



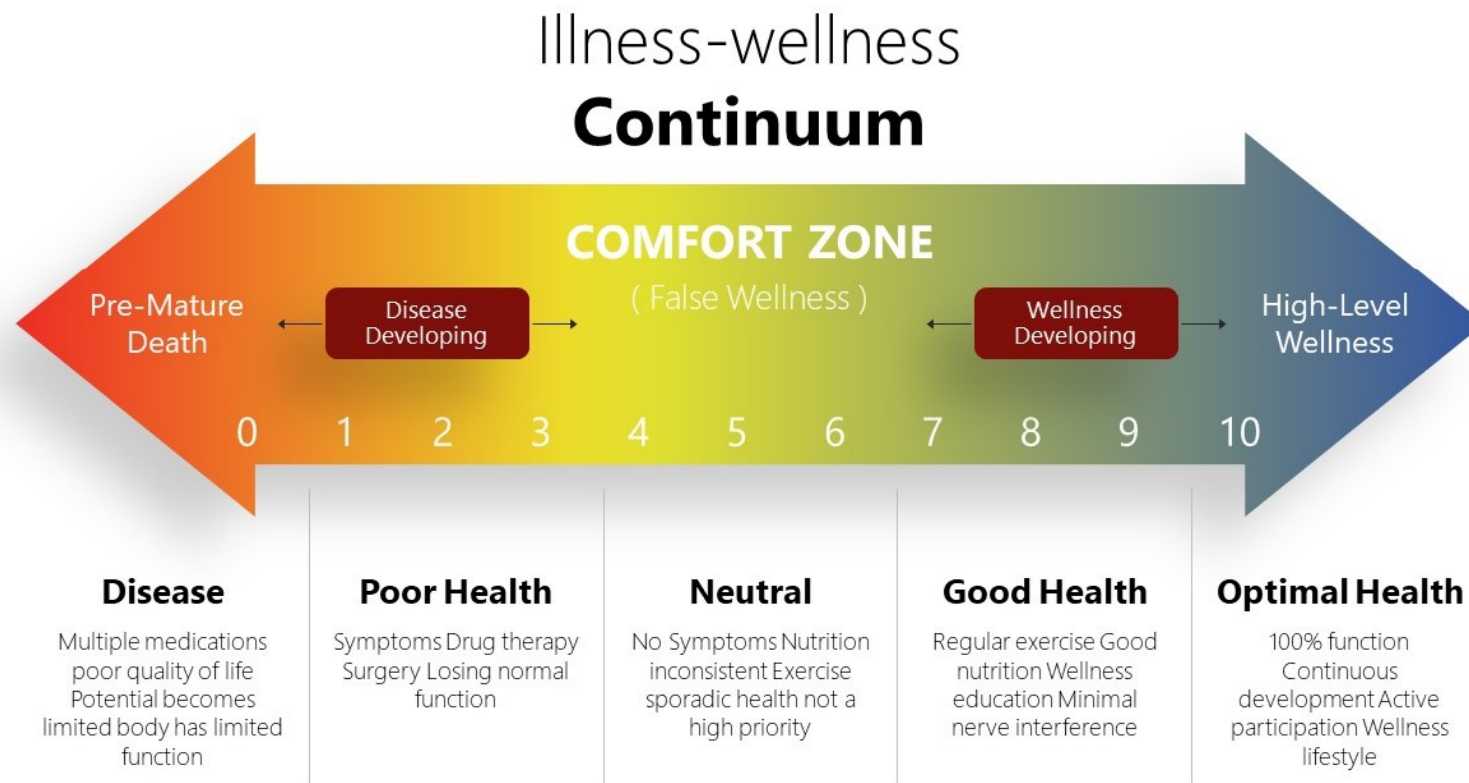
Patient Behaviour Identification & Counseling

