

The Patient Perspective

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A Patient

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December 2010

“Patient” ?

- Static
- Monolithic
- Helpless
- Patronised
- Homogenous
- Parent-child
- Master-servant
- “Only lives with “Doctor”, “Clinician”
- Patients expect to be treated not self-treating
- Poor fit with telecare, Prevention, new healthcare model

“Consumer”

- Active
- Exercise choice
- Make decisions
- Not patronised (or not for long!)
- Expect service -> Support Vs Direction
- Not homogenous, highly segmented

Diabetics are Atypical

- Disease type
- Age
- Years with diabetes
- Family history
- Ethnic group
- BMI, girth, weight
- Diet, exercise, smoking
- Stress levels
- Medication

How Segmented?

- Postcode
- Terminal educational age
- Language

- Behavioural type

Traits, Types, Categories

| | | | |
|---------------------------|--|--|---|
| Personality Traits | Cynical, Negative, Apathetic, Not-health-focussed, Disrespectful, Self-Opinionated, Lazy, Irresponsible, Un-receptive, In-Denial | Reactive, Passive, Under-Confident, Respectful, Conservative | Motivated, Pro-active, Positive, Responsible, Self-Confident, Optimists, Meet-a-challenge |
| Character Types | <i>“Don’t Cares”</i> <i>“Won’t Cares”</i> | <i>“Followers”</i> ; <i>“The Insecure”</i> | <i>“Champions”</i> ; <i>“Scared-to-action”</i> |
| Target Categories | “Denialists” | Doctor-Dependent | Self-Motivated |

Which in turn give way to nine psycho-demographic profiles

Attitudes with Categories

| | Self-motivated | Doctor-Dependent | Denialists |
|--------------------------------|---|--|--|
| Clinical Care | Proactive & responsive | Compliant but needy & time-consuming | Miss appointments, slow to share complications |
| Education / Information | Thorough, inquisitive, demanding | Simplicity is key. Tend to low-expectation of info | Simple, clear, bite-sized, (4 carer too) |
| Monitoring | Self-administered, journal kept, learn from testing | Don't know what to do with results | Irregular, clinic-based, results ignored |
| Medication | Equipped to cope with complex treatments | Responsive to simple instruction | Non-compliant |
| Life-style Change | Most likely to make decisions & follow-through | Need regular support to make leap & maintain change | Highly resistant. Necessary to focus on small changes where resistance low |
| Channels | Varied, multiple, remote, technical, phone, email, web etc. | Face-to-face, telephone, some familiar technology-interfaces | Nurses led (respected more), humour, limited & paper-based to start |

9 Psycho-Demographic Profiles

Denialists

- Denial Dave
- Fatalist Francis

Doctor-Dependent

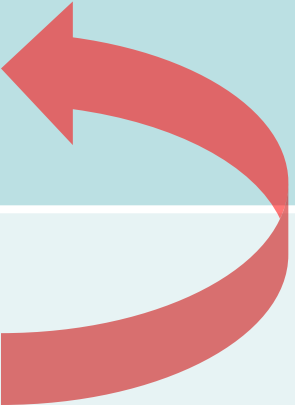
- Gary Guidance
- Passive Pete
- Sarah Support

Self-Motivated

- Control Colin
- Scared Sally
- Ned Nerd (info rich)
- Ignorant Elly (info poor)

On the Grid

| | | |
|-----------------------------|--|--------------------|
| Controlled Colin | | |
| | | |
| | | Denial Dave |



My “Patient” Experience

Bad

- Clinic visit 3? X p.a.
- 20 – 30 mins waiting
- Patients & log books
- Where are my results??!
- Specialist nurse
 - Telling me what I feel
 - Not returned
- Consultant?
 - Form filling & nothing more
 - 1st missed appointment

