

Patient Centered Care

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Agenda

- Patient centered care (PCC) – What is it?
- Evidence for use – What are the benefits?
- Role of the stakeholders – Who are the participants?
- Questions?

Goals

The participant will be able to:

1. Define patient centered care (PCC).
2. Describe how PCC hearing healthcare will benefit you.
3. Describe the roles of provider, patient, and family.

What is Patient Centered Care?

The IOM (Institute of Medicine) defines patient-centered care as: "Providing care that is respectful of and responsive to individual patient preferences, needs, and values, and ensuring that patient values guide all clinical decisions."



The Traditional Approach

Can't hear certain sounds

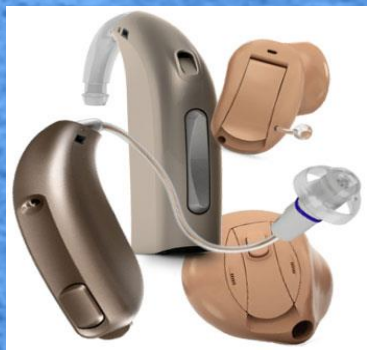
Voices are muffled

Doesn't talk on the phone

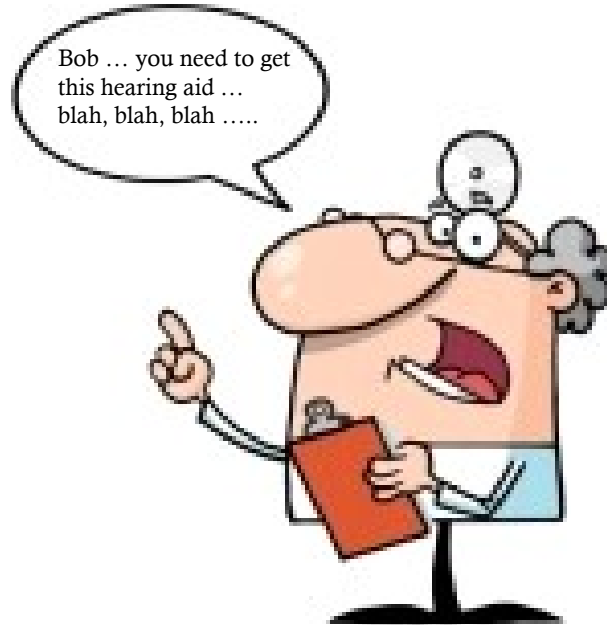
Turns the TV volume up

Can't hear in noisy situations

Does pretty well talking 1:1



Traditional Medical Model



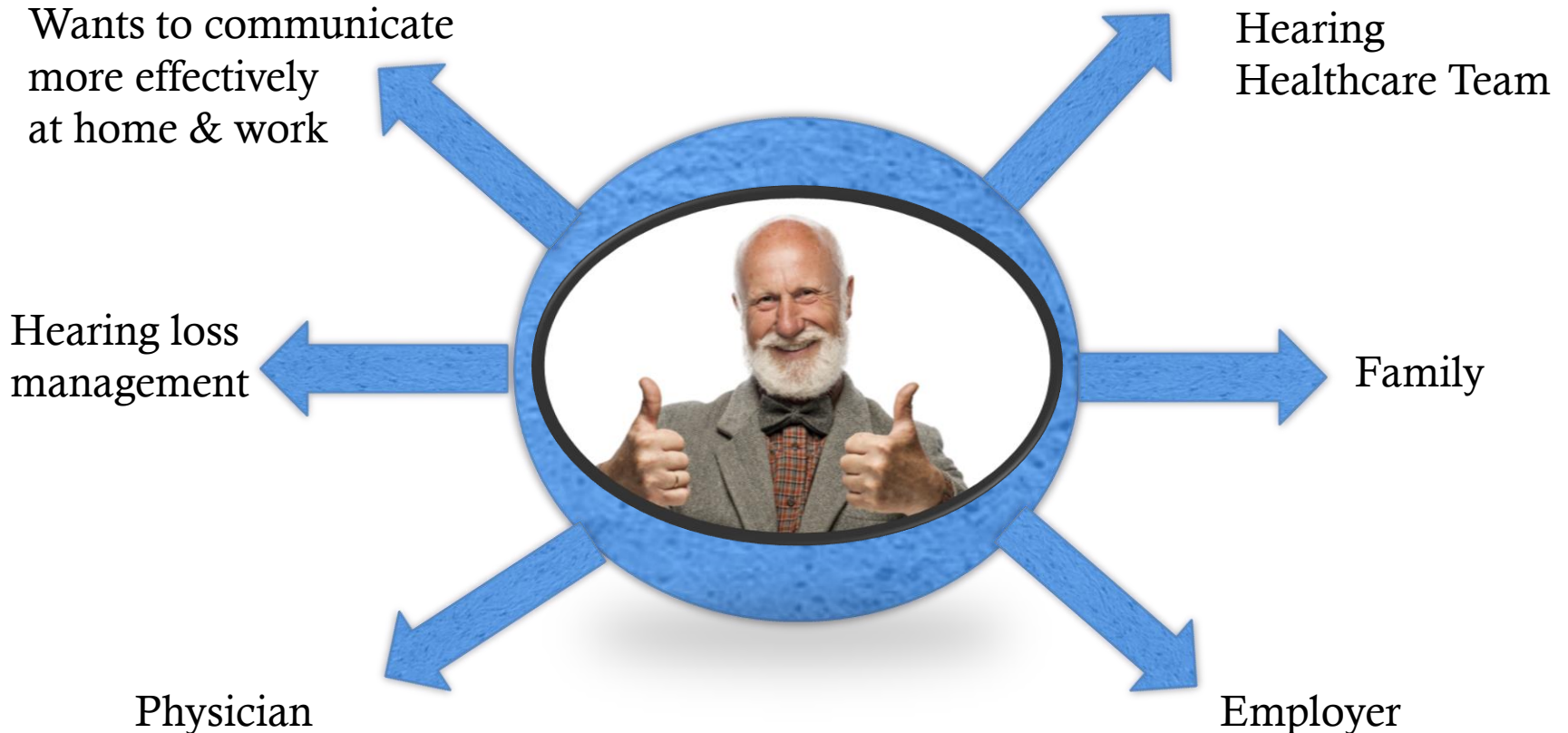
Does this approach work?