Unit 2, PCM



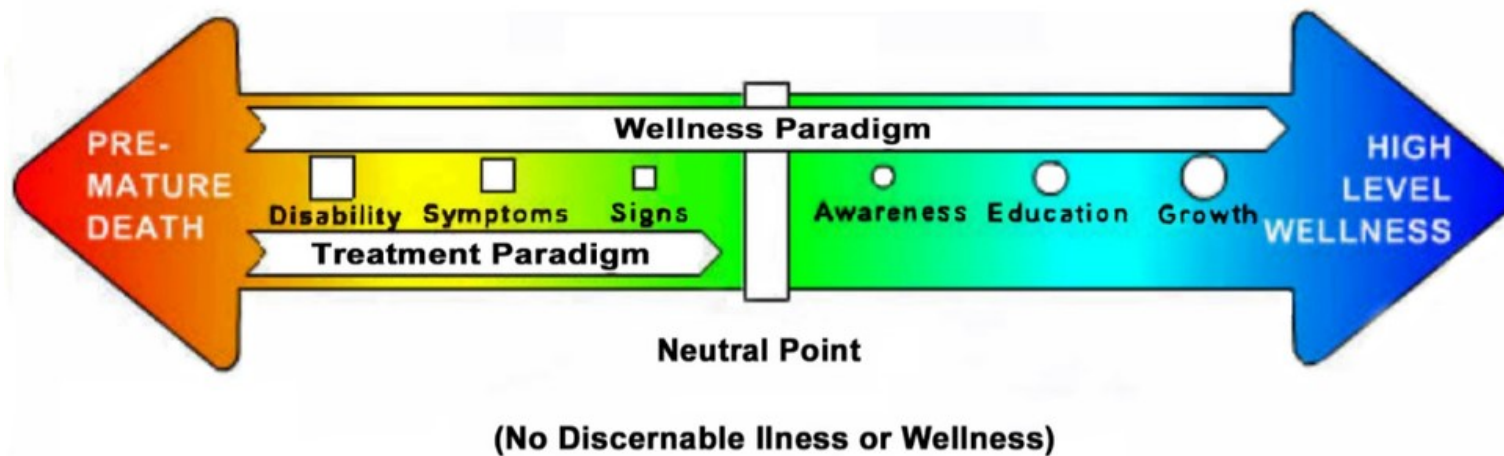
Concept of health, wellness and illness

Health Illness Continuum



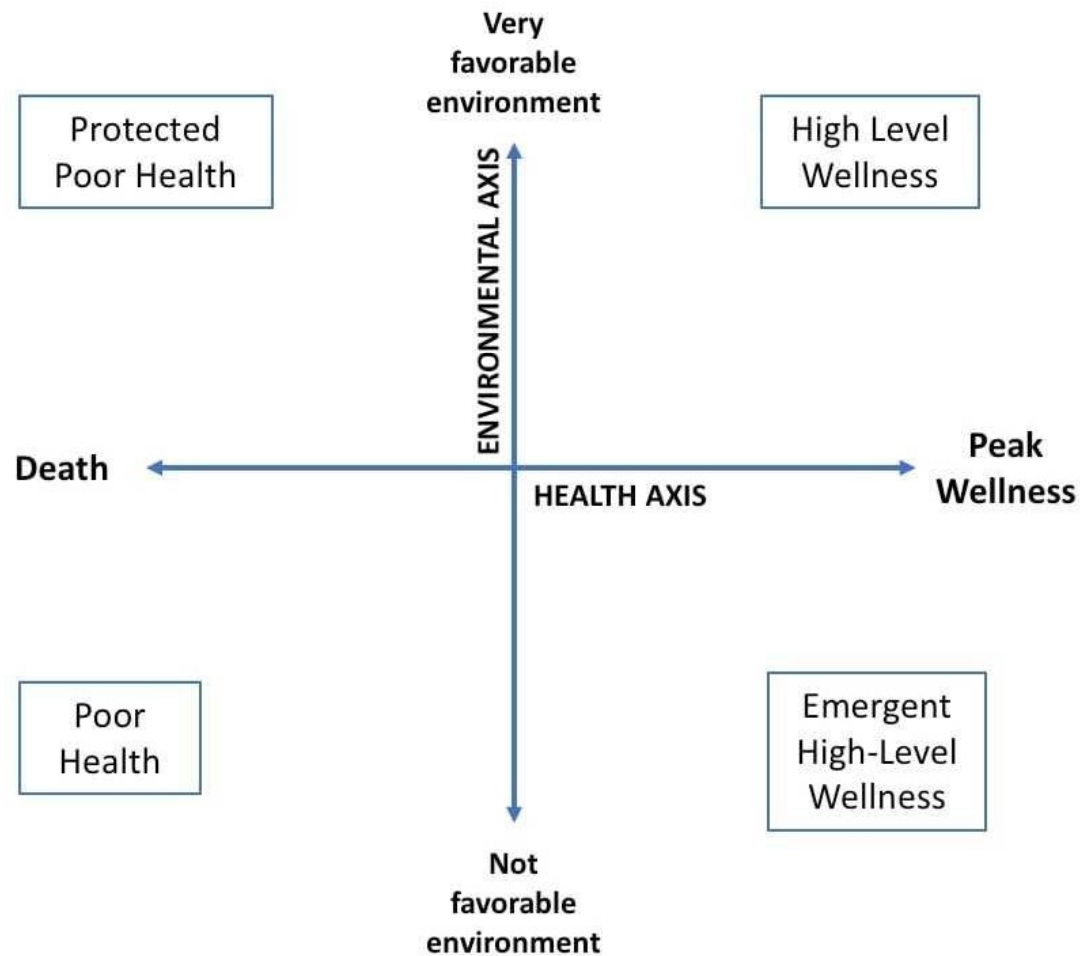
Travis Illness – wellness Continuum

THE ILLNESS-WELLNESS CONTINUUM

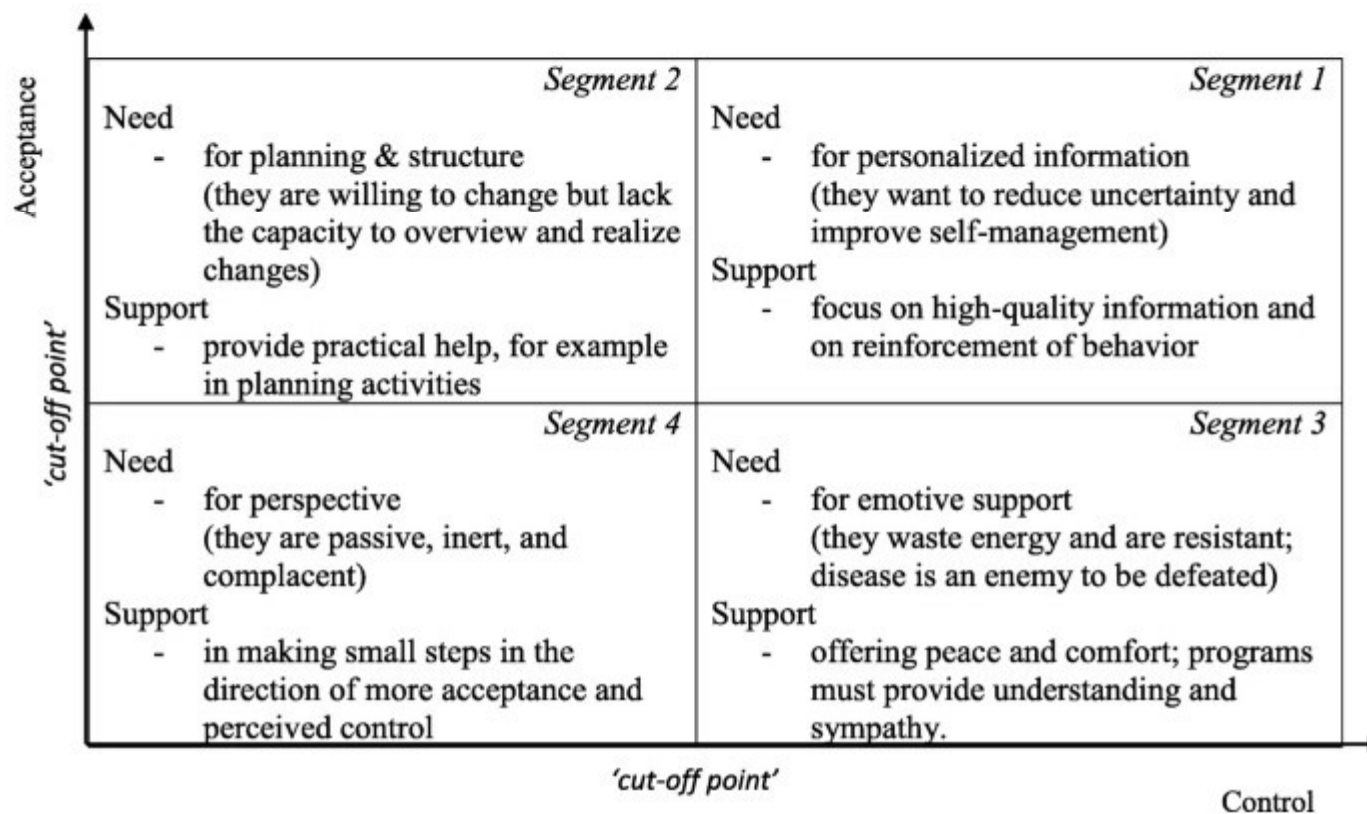


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Dunn's High level wellness and grid model



Bloem & Stalpers Segmentation Model





Patient Behavior



Why to study Patient Behavior?

- Healthcare Professionals (HCPs) who understand patient behavior and behavioral models and frameworks can design more successful patient support programs that are aware of the needs of their patients.
- Knowing the physical and psychological strains of a patient's illness and his/her behavioral response also allows HCPs to empathize and better communicate with them.
- Patient behavior plays a crucial role in adherence and the success of the treatment.

What is Patient behaviour?