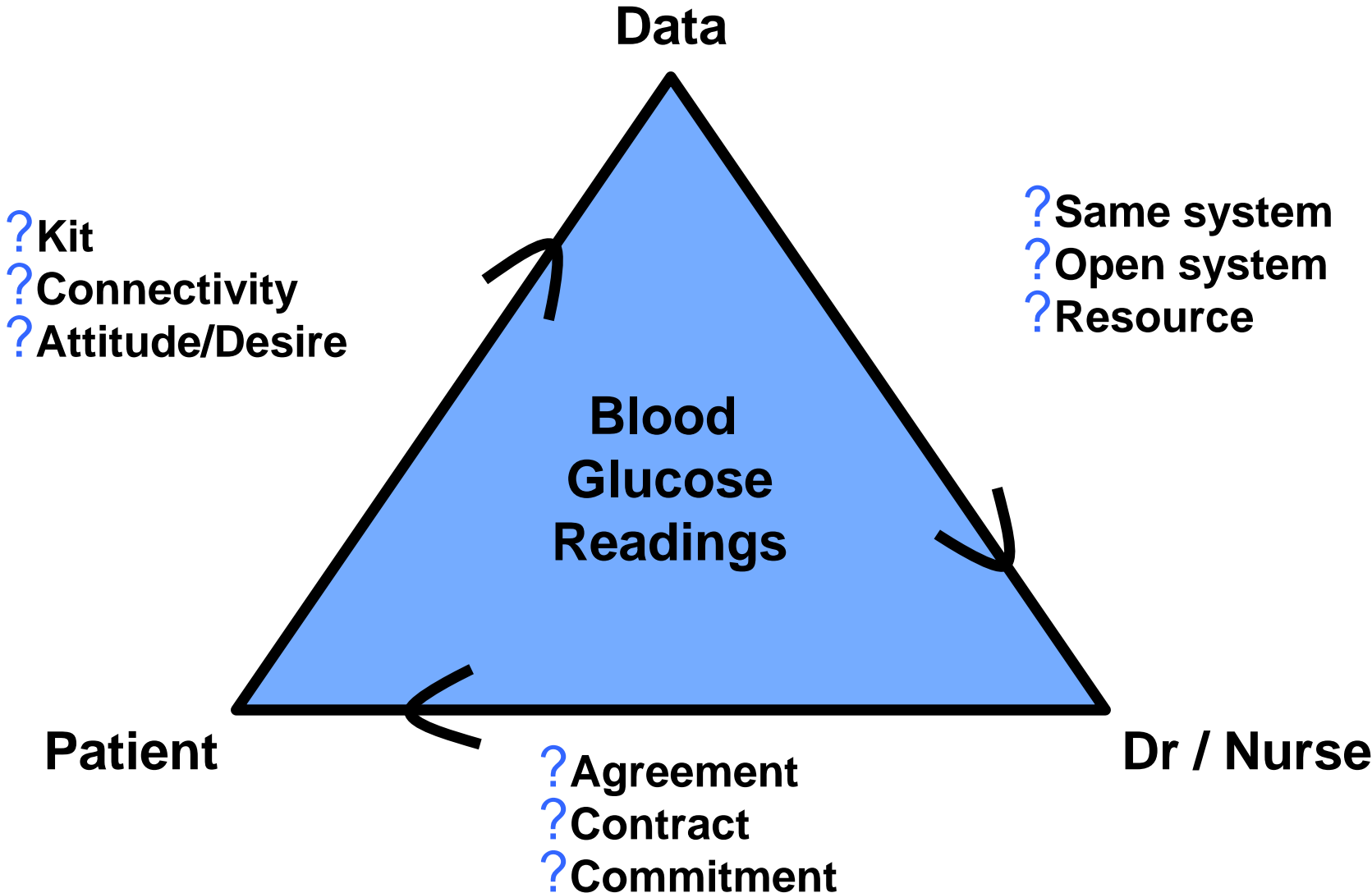
Good

- ✓ Better drugs
- ✓ Personal care
- ✓ Improved programmes
 - ✓ Listening
- ✓ Good kit
 - ✓ BGM

