

What Consumer's Really Want: If you build it, will they come?

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Who am I?

- Diagnosed with HIV in 1988
- Long time AIDS Treatment Activist
- Founder of WISE and The Well Project
- Mother of two, healthy HIV-negative daughters
- NOT the omni-consumer, but a consumer

Being a Clinician...

- Only 24h/7d
- Staying current
- Intense pressures (insurance, business, etc)
- Multiple clients:
 - Payers
 - Hospital or clinic
 - Patients
- Having a life

Being a Patient

- Vulnerability
- Uncertainty
- Lack of control
- Fear
- Morbidity and Mortality

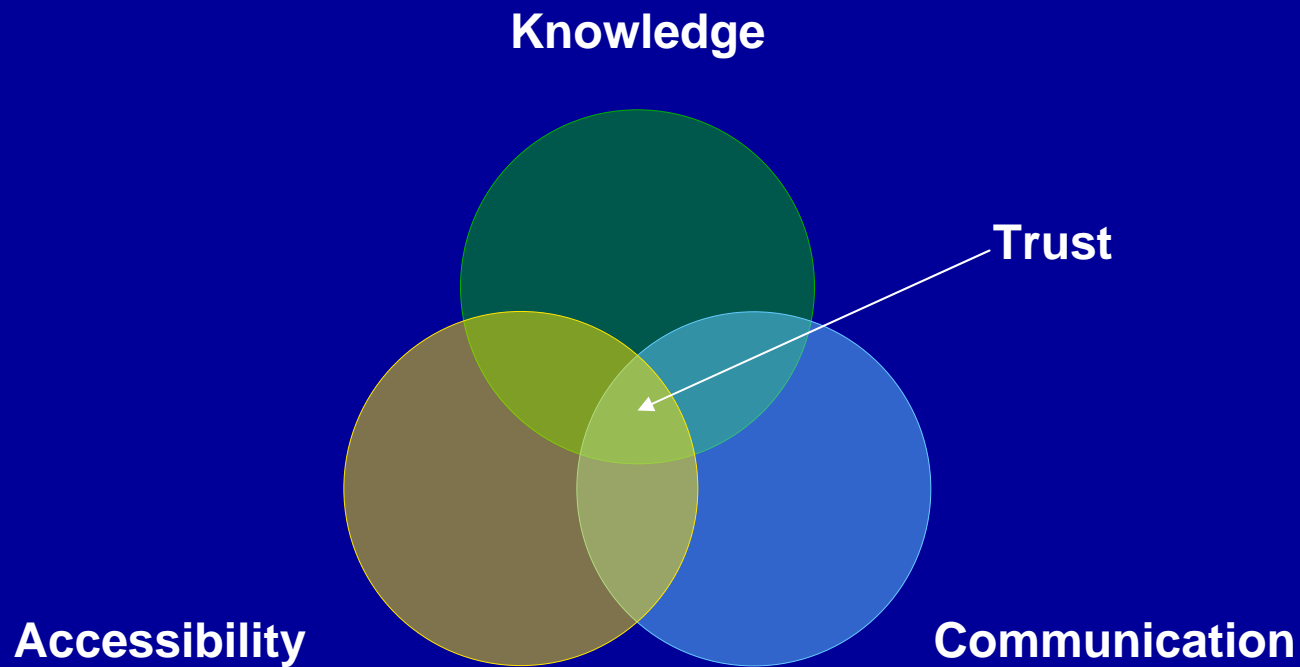
Stigma and Disclosure

- Confidentiality feels meaningless to patients
- Labs often discuss tests out loud
- HIV feels obvious
- Most questions are laced with judgment
 - *“How did this happen?”*
 - *“Didn’t you know to protect yourself?”*
 - *“Why didn’t you take all of your meds?”*

“...the worst part of being sick is fear of the unknown, which only gets exacerbated if your doctor is not communicating to you properly.”

– patient quote in editorial by Marc Siegel, Putting Extra “Care” Into Health Care, The Washington Post, May 1, 2007

What makes good care become great care?



What Patients Want

- Partnership
 - *“Patients want to be people whom do doctors do things with, not people that doctors do things to.”*
- Communication
 - *“Just as doctors may have trouble understanding a patient’s explanation of symptoms, so patients may have trouble understanding a doctor’s explanation of the diagnosis.”*
- Time
- Appointments

The Little Things

- Sensitivity Training – importance of eye contact, addressing patient's by name, listening skills, cultural sensitivity
- Information/Referrals Available – if not here, then where?
- Office/Clinic times – early morning or evening hours? Child friendly?
- Bottled water (snack in phlebotomy for fasting labs?)
- Peer Advocate or Educator
- Support Groups, AIDS Service Organizations, Case Management

The Bigger Things...

- Access to you or a member of your team
- Follow up
- Involvement in the Community
- Personal gestures
 - Ask about children/family/partner
 - Birthday card or acknowledgement

The Desired Outcome

- A better patient/provider relationship
- Mutual respect/trust
- Better adherence and attendance
- Easier communication and referral
- Happier, healthier patients!

Conclusion

- If you build a patient-centered practice, the community will seek you out.
- HIV can be de-humanizing for patients. Providers who are willing to be real people with their patients will often find that patients are very responsive and appreciative.
- You are essential to your patient's success. Thank you for all you do!