- Patient behavior is often described as disruptive behavior as they have an altered mental state of
 - fear of being sick
 - anxious about out of the pocket cost
 - alteration of lifestyle if suffered from a chronic illness.
- And the outcomes often faced by providers are
 - Inappropriate language
 - make unreasonable demands
 - may even resort to physical abuse.



Patient Behaviour Models



The *Biopsychosocial (BPS) model*

- This considers three attributes that impact the patient's body and surroundings: *the biological, psychological, and socioeconomic conditions.*



The B

- The biological segment of the model assesses the effects of the disease on the body. This includes:
 - The affect of symptoms on daily life
 - The fluctuation of the symptoms and the resulting feeling of uncertainty
 - The need for surgical interventions that are not cures in advanced stages of a disease



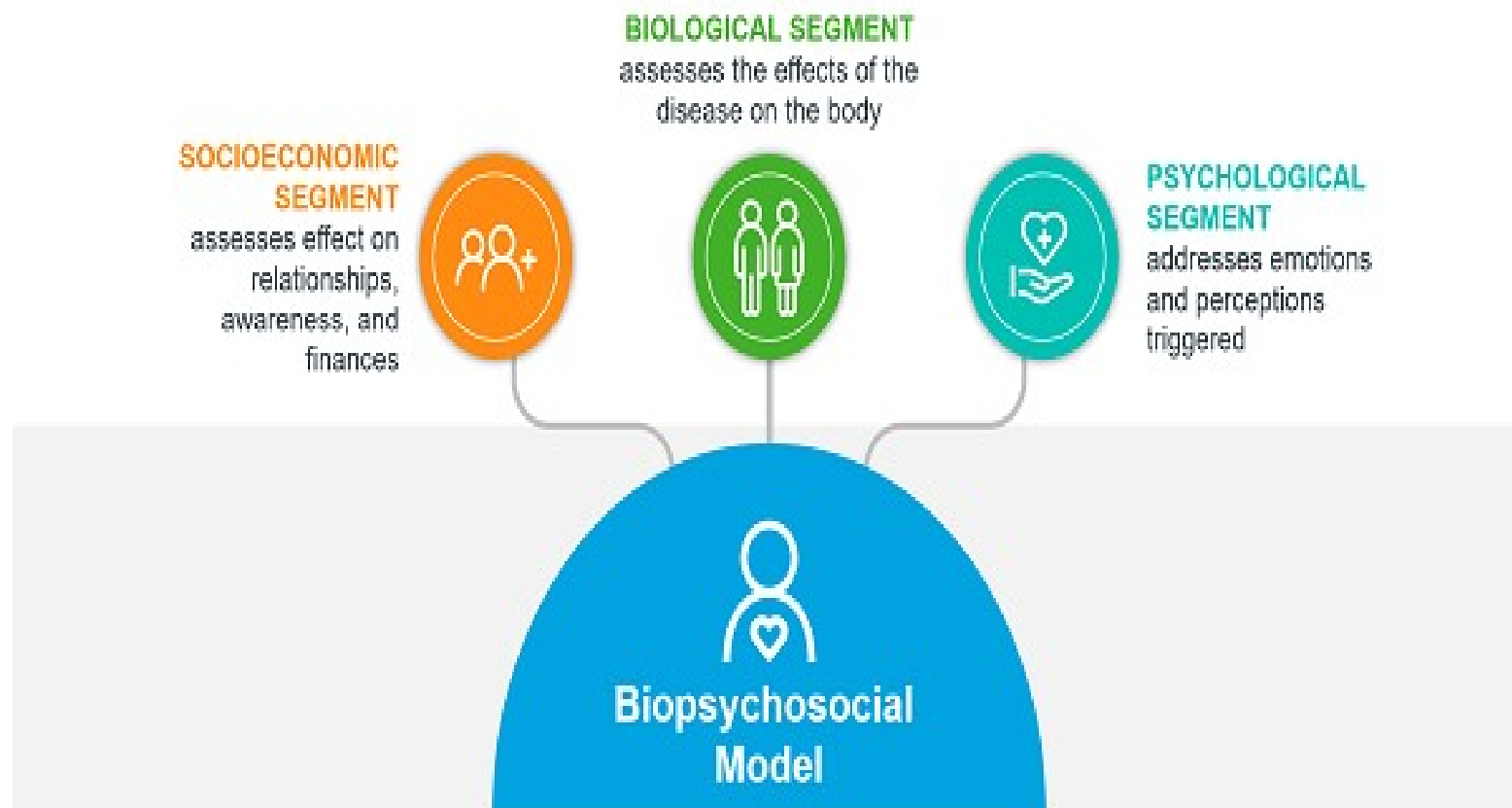
The P

- The psychological segment addresses the emotions and perceptions triggered by the presence and symptoms of the disease. This includes:
 - Increased anxiety and depression among patients
 - The perception that the lack of self-management and stress are causes, and the resulting feelings of guilt or anger




