



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

Welcome Home



“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...

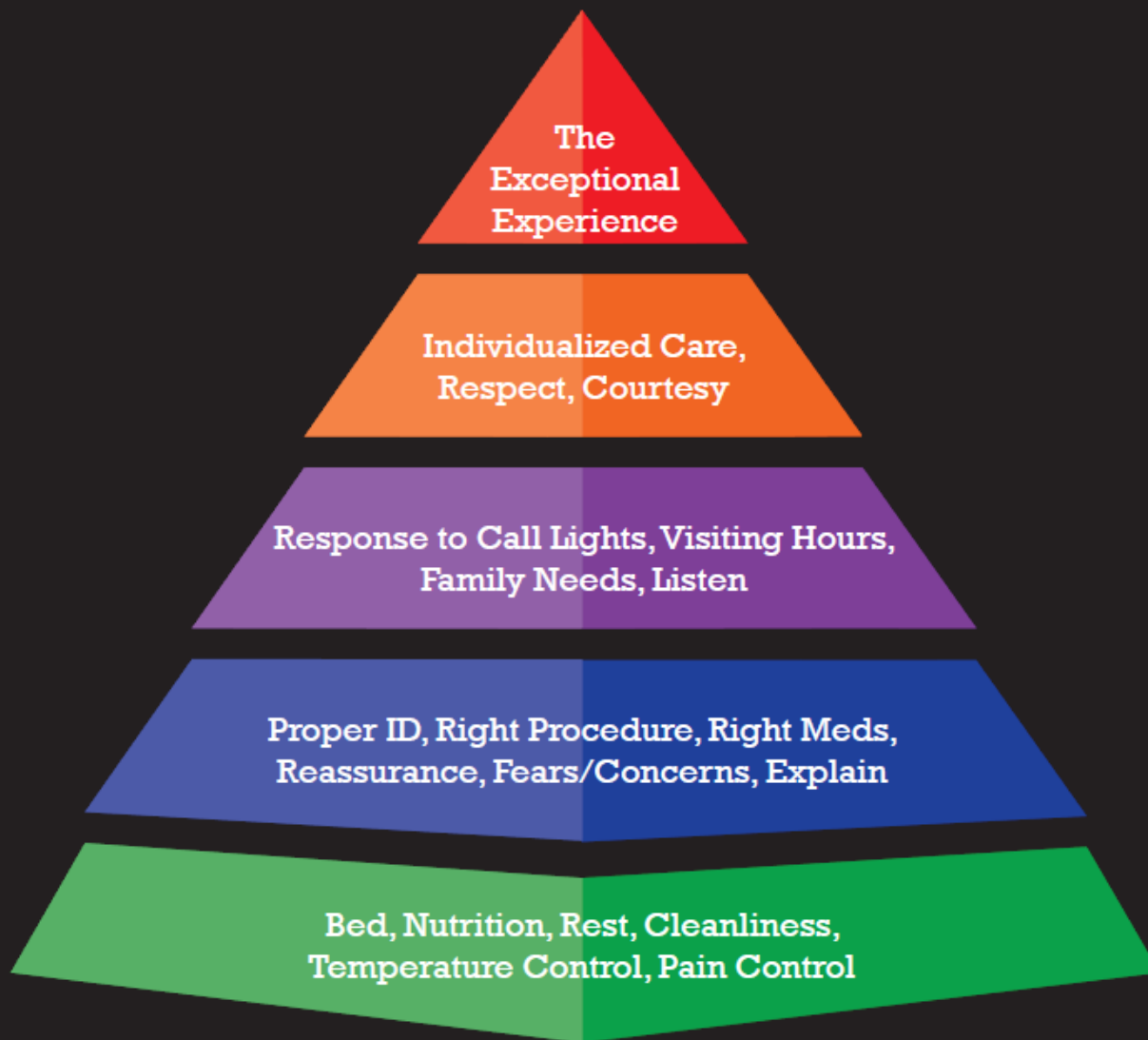
The Patient Empathy Project

was born.

Maslow's Hierarchy of Needs



Hierarchy of Patient Needs



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

Six transformers

1. Lead well.
2. Hire well.
3. Fire well.
4. Build trust.
5. Love your residents.
6. Take your fun to work with you.

**EXCELLENCE is not
an “aspiration.”**

**EXCELLENCE is...
THE NEXT FIVE
MINUTES.**

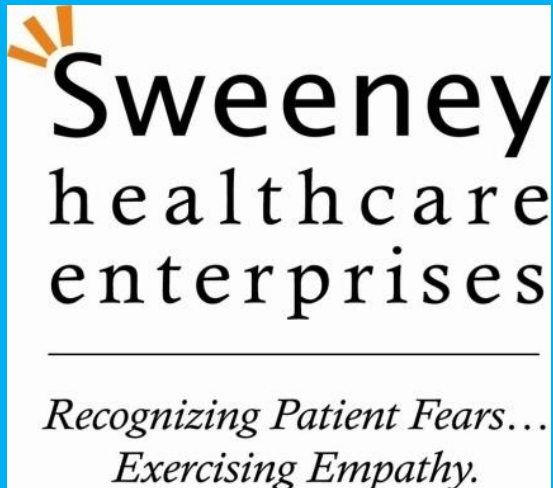


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