

Consumer Expectations and How to Respond



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Deputy Health and Disability Commissioner



Overview

- What do consumers expect?
- Meeting those expectations – what do responsive professionals and services look like?
- Final thoughts



What do consumers expect?



Consumers

– What do they expect?



Harry wants a fluorescent plaster cast, and to continue playing Quidditch. He expects the doctor to fix his arm with a potion

Xena has been doing some research on the internet and has many questions



Gandalf wants a knee replacement so he can get back to fighting the forces of darkness



Consumers – What do they expect?

- Respect
- Fairness
- Dignity and independence
- Appropriate standard of care
- Effective communication
- Full information
- Informed choice
- Informed consent
- Participation in training and research
- Right to complain



Meeting those expectations

- Integrity
- Compassion
- Altruism
- Protectors of quality
- Teamwork



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Meeting those expectations

“To be a good health professional you need to be an effective team player, making sure your patient does not fall through the many cracks in the health system.”

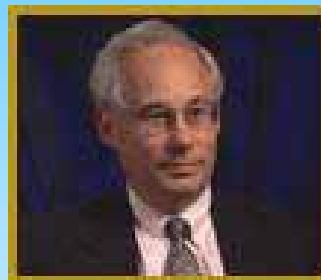


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Meeting expectations – “Every single one”

“The secret is promising, without compromise, what we will do for each and every person who comes into our care, one at a time.”



Dr Don Berwick, IHI.



Meeting expectations – “Every single one”

- Healing relationships rather than visits
- Share knowledge and information
- Make patients active participants in their care



Dr Don Berwick



What does it look like?



- The doctor shows Harry the x-ray and talks through healing time/treatment options
- Harry's request to continue playing Quidditch is carefully considered/risks discussed
- Harry is actively involved in the decision making/a compromise is reached over the colour of the cast



What does it look like?

- Xena's information/questions are considered
- She is directed to some other good websites
- She is invited to email the doctor with questions
- The doctor also asks about alternative products / They discuss ways to handle any interaction with her chemotherapy



What does it look like?



- GP says she doesn't know cause of pain, refers for tests
- Test results are followed up promptly, Gandalf is informed, and options discussed
- Pain relief and water therapy is offered meantime
- GP takes interest in Gandalf's quest - discovers he is also sleeping badly and has an incontinence problem



What do responsive professionals / services look like?

- Consumer focused – patients are participants in their care, given information, choices, options
- Effective communicators – they consult, listen, and encourage questions
- Open to alternatives - such as email contact, patients “owning” their medical records, self-treatment
- They say “Sorry” and “I don’t know”



Final Thoughts

When patients have a bad cough, its not science they turn to:

“it’s a doctor with good days and bad days. A doctor with a weird laugh and a bad hair cut. A doctor with three other patients to see and, inevitably, gaps in what he knows and skills he is still trying to learn..”



Atul Gawande



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