

Strategies for Engaging and Empowering Patients

Patient centric Education

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Strategies to Engage Patients in Safe Care

1. Getting **Patient Centricity** across the Organization
2. Establish **Patient focused education** and awareness program- *shared decision making*
3. Establish **Feedback** and **Experience sharing** platforms- *learn from your customer*
4. **Two way Communication** – *bridge the trust deficit*
5. Establish **Patient Advisory Councils** - *build partnerships*

Will help improve patient outcomes, increase satisfaction and build trust

Lack of Engagement due to



- Lack of awareness & engagement
- Ignoring symptoms
- Confused about disease, treatment
- Not asking right questions
- Language/ Cultural barriers
- Stressed

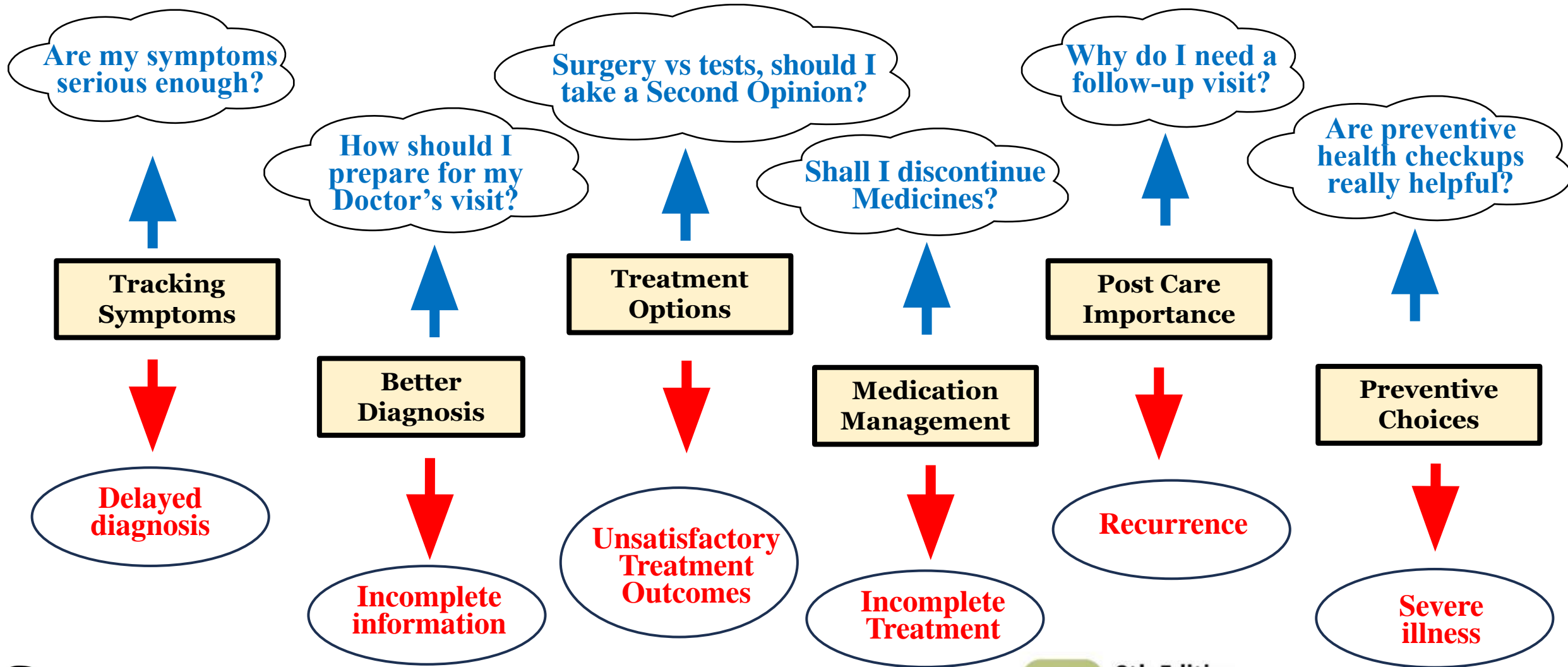
Patients have the Right to:

