

## **Resource for Unit 2 Lesson 8 Patient Centred Approach in managing patient expectations, unmet expectations, and regret.**

A patient-centred approach, often referred to as patient-centred care, is a healthcare philosophy and practice that places the patient at the core of all decisions, treatments, and interactions. It revolves around acknowledging patients as individuals with unique needs, values, preferences, and goals, and tailoring their care to reflect these aspects.

A patient-centred approach goes beyond merely addressing medical conditions; it focuses on enhancing the overall patient experience, improving health outcomes, and fostering a trusting and collaborative partnership between healthcare providers and patients.

### **Key Principles of a Patient-Centred Approach:**

**Respect for Individuality:** Recognizing that each patient is a unique individual with their own experiences, values, and needs. Healthcare providers take the time to understand patients' backgrounds, cultures, and personal circumstances.

**Empathy and Compassion:** Demonstrating genuine empathy and compassion by actively listening to patients' concerns, acknowledging their emotions, and responding with understanding and kindness.

**Collaboration:** Engaging patients as partners in their care. Healthcare providers work with patients to develop treatment plans, involve them in decision-making, and respect their preferences and input.

**Information Sharing:** Providing clear, accurate, and comprehensible information about medical conditions, treatment options, risks, benefits, and possible outcomes. Patients are empowered to make informed decisions about their health.

**Holistic Approach:** Recognizing that health encompasses not only physical well-being but also emotional, social, and psychological aspects. Healthcare providers consider all dimensions of patients' lives when delivering care.

**Shared Decision-Making:** Encouraging patients to actively participate in decisions about their treatment. Healthcare providers present options, explain pros and cons, and collaborate with patients to reach decisions aligned with their values and goals.

**Patient Preferences:** Respecting patients' preferences and incorporating their values and goals into treatment plans. Healthcare providers tailor interventions to match what matters most to patients.

**Continuous Communication:** Maintaining open and ongoing communication with patients throughout their healthcare journey. Healthcare providers provide updates, address concerns, and adjust treatment plans as needed.

**Empowerment:** Empowering patients to take an active role in managing their health. Education, self-management strategies, and support enable patients to make positive choices and achieve better outcomes.

This can lead to:

**Enhanced Satisfaction:** Patients who receive care that aligns with their values and preferences tend to report higher satisfaction with their healthcare experiences.

**Improved Health Outcomes:** Patient engagement and shared decision-making can lead to better treatment adherence, reduced medical errors, and improved health outcomes.

**Better Communication:** A patient-centred approach fosters effective communication between patients and healthcare providers, promoting understanding and trust.

**Patient Safety:** When patients are actively involved in their care, they become more vigilant about their health and can help identify potential risks or errors.

**Reduced Health Disparities:** A patient-centred approach takes into account patients' cultural backgrounds and social determinants of health, helping to reduce disparities in care.

**More Efficient Care:** Tailoring care to patients' individual needs can reduce unnecessary interventions, testing, and procedures, leading to more efficient resource utilization.

Managing patient expectations, addressing unmet expectations, and handling instances of regret are essential aspects of providing quality care in the field of aesthetic treatments. Effective communication and a patient-centred approach are key to ensuring that patients have realistic expectations and are satisfied with their outcomes.

#### **Managing Patient Expectations:**

**Clear Communication:** Healthcare practitioners should engage in open and honest discussions with patients about the potential outcomes, risks, and limitations of aesthetic treatments. Providing comprehensive information helps patients set realistic expectations.

**Educational Materials:** Utilizing brochures, videos, and other educational resources can help patients better understand the procedures, recovery processes, and expected outcomes.

**Visual Aids:** Using before-and-after photos of previous patients with similar conditions can help patients visualize possible outcomes and set realistic expectations.

**Realistic Goals:** Encourage patients to articulate their goals and aspirations. Healthcare providers should provide insights into what can be achieved realistically, considering factors such as anatomy and skin type.

**Empathy and Active Listening:** Listening to patients' concerns, addressing their fears, and empathizing with their desires can help build trust and align expectations.

#### **Addressing Unmet Expectations or Regret:**

**Open Dialogue:** If a patient expresses dissatisfaction or regret, healthcare providers should initiate a candid conversation to understand the specific concerns and experiences that led to these feelings.

**Empathy and Validation:** Acknowledge patients' feelings of disappointment or regret, showing empathy and validating their emotions. This helps create a supportive environment for open communication.

**Exploring Options:** Discuss potential solutions to address unmet expectations, such as additional treatments, adjustments, or revisions. Collaboration between the patient and practitioner is key.

**Realistic Discussion:** Reiterate the initial discussions about potential outcomes and any documented information about the procedure. This can help patients understand whether their expectations were realistic.

**Referral for Psychological Support:** If a patient's regret or dissatisfaction stems from underlying psychological issues, consider referring them to a mental health professional for support.

Referral Processes:

**Psychological Support:** If patients express significant regret, dissatisfaction, or emotional distress, consider referring them to a mental health professional who specializes in body image issues or psychological well-being.

**Second Opinion:** In cases of unmet expectations or complex situations, offering a second opinion from another qualified practitioner can provide additional perspectives and options.

**Specialist Referral:** If a patient's aesthetic goals fall outside the scope of the practitioner's expertise, referring them to a specialist who specializes in the desired procedure or treatment can ensure appropriate care.

**Legal Counsel:** In rare cases involving dissatisfaction that escalates to legal concerns, referring patients to legal counsel or providing information about their rights can be appropriate.

In summary, managing patient expectations, addressing unmet expectations, and handling regret require a combination of effective communication, empathy, and a patient-centred approach. Referral processes may be necessary in cases where emotional support, additional expertise, or legal assistance is needed to address patient concerns comprehensively. By prioritizing open dialogue and offering appropriate support, healthcare providers can navigate challenging situations while maintaining patient trust and well-being.