

# Patient-Centered Care and Motivation

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# Patient-Centered Care

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- Recognizes the true primary care provider
- Education as the foundation of patient care
- Encourages open discussion of alternatives
- Recognizes the uncertainty that exists in medical care
- An iterative process
  - Physician, NP, nutritionist, trainer educates the patient
  - Patient educates the health care provider



# Patient-Centered care

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“The will of the patient, not the health of the patient is the true goal of health care.”

- Maria Huxley

# Promoting Motivation

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- You can't motivate someone else
- Health care providers are not too successful
- High percentage of “medical narcissists” as physicians
  - Lack of empathy for patients
  - Compulsive treatment-oriented focus
    - Treating the disease, not the patient
  - Communication style that seeks to control the patient's beliefs, feelings or actions

# Motivation

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To do something:

$$M = \frac{\text{Want} \times \text{Believe} \times \text{Expect}}{\text{Cost}}$$

To not do something:

$$M_2 = \frac{\text{Want} \times \text{Believe} \times \text{Expect}}{\text{Cost}}$$



# Reducing Medical Narcissism

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- Involve the patient in decision making
  - Informed consent
  - Patient education
- Understand the patient's goals and values
  - Have empathy for her state
- Be open about uncertainty
- Develop a partnership with the patient

# Informed Consent

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- The recommended treatment
  - Risks and benefits
- The alternative treatments
  - Risks and benefits of each
- The risks and benefits of no treatment

Drs. discuss risks and benefits only 9% of the time  
They assess understanding only 2% of the time

Braddock, *J Gen Intern Med.* 1997;12: 339–345

# What Is A Benefit?

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- Treatment effects are measurable outcomes
  - Reduced blood pressure
  - Increased bone mineral density
- Benefits are positive outcomes perceived by the patient
- It is possible to have a positive treatment effect that is negatively perceived by the patient!



# Uncertainty in Medicine

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- Evidence-Based Medicine and the individual
- The research environment versus real practice
- Even quantitative information can be “framed”
- Certainty is often expected by patients
- Physician may believe patients can't deal with uncertainty

# Uncertainty in Medicine

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- ❑ Failure to learn how to make decisions under uncertainty is the leading cause of excessive diagnostic testing and inappropriate treatments (MRI and back pain)
- ❑ Only 5 to 50 research articles per year can be incorporated in systematic reviews
- ❑ Dealing with uncertainty is a patient-centered issue



# Benefits of the Patient Centered Care

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## □ Risks

- Reduced use of technology
- Reduced risks of adverse events
- Reduced risk of medical errors
- Reduced burden on overloaded system

## □ Provider-patient conflict

- Ensures patient input – shared responsibility
- Reduced malpractice
- Realistic patient expectations



# Getting Started

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- ❑ Train all providers in motivational interviewing
- ❑ Ask why the patient would want to change
- ❑ The patient owns their medical records
- ❑ Offer to use informed consent in every decision
- ❑ Teach self-management
- ❑ Be honest

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