

IPPCR

The Patient's Perspective

October 2015

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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, and Empathy - Cardinal Elements of Partnership*

Communication

Understanding

Empathy

Remember CUE *Communication, Understanding, and Empathy - Cardinal Elements of Partnership*

Communication

Effective verbal and non-verbal communication

Remember CUE *Communication, Understanding, and Empathy - Cardinal Elements of Partnership*

Understanding

Listening is more than a 9-letter word

Remember CUE Communication, Understanding, 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


