

**IPPCR**

The Patient's Perspective

October 2015

Jerry Sachs

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**My Journey**

□ Patient since 1978 (37 years)



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**Why Patients Participate in Clinical Trials**

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### Why Patients Participate in Clinical Trials

□ **Healthy**



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### Why Patients Participate in Clinical Trials

□ **Sick**



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### It's a Partnership



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

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

- Communication
- Understanding
- Empathy

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

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

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

- **Understanding**
  - ▣ Listening is more than a 9-letter word

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## Remember CUE

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

### □ Empathy

- CC is large and complex and can overwhelm patients
- Time management and genuineness

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## The Difficult Conversation

*Perception –  
little hope for the future*

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## Delivering Bad News

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

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**Delivering Bad News**

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- Find private setting

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**Delivering Bad News**

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- Correct staff present

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**Delivering Bad News**

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- Allow necessary time – don't rush

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**Delivering Bad News**

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- Patient should not be alone

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**Delivering Bad News**

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- Be careful, choice of language

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**Delivering Bad News**

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- Outline other possible care options

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### Delivering Bad News

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

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### Delivering Bad News

- Communicate in advance with referring physician

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### Patients are Human



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