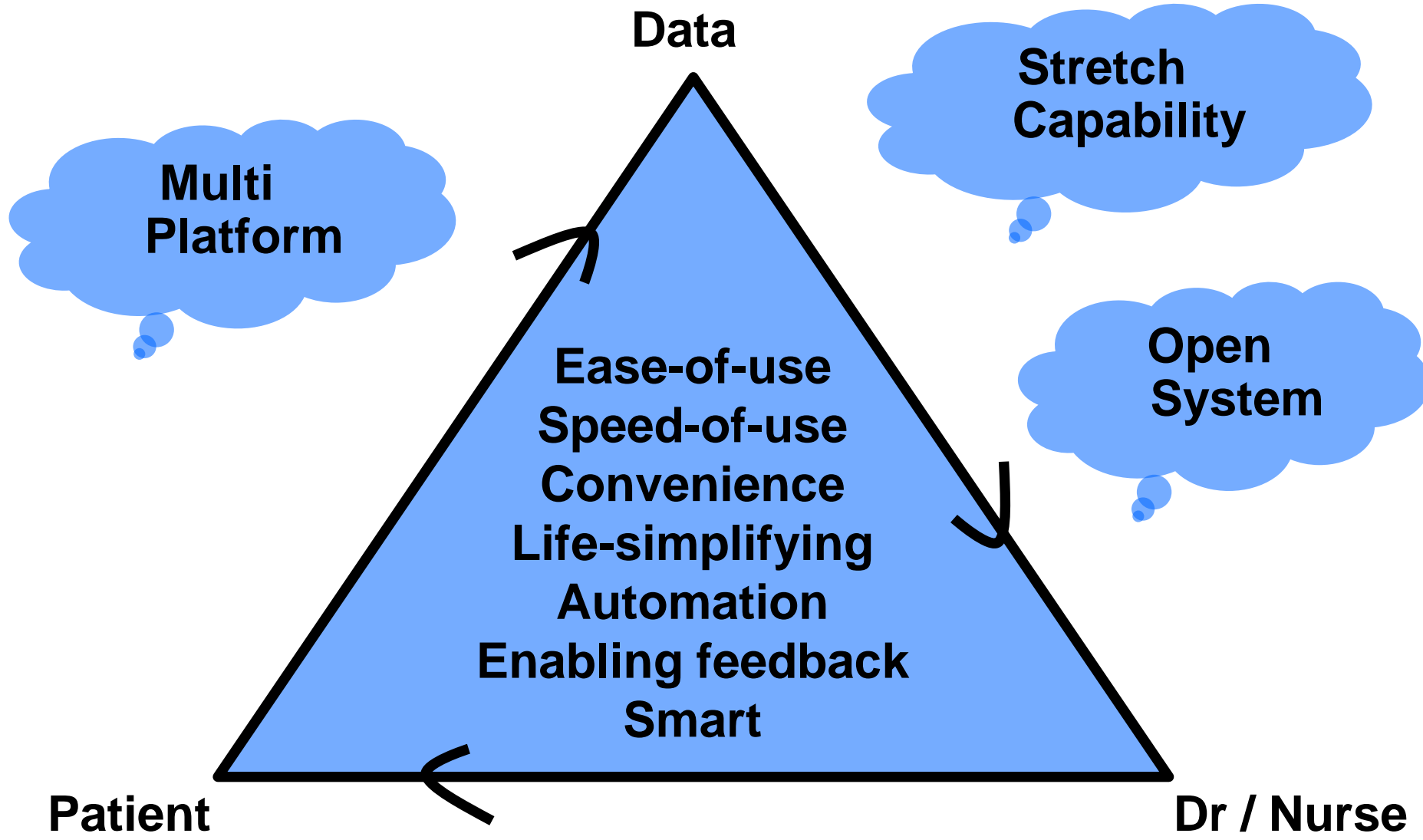
Blood Glucose Monitors

- Larger range
 - More accurate
 - Less time
 - Less blood
 - Less pain
 - Kit size
 - Colour
 - Functions
 - Connectivity
-
- Denial Dave
 - Sarah Support
 - Ned Nerd
 - Denial Dave