The S

- The socioeconomic impact of the disease assesses how it affects the patient's relationships with friends and family, the patient's awareness, and his/her financial situation. This includes:
 - The need or preference to avoid social situations when the condition creates problems or uncertainty (e.g. uncertainty with bowel movements)
 - Perceived stigma and increasing sense of isolation
 - Fatigue and pain restricting social interactions, leading to further isolation
 - Financial burden affecting access to needed treatment

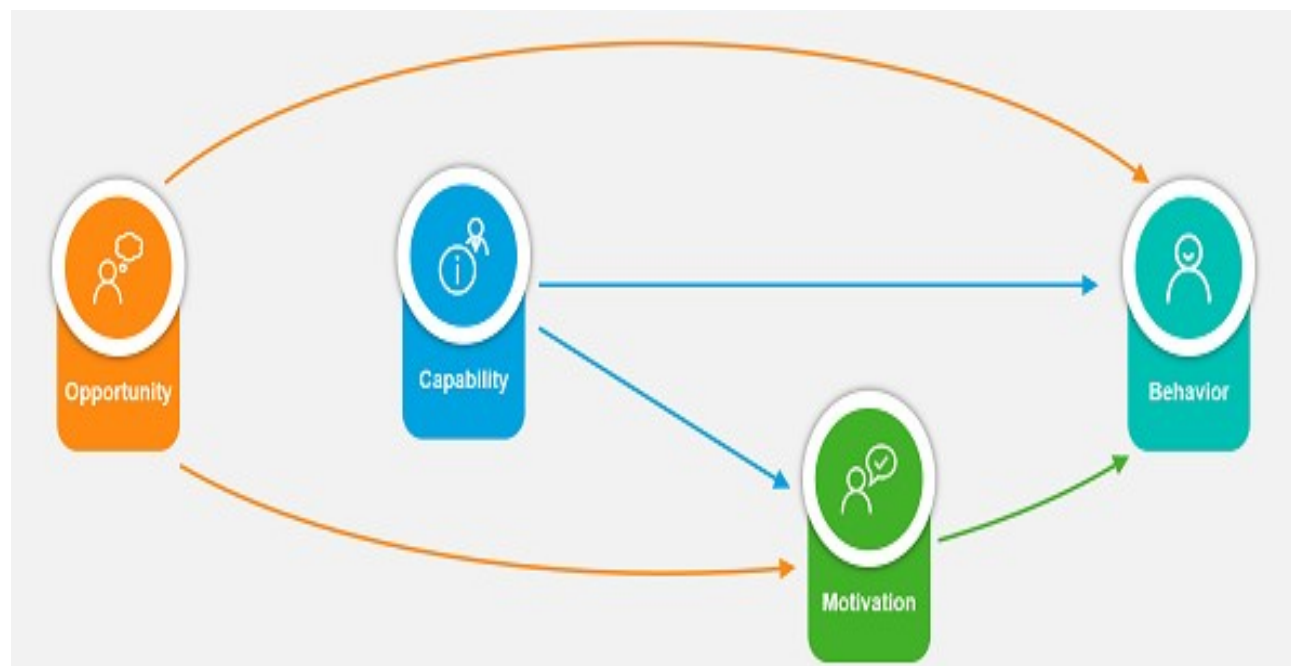


- The BPS model looks at five core belief categories to tackle and enhance patient adherence:
 - **Consequences:** Clarifying the impact of the condition and the treatment are also crucial in ensuring and maintaining adherence. If the perceived impact is too little, it may dissuade patients from implementing required changes, and if the impacts are major, it may make it difficult for them to prioritize.
 - **Identity:** The abstract label of the disease, along with the symptoms associated with the condition, are addressed. These are explained clearly to the patient in a manner that he/she can fully grasp.


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- **Cause:** In several cases, patients may feel that the perceived cause (e.g. stress) is manageable without treatment. In other cases, the patient may feel an emotional burden or guilt if he/she feels at fault for the condition. That is why the actual root cause of the condition is also explained to emphasize the importance of the treatment.
 - **Timeline:** Another important belief category that needs to be addressed, based on the BPS model, is the treatment timeline. Ensuring the patient fully understands the complete treatment timeline is critical in avoiding early discontinuation.
 - **Cure / Control:** A patient's perceived lack of control over his/her condition may discourage him/her from undertaking required self-management behaviors. Clarifying a patient's impact on his/her own health and condition may help eliminate or reduce that perception

Capability-Opportunity-Motivation Behavior (COM-B) framework

- This is a theoretical framework that helps explain and identify the barriers to and facilitators of behavior. It divides behavioral drivers into three categories: capability, opportunity, and motivation.