- **Be treated with respect, and dignity** without discrimination.
- **Be informed** of your health status, diagnosis, treatment options, and expected outcomes. **ask questions** and clarifying doubts
- **Express** your concerns, complaints, provide feedback and your experiences.
- **Any many more**

Patients are Responsible for:

- **Providing complete information** to your doctor
- **Respect** your healthcare team and other patients
- Respect **facility**
- **Any many more**

Patient Journey - What to ask



Ignorance, doctor is God-syndrome and lack of involvement by patients can lead to errors

What Patient education includes

Orientation - MY HEALTH, MY RESPONSIBILITY



Understand their **Roles**, Rights and Responsibilities

Know **Risk** & Causes, Consequences of Medical harm

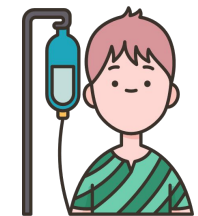
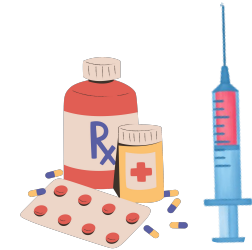


Provide alerts, tips, and advice on **generic** issues during Patient journey

Guidelines for early **detection**, prevention or **protection** from harm on disease specific topics



Knowledge of **healthy lifestyle** choices



What PFPSF Patient Education is not

Guidance & not
Prescribing -
nothing clinical*

*clinical matters are handled by
doctors only

No promotion of
any brand, product
or hospital

Confidentiality on
patient or HCP
specific information

No medical or
legal guidance

No financial
dispute resolutions

Why PFPSF Content is Trustworthy

- Aggregated from Global & National Healthcare resources
- Screened by Senior Medical Subject Matter Experts
- Links added to global experts
- Customized for Indian context
- Simple, easy to understand in English and Regional languages
- Practical and actionable advice that patients/families can adopt

Factors for effective patient education material

Self engagement - MY HEALTH MY RESPONSIBILITY

- Patient centric, with empathy- focus for both patients and caregivers
- Reliable, verifiable, and authentic content
- Use simple, self explanatory, understandable, non-technical language, supported by visuals and local languages
- Provide clear, actionable, and useful tips with a call to action

Desired Outcomes of Patient Education

Early detection, timely treatment, protection from & prevention of further harm



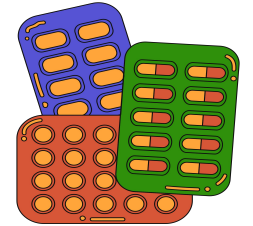
**Being Alert -
Asking Questions**



**Providing Complete
Information**



**Following
Prescriptions/ Advise**



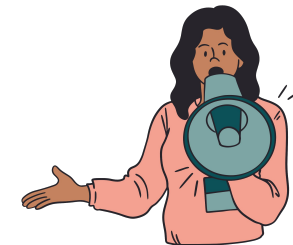
**Keeping Track
of Symptoms**



**Getting a Second
Opinion**



**Keeping Updated
Medical Records**



**Build trust & provide
Valuable Feedback**

Patients & Caregivers can work together

As a Healthcare provider I Pledge To

Protect and promote the rights of every patient

Work tirelessly to ensure their safety and well-being

Create an environment of trust, open communication and shared decision-making

Ensure their rights to avail timely, equitable and high-quality healthcare

Protect their personal health information and maintain confidentiality

Promote equity and access to healthcare, without discrimination

Always adhere to professional standards



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As a Responsible Patient I Pledge To

Actively participate in my own healthcare journey

Provide my complete, accurate and honest medical history

Comply with the prescribed treatment plan, medications and follow-up reviews

Respect the rights and well-being of healthcare providers and fellow patients

Understand & fulfil my financial obligations

Follow Healthy lifestyle practices



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Preparing for meeting a doctor?

