

IPPCR

The Patient's Perspective

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My Journey

Patient since 1978 (37 years)

Why Patients Participate in Clinical Trials

Why Patients Participate in Clinical Trials

Healthy

Why Patients Participate in Clinical Trials

Sick

It's a Partnership

...basic optimism and hope for the future...

Remember CUE

Communication

Understanding

Empathy

Remember CUE

Communication

Effective verbal and non-verbal communication

Remember CUE

Understanding

Listening is more than a 9-letter word

Remember CUE

Empathy

CC is large and complex and can overwhelm patients

Time management and genuineness

The Difficult Conversation

Perception –

little hope for the future

Delivering Bad News

Delivering Bad News

Find private setting

Delivering Bad News

Correct staff present

Delivering Bad News

Allow necessary time – don't rush

Delivering Bad News

Patient should not be alone

Delivering Bad News

Be careful, choice of language

Delivering Bad News

Outline other possible care options

Delivering Bad News

Make patient aware of supportive care available (mental health and spiritual care)

Delivering Bad News

Communicate in advance with referring physician

Patients are Human