- **Capability** describes the patient's physical and psychological capacity to engage in a specific behavior. This also addresses the patient's capacity to perform the necessary physical and thought processes needed for successful treatment.
- **Opportunity** addresses all the factors lying outside the individual that prompt certain behavior or make it possible. Opportunities can be both physical (e.g. access to healthcare and HCP-patient communication) or social (e.g. social stigma toward disease or religious or cultural beliefs)
- **Motivation** discusses the brain processes that energize and direct behavior. This includes reflective processes (evaluating and planning) and automatic processes (emotions and impulses arising from associative learning and/or innate dispositions).

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- The COM-b model is used to categorize and conceptualize factors that explain or determine individual health-related behaviors, including the mechanisms between the factors.
 - This gives us a starting point to map effective *Behavior Change Techniques (BCTs)* and interventions, enabling us to better use these insights to design patient support.
 - Evidence-based BCTs, guided by psychological theory, target the determinants that shape behavior



Managing Patient Behaviours

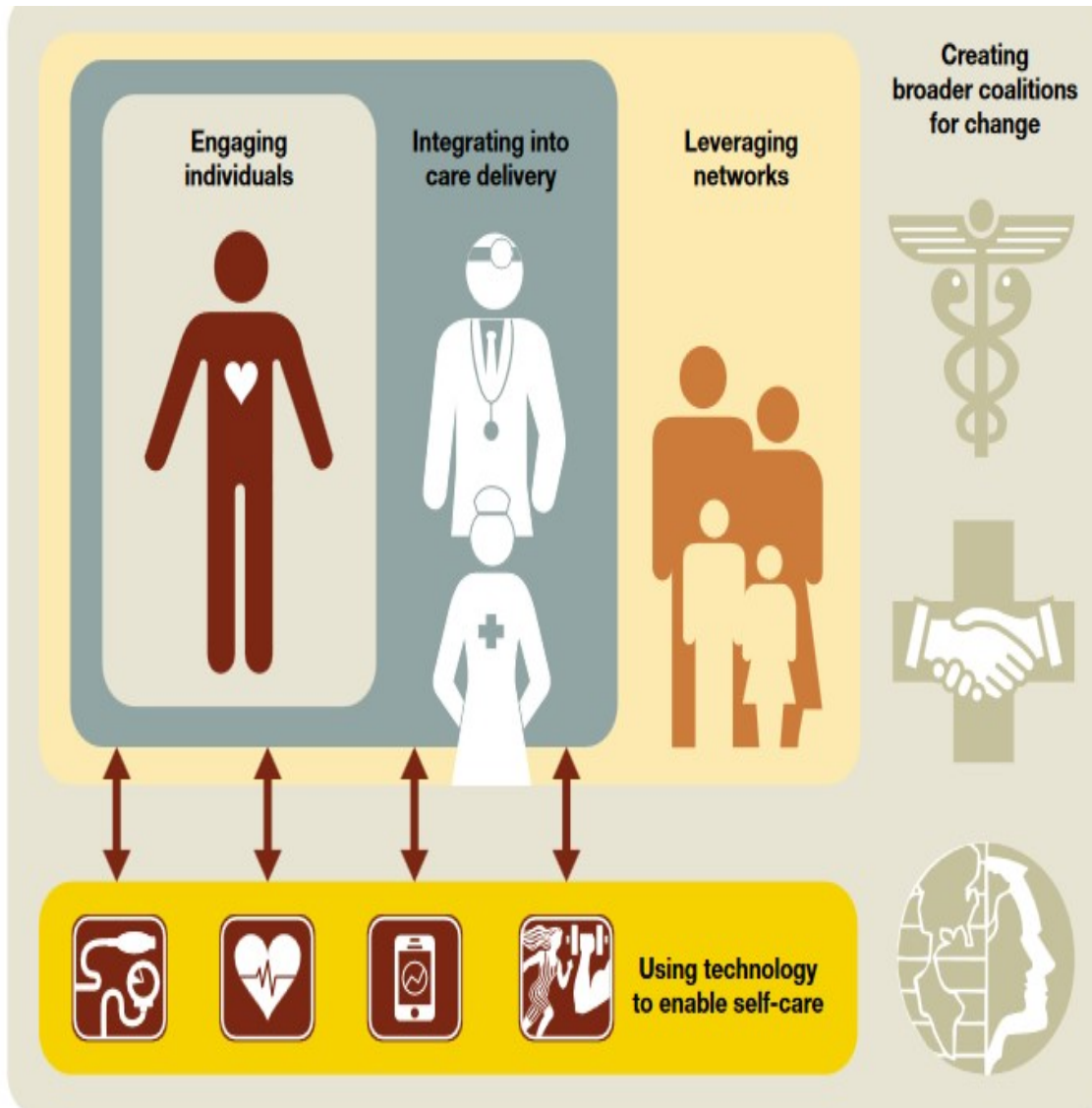
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- Changing individual behavior is increasingly at the heart of healthcare.
 - The old model of healthcare—a reactive system that treats acute illnesses is evolving to one more centered on patients, prevention, and the ongoing management of chronic conditions.
 - A fundamental shift in healthcare risk is taking place, driven by an aging population and the increasing incidence of behaviorally induced chronic conditions