- A. Yes This is always effective.

- B. No ... The devices don't solve the problem.

- C. Maybe ... But something is missing.

Patient Centered Approach



Comparison

Medical Model		Patient-Centered Model
Patient's role is passive <i>(The patient is quiet)</i>	→	Patient's role is active <i>(The patient asks questions)</i>
Patient is recipient of treatment <i>(The patient doesn't voice concerns, even if there's a problem)</i>	→	Patient is partner in treatment plan <i>(The patient asks for information about other options)</i>
Provider (usually a doctor) dominates as decision-maker <i>(The provider does not offer options)</i>	→	Provider collaborates with patient in making decisions <i>(The provider offers options and discusses pros and cons)</i>
Disease-centered <i>(Dialysis is the focus of daily activities)</i>	→	Quality-of-life-centered <i>(The patient focuses on family and other activities)</i>
Provider does most of the talking <i>(The provider does not allow time for questions)</i>	→	Provider listens more and talks less <i>(The provider allows time for discussion)</i>
Patient complies (or not) <i>(Patient does not comply with diet)</i>	→	Patient adheres to treatment plan <i>(Diet is flexible to accommodate culture and family traditions)</i>

(from ESRD Network retrieved <https://devontexas.com/2013/08/21/dialysis-and-patient-centered-care-2/>)

Why is PCC so important?

- There is no “cure” for sensorineural hearing loss.
- For many individuals hearing loss is a chronic condition.
- Patients need to learn management skills to be successful.

Keys of Patient Centered Care



Keys of Patient Centered Care



Does this really work?

- A. Yes, I'm confident this works.
- B. No, the healthcare provider is the expert. I trust the recommendations.
- C. Maybe, I think this is a good idea but what if I make the wrong choice?

Does it really work?

- Evidence consistently shows that PCC results in better outcomes, increased compliance, patients are happier and more satisfied (E.g. Alexander et al., 2012; Roter et al., 1997 and many more).
- Bottom line: Better quality of life!

It's about balance

Physician Communication Styles



Source: Roter, D. et al. JAMA. 1997

Roles & Responsibilities

- The role of the healthcare provider is to be the expert in clinical matters.
- The role of the patient is to be the expert in his/her life.

What can a healthcare provider do?

- See healthcare service through the patient's eyes.
- Value patient's expertise.
- Learn about patient diversity, attitudes and values based on ethnic, cultural and socioeconomic diversity.
- Provide service and care with respect for human diversity.

What can a patient do?

- Ask questions.
- Articulate goals/expectations.
- Educate yourself.
- Value clinician's expertise.
- Advocate for yourself (family member).

TEAM

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TOGETHER

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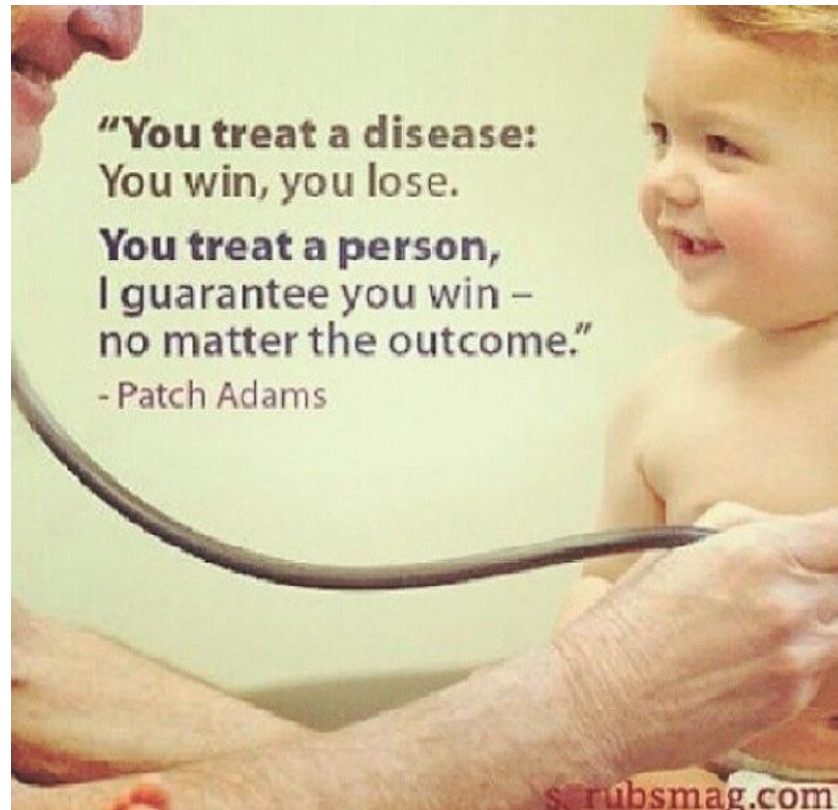
EVERYONE

A

ACHIEVES

M

MORE



**"You treat a disease:
You win, you lose.
You treat a person,
I guarantee you win –
no matter the outcome."**

- Patch Adams

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THANK
YOU