Patient-centered care encompasses qualities of compassion, empathy, and responsiveness to needs, values, and expressed preferences of the individual patient.

- Provide clear information, based on the patient’s desire for details and literacy level
- Let your patient know how important good communication is to providing quality healthcare
- Provide your patients with pen and paper and encourage note taking during the visit
- Respect and respond to the patient’s values, needs and emotions
- Always convey interest in your patient – face them when speaking and convey empathy and compassion

Cultural competence is a set of academic and personal skills that allow us to increase our understanding of cultural differences.

- Ethnocentrism – belief that your culture is the right way
- Ask patients about their culture’s belief in healing & health

Benefits of Patient-Centered Care

<table>
<thead>
<tr>
<th>Benefits to Patient</th>
<th>Benefits to Physician</th>
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</thead>
<tbody>
<tr>
<td>Increased patient satisfaction</td>
<td>Decreased likelihood for malpractice litigation</td>
</tr>
<tr>
<td>Increased patient compliance</td>
<td>Increased patient loyalty</td>
</tr>
<tr>
<td>Improved self-reported health status</td>
<td>Increased patient volume</td>
</tr>
<tr>
<td>Improved outcomes in physical and mental functioning</td>
<td>Increased physician satisfaction</td>
</tr>
</tbody>
</table>
Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services.

- 77 million Americans are unable to determine when to take a prescription medicine based on the drug label
- Be specific and concrete (e.g. “Take your pills with meals” instead of “Take them 3 times a day”)
- Avoid reviewing more than 3 issues/concepts at each visit
- Written material should be at a 6th grade reading level
- Repeat yourself – patients will appreciate it!

Communication

On average, physicians interrupt patients after 18 seconds during history.

Checklist for patient-centered communication:

✓ Listen with sympathy and understanding to the patient’s perceptions of the problem
  ○ What do you think caused your problem?
  ○ What do you fear about your sickness?
  ○ What kind of treatment do you think you should receive?

✓ Explain your perceptions of the problem
✓ Acknowledge and discuss the differences and similarities
✓ Recommend treatment
✓ Negotiate and mutually agree on treatment

Key Skills

Teach-back – Ask the patient to restate information in their own words, or to demonstrate understanding of key concepts

Plain language – Use simple language, without any jargon. Explain with everyday examples.

Diagramming – Draw concepts when possible, highlight important written material. This helps repeat key information.