The Need

- In an analysis conducted of US healthcare costs (which are now nearing \$3 trillion annually), 31 percent of those costs could be directly attributed to behaviorally influenced chronic conditions and 69 percent of total costs were heavily influenced by consumer behaviors.
- Poor medication adherence alone costs the United States more than \$100 billion annually in avoidable healthcare spending.
- The burden consumer choices place on low- and middle-income countries is similarly staggering: Harvard and the World Economic Forum have estimated that non-communicable diseases result in economic losses for developing economies equivalent to 4 percent or 5 percent of their GDP per annum.
- Unless health systems find ways to get people to change their behavior (in terms of both making healthier lifestyle choices and seeking and receiving appropriate preventive and primary care to manage their health conditions)
- The ultimate goal is to transform the information to create patient interventions that will lead to greater compliance along a patient's health journey and lead to better outcomes.

Ways to Manage/change behaviours



- Engaging individuals more effectively by taking advantage of new insights from behavioral psychology and behavioral economics
- Integrating behavior change as a core component of new care delivery models
- Using the power of influencers and networks to support behavior change
- Utilizing remote and self-care-oriented technologies to support and empower individuals, and connect them to clinicians and other influencers
- Adopting a multi-stakeholder approach, which includes public-private partnerships, to support high-impact societal and primordial prevention interventions




Further Reading

- https://healthcare.mckinsey.com/sites/default/files/791750_Changing_Patient_Behavior_the_Next_Frontier_in_Healthcare_Value.pdf



Patient Psychographics

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- Psychographics is a qualitative methodology used to describe traits of humans on psychological attributes
 - It is the study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research.
 - Psychographics pertain to people's attitudes, values, lifestyles and personalities and are the key to understanding healthcare consumers' motivations and communication preferences

Psychographics, "is a way of describing why people make the decisions they make," - Robert Groves, MD, executive vice president at Banner |

Aetna



Demographics vs Psychographics

- Demographic information includes the basics: age, gender, race, address, insurance information, phone number, e-mail address, and occupation.
 - Although demographics are still valuable and can be used as a starting point, they don't shed light on the attitudes and the mindset
- Psychographics, on the other hand, focuses on the interests, attitudes, and emotions of a segment of potential patients
 - Psychographic information might include your patients' habits, hobbies, health-related experiences, and values.
- Demographics explain “who” your patient is; psychographics explain “why” they become part of your practice.



Psychographic Segmentation

- While a single theme or positioning over the long-term can be effective in building the brand, how it is priced, delivered, communicated, and who is most receptive are questions that market segmentation can address.
- In identifying any market segment, four criteria must be met. Is the market segment:
 1. measurable and definable?
 2. meaningful and large enough?
 3. reachable through communication and distribution channels?
 4. responsive to marketing efforts?
- There are four steps involved in defining a market segment:
 1. Situation Analysis: Evaluate the organization's current situation
 2. Market Segmentation: Identify bases for segmenting the market and develop profiles
 3. Market Targeting: Develop measures of segment attractiveness and select the most attractive segments
 4. Product/Service Positioning: Develop a positioning and marketing mix for each target segment



Uses of Psychographic Segmentation

- One of the key factors in the success of psychographic segmentation in healthcare is its ability to move beyond the external or superficial characteristics of a given consumer group, focusing instead on the internal or psychological factors that drive consumer behavior and decisions.
- By adopting market segmentation in the healthcare industry, healthcare organizations can customize patient engagement based upon the often-unarticulated preferences and motivations of their target audience, which makes for a much more personalized healthcare experience.
- Over time, psychographic segmentation in the healthcare industry can dramatically transform the healthcare system by yielding positive health outcomes on a more consistent basis.



Psychographic Segments

- **Self-Achievers:** Individuals who are proactive in maintaining their health via participating in regular medical check-ups, screenings, etc.
- **Balance Seekers:** Wellness-oriented individuals who rely upon seeking out several sources of information along with the opinion of their healthcare professional.
- **Priority Jugglers:** Busy individuals who typically prioritize the wellbeing of family members and loved ones over their own health.
- **Direction Takers:** Individuals who tend to defer to their physician or healthcare professional when it comes to addressing their healthcare needs.
- **Willful Endurers:** Self-reliant individuals who typically do not seek medical help unless it is absolutely necessary.



