



The Patient Empathy Project - What Residents Fear and Why We Have to Know



“Service is simple. It’s just not easy.”

-a quote from anyone who’s tried to deliver it



What if everyone
has some **fear**
that they aren't
telling us about?



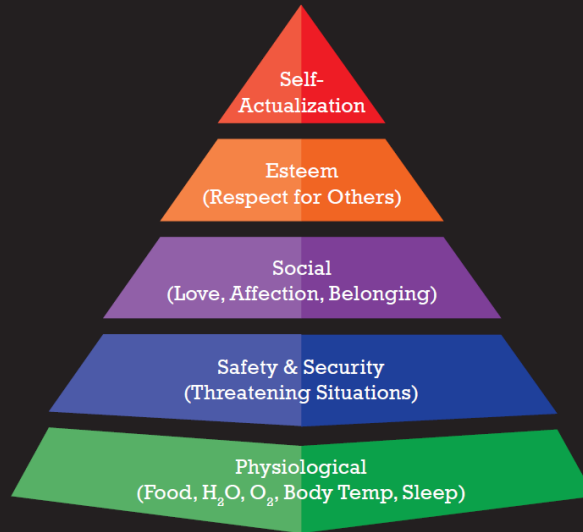
It all started with one patient...

The Patient Empathy
Project

was born.

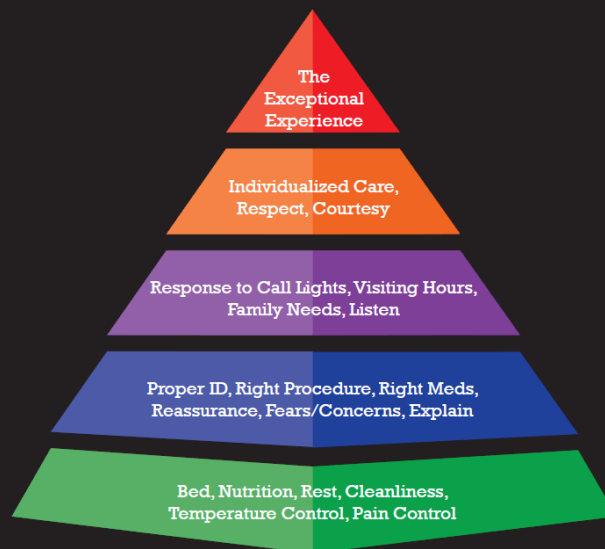


Maslow's Hierarchy of Needs



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Hierarchy of Patient Needs



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Hierarchy of Resident's Needs

1. Physiological
2. Safety and security
3. Social
4. Esteem
5. Self actualization

Why we have to know

- 96% of all people suffer from it.
- Signs and symptoms: breathlessness, excessive sweating, nausea, dry mouth, feeling sick, heart palpitations, a fear of dying, becoming mad or losing control, full blown anxiety attack, and the inability to think clearly.
- It is often unspoken and shameful.

The Patient Empathy Project

Top 11 Fears

- 1.Infection
- 2.Incompetence
- 3.Death
- 4.Cost
- 5.Medical Mix-up
- 6.Needles
- 7.Rude doctors and nurses
- 8.Germs
- 9.Diagnosis/prognosis
- 10.Communication Issues
- 11.Loneliness



Medical Practice Patient Empathy Project

Top 8 Fears

- 1.Diagnosis/prognosis
- 2.Wait times
- 3.Communication Issues
- 4.Cancer
- 5.Rude doctors
- 6.Scale location
- 7.Cost
- 8.Germs



Top 5 fears for elder care/62 participants

1. Neglect
2. Abuse
3. Loneliness
4. Lack of respect
5. Understaffed

Practice empathy.

Six ways to empathize

1. Make eye contact
2. Be curious – Find common ground
3. Save cell phone checking until later
4. Reminisce with residents
5. Love your residents
6. Bring your fun to work with you

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