

IPPCR

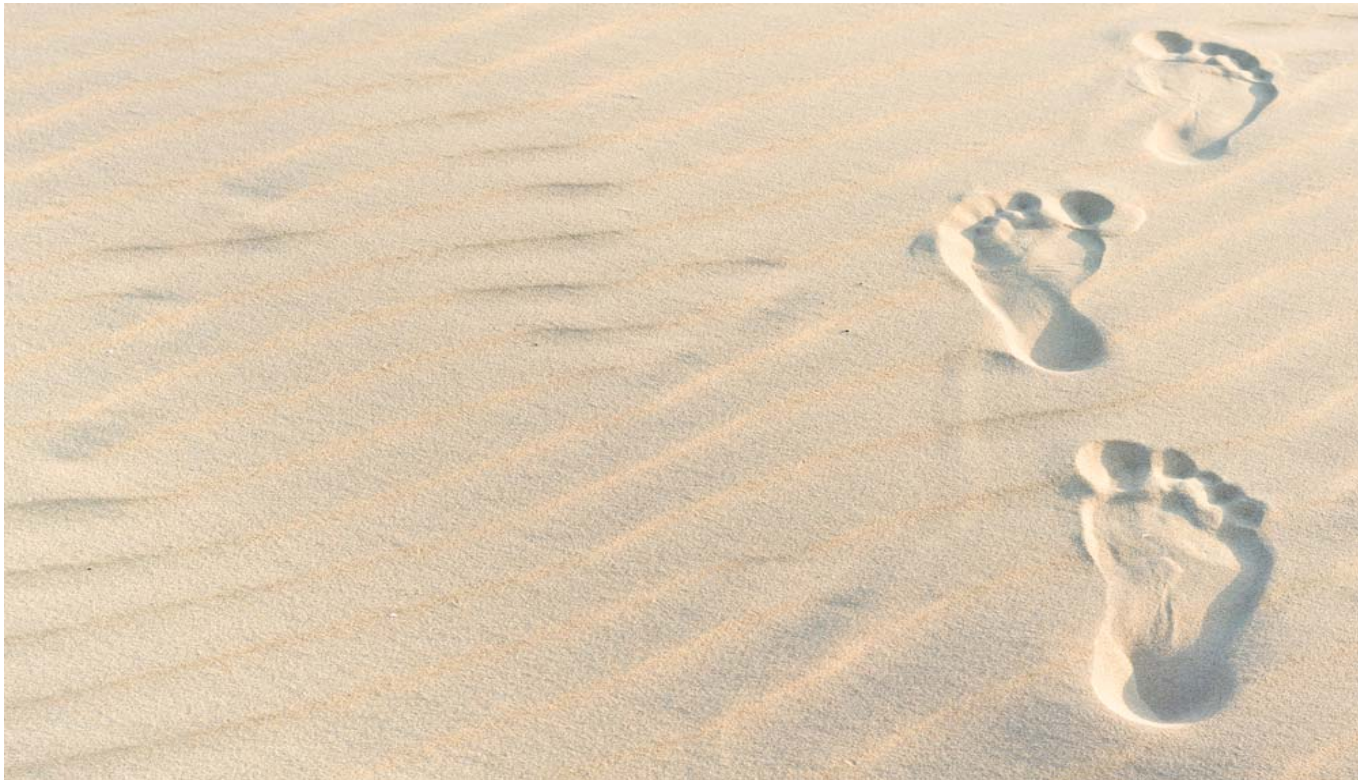
The Patient's Perspective

October 2015

Jerry Sachs

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, and
Empathy - Cardinal Elements of
Partnership*

- Communication
- Understanding
- Empathy

Remember CUE

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- **Communication**
 - **Effective verbal and non-verbal communication**

Remember CUE

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- **Understanding**

- Listening is more than a 9-letter word

Remember CUE

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and Empathy - Cardinal Elements
of Partnership*

□ 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



- ❑ Each patient/volunteer - real person, unique with fears, hopes, not just a lab experiment

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

WITH REAL SENSITIVITIES, CONCERNS AND FEELINGS

