

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

(75 minutes)

Outline and Objectives

- 1. The Patient Empathy Project™**
 - a. Ninety-six percent of all persons suffer from medical fears
 - b. 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. Patient Hierarchy of Needs™**
 - a. Based on work of Abraham Maslow
 - b. Safety and Security must be addressed
 - c. Hierarchy of Resident's Needs
 - d. Loyalty is achieved when fears are identified and addressed
- 3. Artwork Postcard Project**
 - a. Participant artwork
 - b. Practical solutions to fears
- 4. Top 11 identified hospital patient fears**
 - a. Interview study of thousand people
 - b. Results of study
 - c. Supporting statistics
- 5. Top 8 identified medical practice patient fears**
 - a. Interview study of 400 people
 - b. Results of study
- 6. Top 5 identified resident fears**
 - a. Online interview study about elder care
 - b. Results of study
 - c. How to empathize to those fears

Learning Objectives:

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

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Provide at least three references to validate that your presentation is based on current medical literature or recommended practices.

- a. The Patient Empathy Project™ was three studies conducted by Colleen Sweeney, RN, BS on what patients fear about hospitals, healthcare, doctors and long-term care. The study revealed that 96% of all persons have some medical fear.
- b. A subsequent study was done on patient fears in medical practices.
- c. Catalyst Healthcare Research on patient's preferences on being asked about their greatest concerns regarding their health.
- d. A subsequent study was done online about residents in long- term care organizations.

Provide a brief (200-300 words) description of this activity.

Hold on to your chair as Colleen takes you on a journey inside the head of the resident and the hospital patient! She will share the results of her study, entitled The Patient Empathy Project™. Part one of a two-part project is a postcard art study asking people to depict what they fear about healthcare, hospitals and doctors. In addition to insights being shared, Colleen will offer practical take-aways that can be introduced immediately to alleviate the never spoken fears. She will also share her Top 11 Patient Fears List which was the result of interviewing 1,080 people about their greatest healthcare fears. Colleen will share the Top 8 Patient Fears List about the medical practice patient fears. Then she will share the Top 5 Resident Fears List and 6 ways to empathize to those fears. Sweeney will impress upon the audience that when you are not asking the question- you are not delivering resident or patient centered care.

Her Patient Empathy Pyramid™ will be shared, providing the framework for the importance of addressing these fears.

Speaker Name: Colleen Sweeney, RN, BS, CSP

Speaker Contact Information:

Address: P.O. Box 1633, Ruskin, FL 33575

Phone: 574-309-2786

Email: sweeneyhealthcare@gmail.com

Will you be using a PowerPoint presentation? Yes

Will you require video capability? Yes

Will you require internet access? No