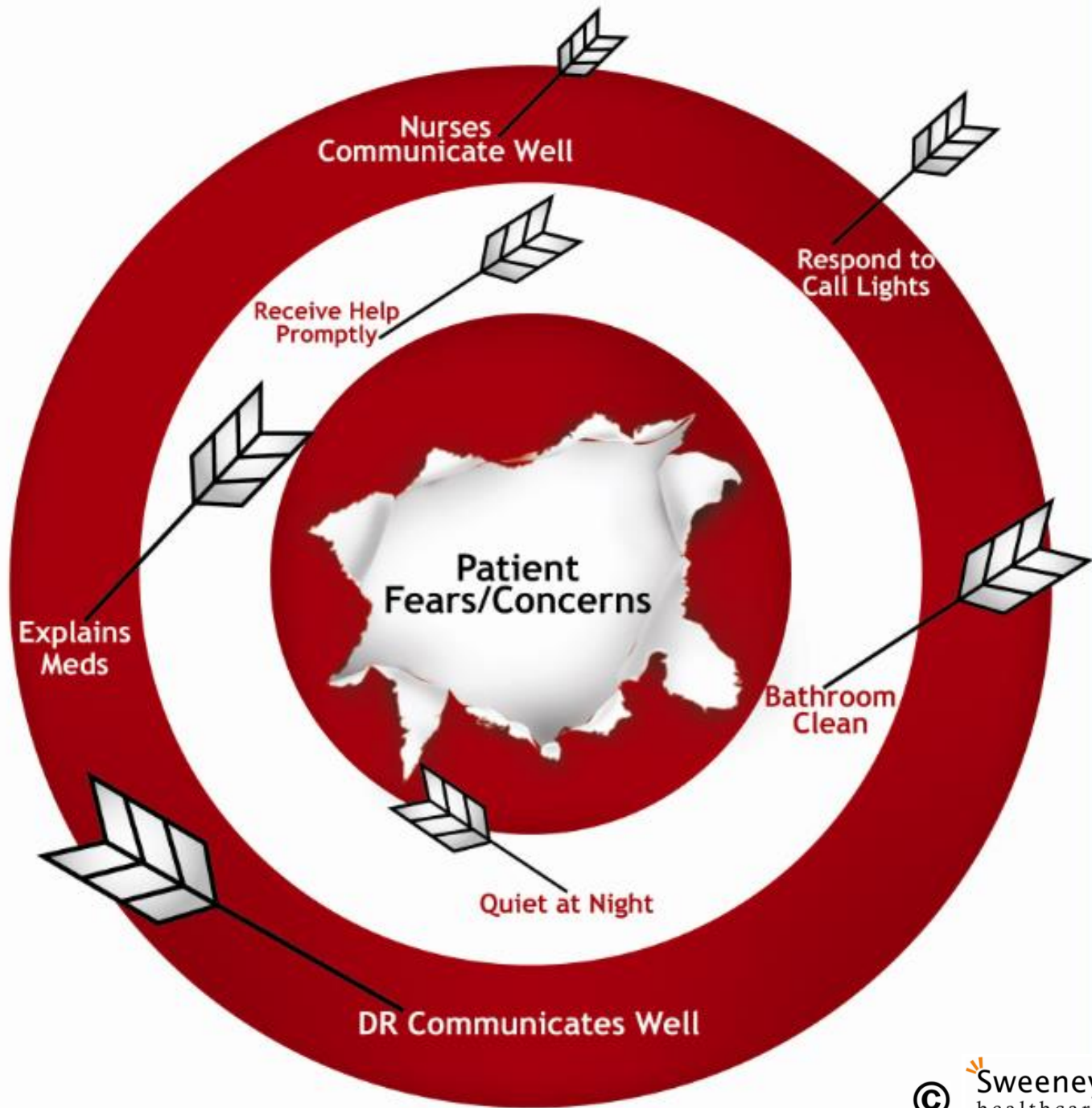
**EXCELLENCE IS...  
THE NEXT FIVE  
MINUTES.**



# Why we have to know

- 96% of all people suffer from it.
- Signs and symptoms: breathlessness, excessive sweating, nausea, dry mouth, feeling sick, heart palpitations, a fear of dying, becoming mad or losing control, full blown anxiety attack, and the inability to think clearly.
- It is often unspoken and shameful.

# HITTING THE TARGET -MISSING THE MARK



# The Patient Empathy Project

- This is an art project aimed at improving healthcare in our nation. Use this postcard to tell your greatest fear or concern about hospitals, healthcare or doctors.
- Be honest.
- Be real.
- Be anonymous.
- Use the reverse side of card for your artwork.



The Empathy Project  
P.O. Box 1633  
Ruskin, FL 33575


i fear white walls –  
why do you do that to us????

**Everything matters.**  
**Everything we say matters.**  
**Everything we do matters.**  
**Everyone is watching.**  
**Everyone is listening.**



Live  
like each  
day is your  
last





It makes me sweat when  
you are writing - why don't  
you show me what you are  
writing about

**ME!**

# The Patient Empathy Project

## Top 11 Fears

1. Infection
2. Incompetence
3. Death
4. Cost
5. Medical Mix-up
6. Needles
7. Rude doctors and nurses
8. Germs
9. Diagnosis/prognosis
10. Communication Issues
11. Loneliness

# Medical Practice Patient Empathy

## Project **Top 8 Fears**

1. Diagnosis/prognosis
2. Wait times
3. Communication Issues
4. Cancer
5. Rude doctors
6. Scale location
7. Cost
8. Germs

What is the Universal Fear?

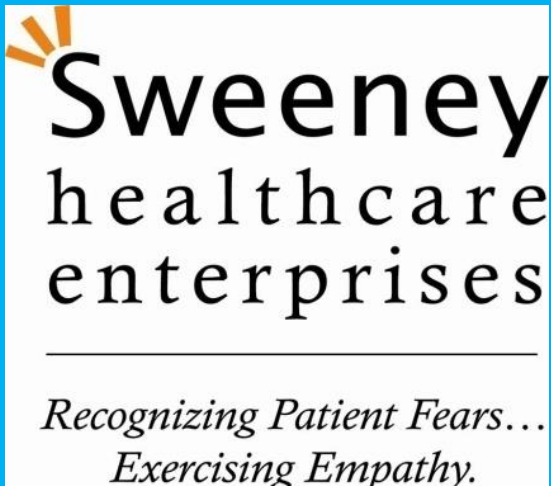


**Colleen Sweeney, RN, BS, CSP**

**SweeneyHealthCare@gmail.com**

**PatientFears.com**

**Twitter: @patientfears**



**574-286-0141**