- Due to stress; incomplete communication
- Forget to mention all symptoms; bring previous reports; medical history
- Unable to absorb all the information & guidance in a short period
- Don't ask important questions

Preparation before visiting your Doctor

- ✓ ☒ Jot down your symptoms in detail
- ✓ ☒ Take your previous prescriptions
- ✓ ☒ Carry your latest test reports & current medication list
- ✓ ☒ Inform any allergies or relevant family history
- ✓ ☒ Prepare your questions; Take along a caregiver



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Patient Education Material in Different Languages

Preparation before visiting your Doctor

- ✓ Jot down your symptoms in detail
- ✓ Take your previous prescriptions
- ✓ Carry your latest test reports & current medication list
- ✓ Inform any allergies or relevant family history
- ✓ Prepare your questions; Take along a caregiver



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डॉक्टर के पास जाने से पहले की तैयारी

- ✓ अपने लक्षणों को विस्तार से लिखें
- ✓ अपनी दवाओं का विवरण साथ रखें
- ✓ अपनी वर्तमान परीक्षण रिपोर्ट और दवा सूची ले जाएं
- ✓ किसी भी एलर्जी या पारिवारिक चिकित्सा इतिहास के बारे में सूचित करें
- ✓ अपने सवाल लिखें तथा एक देखभालकर्ता को साथ ले जाएं



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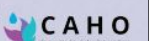


আপনার ডাক্তারের কাছে যাওয়ার আগে প্রস্তুতি নিন Preparation before visiting your Doctor

- ✓ আপনার লক্ষণগুলি বিস্তারিতভাবে লিখুন
- ✓ আপনার আগের প্রেসক্রিপশনগুলি নিন
- ✓ আপনার সর্বশেষ পরীক্ষার রিপোর্ট এবং বর্তমান ওষুধের তালিকা সঙ্গে রাখুন
- ✓ কোনো অ্যালার্জি বা প্রাসঙ্গিক পারিবারিক ইতিহাস থাকলে তা জানান
- ✓ আপনার প্রশ্ন প্রস্তুত করুন একজন পরিচারককে সাথে রাখুন



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Why we need to prioritize Women's Health

- Hide their health concerns, delaying medical care
- Overburdened with Responsibilities - little time for self-care
- Prioritize others' well-being over their own health
- Ignoring symptoms leads to delayed diagnosis
- Societal expectations discourage open discussion of health issues.
- Mental Health Stigma inhibits seeking support.

Watch out for issues in Women's Health

Adolescent stage

- Menstrual
 - irregularity
- Nutritional deficiency
- Urinary Tract Infection (UTI)



Childbearing stage

- Menstrual irregularity
- Polycystic Ovary Syndrome (PCOS)
- Infertility
- Maternal health
- Aneamia



Pre menopausal stage

- Fertility decline
- Hormonal
 - fluctuation
- Erratic menstruation
- Weight gain



