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# **Person centered communication – continuity and assessment**

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# Person centered care essential component of quality of cancer care

Person centered care is responsive to consumer needs, values and preferences, integrated and coordinated, relieves physical discomfort, provides emotional support, allows involvement of significant others and supports the **provision of information, communication and education** to enable individuals to understand and make informed decisions about their care (Gerteis)

Zucca et al, Supp Care Cancer, 2014

# Which dimensions of person centeredness matters?

Delphi survey revealed enabler:

- Patient – physician communication

Person centered activities:

- Information
- involvement in care
- empowerment – physical and emotional support

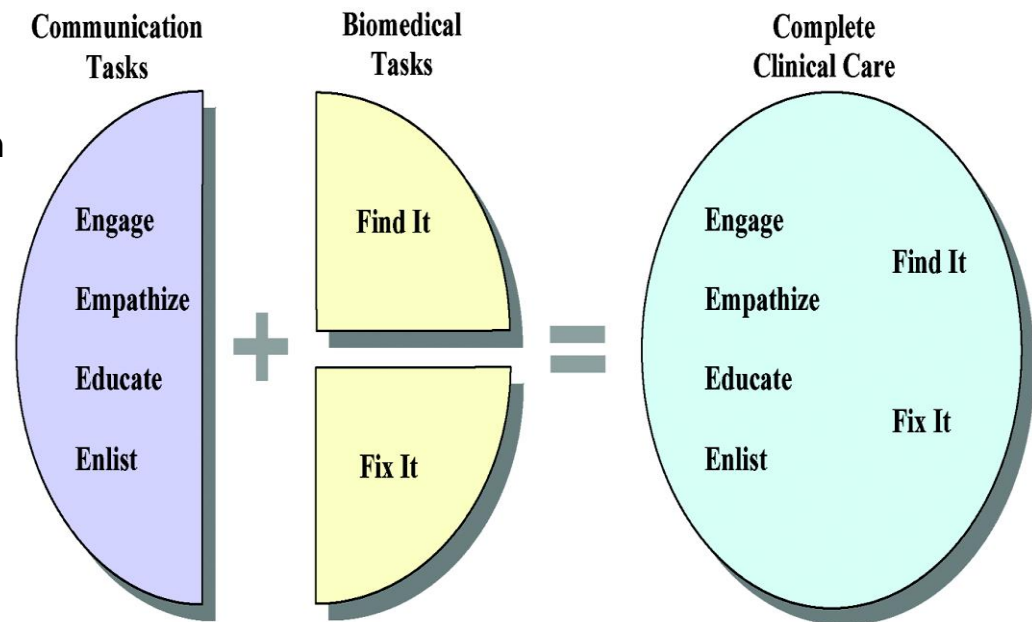
Zill et al PLOS One, 2015

## How to assess

One of the more problematic aspects of assessing person-centeredness is the conceptualization and measurement of person-centered communication (PCC), which is arguably a primary means through which person centered care is accomplished

# Is person centered communication different?

- Eliciting and understanding the individuals perspective— concerns, ideas, expectations, needs, feelings and functioning
- Understanding the person within his or her unique psychosocial context
- Reaching a shared understanding of the problem and that is concordant with the person´s values
- Sharing power and responsibility by involving them in choices to the degree that they wish



# Ensuring continuity of communication – a clinical example

- Routines to initiate, integrate and safeguard communication (PCC)

## 1. Routine to initiate partnership: patient narratives

The persons views about his/her life situation and condition – the centre of care.

Personal account of the illness, symptoms and impact on life, captures the persons suffering in everyday context – contrast to medical narratives - focus on process of diagnosing and treating the disease

- Narrative starting point for partnership in care

# Ensuring continuity in communication

## 2. Routine working the partnership: shared decisionmaking

Narrative communication involves sharing experiences and learning from each other

The care team including the patient – evaluate all aspects of management, treatment options that are suited to the patients lifestyle, preferences, beliefs, values and health issues

## 3. Routine safeguarding the partnership: documenting the narrative

In the medical record – preferences, beliefs, values, involvement in care and decision making – gives legitimacy to patient perspectives, transparency in partnership – equally mandatory as clinical and lab findings

# How do we generate credible data which indicates the quality of communication

- Includes: ***provision of information, communication and education*** to enable patients to understand and make informed decisions about their care
- Priority quality indicators need to focus on:
  1. The issue must be prevalent
  2. Failure to deliver care will result in significant patient burden
  3. The issue must be treatable or modifiable, or best practice readily to translate into practice
  4. Important to patients

Zucca et al. 2014



# Focusing on – assessment of communication

- Have the health care professionals communicated in a manner that patients could understand and provided accurate information according to patients' preferred information level

## One example – Quality of Patient Centered Cancer Care QPCCC

- PROMS – best positioned to measure
- Covers information, communication, education

The doctors in the hospital explained to me:

- a. All of the treatments I could have
- b. The consequences of not having treatment
- c. The short-term side effects of each treatment option
- d. The long-terms side effects of each treatment option
- e. How each treatment option might affect my lenght of life

Strongly agree – agree – disagree – strongly disagree

## One example

- When I was making my most recent treatment decision, doctors at the hospital:
  - a. Gave me the time I needed to consider all my treatment options before making a decision
  - b. Involved my significant others in decisionmaking about my care when I wanted them to

# Cancer information

- The staff in the hospital gave me:
  - a. Information about cancer that was easy to understand
  - b. A list of questions that patients with cancer commonly ask
  - c. Information about cancer and treatments to take home (eg. booklets, web sites)

Tzeplis et al. Cancer, 2015



**“Let’s shrink Big Data into Small Data ...  
and hope it magically becomes Great Data.”**