Patient Counseling



Definition

- Patient counseling is defined as providing medication/treatment information orally or in written form to the patients or their representatives on directions of use, advice on side effects, precautions, storage, diet and life style modifications.



Objectives of Patient Counseling

- Better patient understanding of their illness and the role of medication in its treatment. Patient should recognize the importance of medication for his well being.
- A working relationship and a foundation for continuous interaction and consultation should be established
- Patient's understanding of strategies to deal with medication side effects and drug interactions should be improved
- More effective drug treatment and reduced incidence of medication errors, adverse and unnecessary healthcare cost
- Should ensure better patient compliance and Improved medication adherence
- Patient becomes an informed, efficient and active participant in disease treatment and self care management
- Improved quality of life of patients



Stages of Patient Counseling

- Introduction
- Process and Content
- Conclusion



Introduction

- Review the patient's record
- Introduce yourself
- Explain the purpose of counseling
- Obtain drug related information such as allergies, use of herbals etc.
- Assess the patients understanding of the reasons for therapy
- Assess any actual and / or potential concerns or problems of importance to the patient.

Process

- During counseling, one should avoid
 - asking question in a direct or embarrassing way
 - show excessive curiosity
 - discuss the patient's personal problems, pass moral judgments
 - interrupt when the patient is speaking
 - make premature interpretations or argue with the patient.
- It is encouraged to
 - Use language that the patient understands
 - Use appropriate counseling aids
 - Present facts and concepts in simple words and in logical order
 - Use open ended questions.



Conclusion

- Verify the patient's understanding by means of feedback
- Summarize by emphasizing key points
- Give an opportunity to the patient to put forward any concerns
- Help the patient to plan follow-up

Counseling as a Communication

- The communication process between health professionals and patients serves two primary functions.
 - It establishes an ongoing relationship between the professional and the patient.
 - It provides the exchange of information necessary to assess a patient's health condition, implement treatment of medical problems, and evaluate the effects of treatment on a patient's quality of life.
- The counseling process uses verbal and non- verbal communication skills.
 - Verbal communication skills are:- Language -Tone -Volume -Speed
 - Non-verbal communication skills are:- Proximity -Facial expression
- Counseling is always a two-way communication process
 - interaction between the patient and the Counselor is essential for counseling to be effective
- Empathy is necessary and an integral part of healthcare communications
 - Empathy is the ability to see the world through another person's eyes and perceive his or her emotions.

For Counseling to work

- The healthcare professional must be able to :
 - understand the illness experience of the patient
 - perceive each patient's experience as unique
 - build a therapeutic alliance with patients to meet mutually understood goals of therapy
 - develop self-awareness of personal effects on patients
- Patient should be encouraged to talk, because:
 - they have unanswered questions
 - they have misunderstandings
 - they experience problems to therapy
 - they can “monitor” their own responses to treatment
 - they make their own decisions regarding therapy
 - they may not reveal information to you unless you initiate a dialogue



How Counseling Works

- Establish Trust
- Communicate
 - Verbally
 - Non Verbally
- Listen
- Ask Questions
- Remain Clinically Objective
- Show empathy and encouragement
- Provide Privacy and Confidentiality
- Motivate
- Tailor the content to patient needs



Types of Counseling approaches

- Problem Solving Counseling
- Inter personal Counseling
- Psychodynamic Counseling
- Non – Directive Counseling
- Cognitive Counseling
- Behavioural Therapy
- Cognitive Behavioural Therapy



Specific Types of Counseling

- Relieve acute distress
- Late effects of trauma
- Relationship Problems
- Risk Counseling
- Bereavement Counseling
- Health Promotion
- Psychosomatic Conditions
- Terminal Disease




Patient Counselor

- Some Hospitals have separate patient counselors who are trained and skilled in talking to patients
- Their role includes:
 - Guiding patients through various processes of hospital – Admission and Discharge counseling
 - Offering support needed during the patient's stay in the hospital
 - Financial Counseling
 - Coordinating the counseling from various care providers



Admission to Discharge

- Effective patient education should begin from the moment patients are admitted to the time they are discharged.
- It usually involves
 - Guiding patients through admission to discharge.
 - Counseling people about the treatment they will receive and offering support throughout their visit to the hospital, either as inpatients or outpatients.
 - Provide counseling on referral services etc.



Various touch points for counseling in Hospital

- OPD Counseling
- Admission Counseling
- Pre Surgical counseling
- Post Surgical Counseling
- Pre Discharge Counseling
- Follow up