Postmenopausal stage

- Cardiovascular issues
- Osteoporosis
- Mental health issues
- Weight changes



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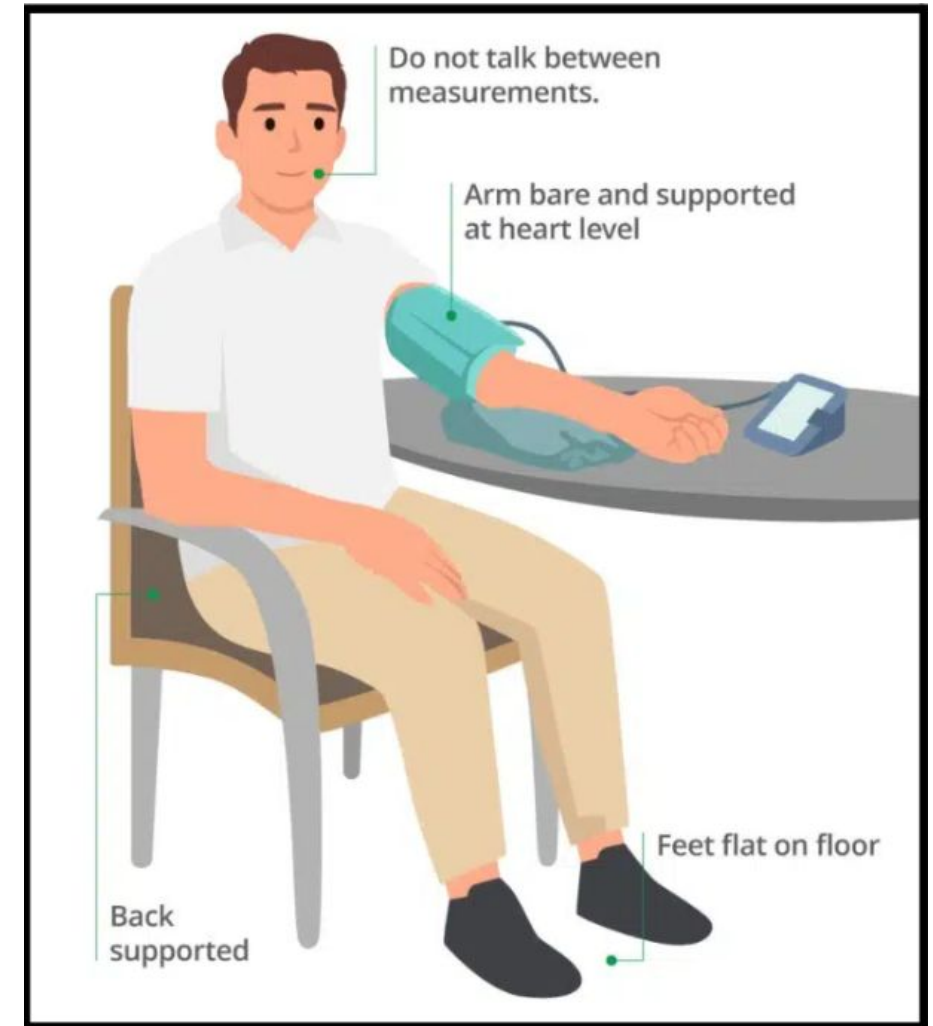
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How to monitor Blood-Pressure at Home

Mistakes we make while monitoring BP:

- Incorrect Cuff Size
- Improper Arm Positioning, and Posture
- Talking or Moving During Measurement
- Inadequate Rest Before Measurement
- Not Emptying Bladder Before Measurement
- Irregular Measurement Schedule



Panic and helplessness during emergencies?

- An emergency comes unannounced:
- Lack of awareness of symptoms
- Unpreparedness
- Lack of knowledge in First-Aid, wasting golden hours
- Not knowing where to go
- How to select the right hospital for an emergency

Benefits of Pre-Planning for Emergencies



Early Detection



Enhanced Preparedness



Quick Action/Response



Reduced Panic & Stress



Timely Treatment



Saved Life



Minimized overall Impact



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Outreach Strategies to promote PE

What PFPSF is doing

- Sending weekly newsletters
- Sharing content through Social Media
- Nudges Whatsapp message
- Target audience - all demographics
- Regional penetration with local language
- Collaborating with institutions
- Collaboration with print media

What HCP can do

- Training of Patient Education for staff
- Digital display of patient education in TV screens
- Physical display near front desk outside OPD, pharmacy, ICU, IP corridors, diagnostic labs, etc
- Handouts with OPD, IP admissions, Discharge points
- Share in their patient and care provider networks

Nothing about us without us

Let's work together with Patients for Safer Health & better Outcomes

My Health, My Responsibilities