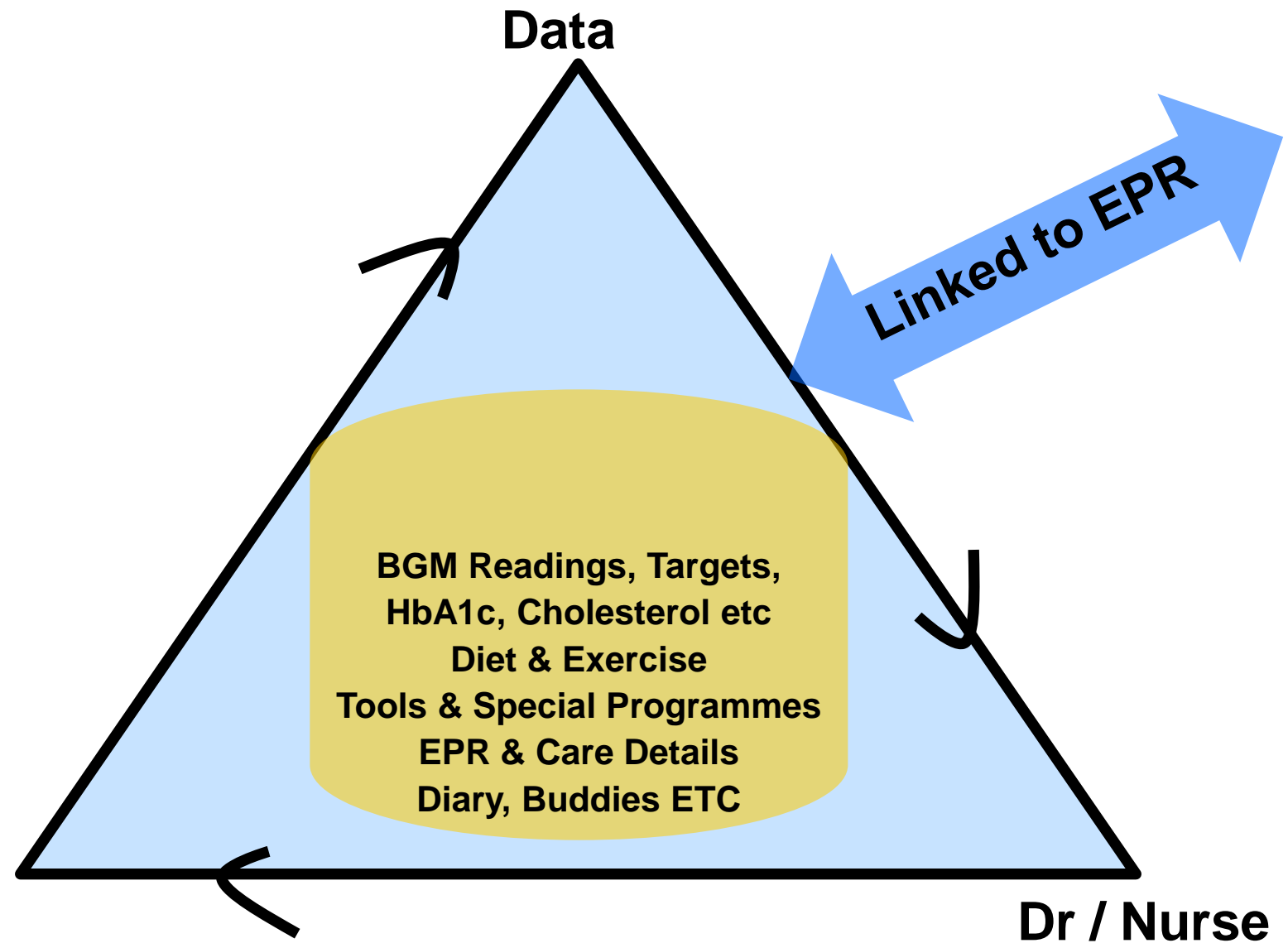
Connectivity



Connectivity Essentials



Single Device



mHealth



Supporting Telecare

- Smart back-end
- Service-fronted
 - Triaged questions
 - Web
 - Email
 - Automated Answer
 - Person
- Outgoing calls
- Models outside health
 - Not just an ideal world
 - More clinically effective
 - More cost effective
 - Lower cost

Questions

NOT

- whether BGM is effective???


BUT

- Whom it is effective for?
- Whom could it be effective for?
- How do we optimise that effectiveness?

AND

- What about the 10 – 50% disenfranchised
 - Don't want a BGM
 - Don't need a BGM
- A solution for them is important

An Example Solution: SmartSensor

| | | |
|---|--|--|
| <p>Part A: Recorder</p> <p>Press START to begin test</p> <p>START</p> <p>Test Running</p> <p>Test Completed</p> <p>Part A records information about you and your test</p> <p>When test is completed, detach and return Part A for processing and results</p> | <p>Part B: Diabetes Test</p> <p>Please perform step 1 first</p> <p>Step 1 Questions about you Answer as many as you can in any order</p> <p>Do you have increased thirst or urination?</p> <p>YES NO</p> <p>Do you have increased tiredness or fatigue?</p> <p>YES NO</p> <p>What is your age group?</p> <p>0-50 50+</p> | <p>Step 2 Perform the test</p> <ul style="list-style-type: none">• Clean finger using sterile wipe• Prick fingertip using lancet• Place blood drop on sample zone• Wait 20 seconds <p>Sample Zone → </p> <p>Step 3 When test is completed</p> <ul style="list-style-type: none">• Fold, detach and dispose of Part B• Return Part A in pre-paid envelope |
|---|--|--|