

# ★ Today's Patient

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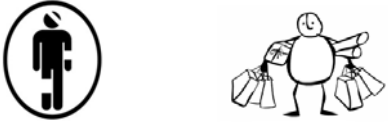
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# ★ Patient or Consumer?

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# ★ Technology and Behavior

- Technology has changed the way:
  - We act as patients
  - Healthcare providers interact w/patients



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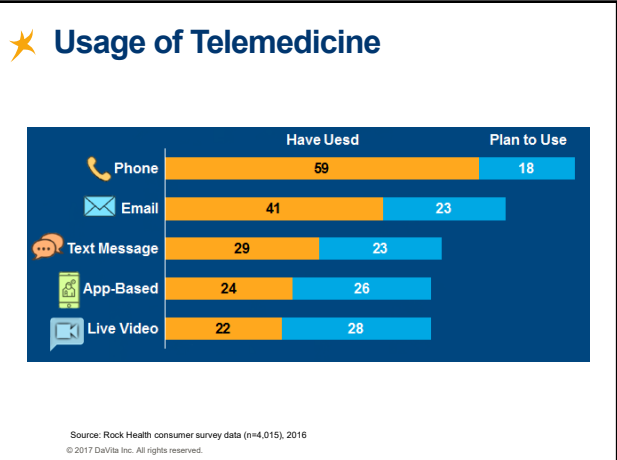
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- ### ★ Consumers
- Do the demands for technology make us consumers?
    - Consumers want high tech and high touch
    - Advances in medical technology and mobile health enable consumers to take care of themselves
  - Employers pass on medical cost via high deductibles
  - Consumers believe as technology improves, so will healthcare quality and cost
    - I.e., easily accessed online content should equate to more control of healthcare choices
- Healthcare 2.0: Patients as consumers. Using market research as a tool may help improve relationships with and the care of patients. Paul Cerrito, Jan 17, 2014.  
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- ### ★ Technological Options
- EHR
  - mHealth
  - Telemedicine/Telehealth
  - Portals
  - Self-Service Kiosks
  - Remote Monitoring
  - Wireless communication
  - Real time locating services
  - Pharmacogenomics and genome sequencing
- Allowing patients to become active players in their own care!**
- 10 Biggest Technological Advancements for Healthcare in the Last Decade Written by Akanksha Jayanthi, January 28, 2014.  
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★ **Consumers are...**

- Living longer and healthier
- Using internet to learn about health conditions & healthcare products
  - Often researching the symptoms or disease before even seeing PCP or specialist
- Know that providers are actively seeking information about their care experience
- Aware of cost of care
- Collaborating with physicians to determine plan of care

Duke University. "People are living longer and healthier: Now what?." ScienceDaily. ScienceDaily, 24 March 2010. © 2017 DaVita Inc. All rights reserved.

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★ **If it's on the internet, it must be true...**



State Farm commercial: <https://www.youtube.com/watch?v=buftna0WArc> © 2017 DaVita Inc. All rights reserved.

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★ **Patients**

- Traditionally:
  - Patients had responsibilities and expectations:
    - Arrive at the doctor's office on time
    - Wait to be seen
    - Answer the doctor's questions
    - Listen to the care instructions
    - Take your medications / do your therapy
  - Costs were low
    - Care provided without decisions related to cost

Patients as Consumers? A Healthcare Cure? Medicine Think, Bradley Miller, July 15, 2010. © 2017 DaVita Inc. All rights reserved.

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**★ Acute Patients**

- People with illness / injury necessitating interaction with the healthcare system
- Not electively consuming goods / resources, but trying to secure most effective treatment with least amount of pain, time, and cost
- Experience may be short
- Good outcome → return to normal life

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**★ Chronic Patients**

- Have chronic diseases that are potentially terminal or life-changing
- Require different approach to healthcare
- Have experience over a long time with multiple facets of healthcare system
- Often older, may have little or no family support
- Often must decide between care management and other necessities
- May have only Medicare or Medicaid insurance

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**★ When do we become patients instead of consumers? Or do we?**

- Even with technology, those facing terminal illness or end-of-life decisions value physicians who engage in in-depth, honest conversation
- If lifesaving surgery or treatment is necessary, cost is no longer as important
- When care becomes overwhelming, physician guidance takes priority

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★ **Are patients more difficult?**

I know you think you're the only one here, but so do the other twenty people I'm responsible for.



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★ **Doctor/Patient Interactions**

- Relationship shifts with advances in technology
- Social media offers “expert” information
  - Access to such information makes providers’ jobs more challenging
- Causes of strained relationships:
  - Time constraints for both doctor and patient
  - Patients coming in with incorrect information from family or the intranet may have preconceived ideas about treatment plans

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★ **Proactive Approach to Online Info**

- Pre-op materials should offset misinformation
- Direct patients to sites providing accurate info
- Aim social media at all of your patients
  - Even seniors use social media
  - Practice/company info & media should be online
- Patients must be active, informed participants
  - Physicians can help by encouraging self-management goals

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 **Key Takeaways**

1. Patients are both Consumers and Patients in Healthcare
2. Patients/Consumers must be informed and actively participate in their care
3. Technology has changed the way we all approach Healthcare today

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 **Appendix**

Source content & resources

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 **Resources**

- Nov 20, 2012, In Today's World, It Takes a Village to Care for a Patient, By David Yakimischak, Executive Vice President and General Manager, Medication Network Services
- Christopher Kent, Senior Editor, Published 8 December 2014, Managing Today's Difficult Patients: Review of Ophthalmology
- Jan 17, 2014 Healthcare 2.0: Patients as consumers; Using market research as a tool may help improve relationships with and the care of patients, by Paul Cerato, Medical Finance
- Hospital of Yesterday: The Biggest Changes in Health Care Experts weigh in on the biggest trends that have emerged during the past century, By [Kimberly Leonard](#) | Staff Writer US News and World Reports
- [Medicine Think](#) devise and revise, Patients as Consumers? A Healthcare Cure? Bradley Miller July 15, 2010
- Consumers v Patients; NOVEMBER 1ST, 2010 BY DCPATIENT; [DCPatient](#), An Inpatient Patient's Perspective on Health Care Today blogged live from Washington DC
- Pharma and Healthcare; October 15, 2015; Are you a Patient or Healthcare Consumer?; Robert Pearl, MD
- Family Practice Medicine; Helping Patients Take Charge of their Chronic Illness; Martha M. Funnell, MS, RN; Fam Pract Manag. 2000 Mar;7(3):47-51
- PEW Research Center, Fact Sheet 1/12/17

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