CULTURE OF RELATIONSHIP:

WHAT CLINICAL EFFECTS?

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AIMS OF THE MEDICINE

To help people
to live more and better
2001: Outcomes of arterial hypertension in the world

Premature deaths: 7,600,000
Disability-adjusted life years: 92,000,000

Global Burden of Disease study

CMM Lawes et al. Lancet 2008; 371: 1513
7th report of the Joint National Committee on prevention, detection, evaluation, and treatment of high blood pressure (JNC 7)

“The most effective therapy prescribed by the most careful clinician will control hypertension only if the patient is motivated to take the prescribed medication and to establish and maintain a health-promoting lifestyle...”

A Chobanian et al. Hypertension 2003; 42: 1206
Motivation improves when patients have positive experiences with and trust in their clinicians. Empathy builds trust and is a potent motivator.

A Chobanian et al. Hypertension 2003; 42: 1206
EMPATHY: DEFINITION

“A cognitive attribute that involves an ability to understand the patient’s inner experiences and perspective and a capability to communicate this understanding.”

two different perspectives about the experience of the illness
CLINICAL HISTORY

“54% of patient problems and 45% of patient concerns are neither elicited by the physician nor disclosed by the patient.”

MA Stewart, Can Med Assoc J 1995; 152: 1423
“54% of patient problems and 45% of patient concerns are neither elicited by the physician nor disclosed by the patient”.

## AFFINITY PERCEPTION IN PATIENT-PHYSICIAN RELATIONSHIP (29 family doctors, 214 patients, USA)

<table>
<thead>
<tr>
<th></th>
<th>Trust</th>
<th>Satisfaction</th>
<th>Willing to adhere</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$b$</td>
<td>$p$</td>
<td>$b$</td>
</tr>
<tr>
<td>Perception of personal affinity with the physician</td>
<td>0.19</td>
<td><strong>0.002</strong></td>
<td>0.18</td>
</tr>
<tr>
<td>Patient-centred communication</td>
<td>0.22</td>
<td><strong>0.028</strong></td>
<td>0.20</td>
</tr>
</tbody>
</table>

RL Street. Ann Fam Med 2008; 6: 198
The medical interview
Aims

1. Information gathering
2. Relationship building
3. Patient education

THERAPEUTIC ALLIANCE

INVOLVMENT OF THE PATIENT (AND, IF REQUIRED, OF HIS/HER FAMILY) IN ATTAINING SHARED THERAPEUTICAL OBJECTIVES
ORIGINAL ARTICLE

Improvement of cardiovascular risk profile in an elderly population of low social level: the ICON (Improving Cardiovascular risk profile in Older Neapolitans) study

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### The ICON Study

**CHARACTERISTICS OF THE PATIENTS**

<table>
<thead>
<tr>
<th>N</th>
<th>503</th>
</tr>
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<tbody>
<tr>
<td>M/F</td>
<td>138/365</td>
</tr>
<tr>
<td>Age (years)</td>
<td>68 ± 6</td>
</tr>
</tbody>
</table>
| Education  | 25% no school degree  
             | 33% elementary degree |
| Job        | 49% housewives  
             | 25% blue-collar workers |

*T Marotta et al. J Hum Hypertens 2007; 21: 76*
EMPATHETIC REINFORCEMENT (according to JNC7):

- Aptitude of interest for patient’s needs/concerns
- Positive feedback for successful lifestyle changes and clinical improvements
- More frequent appointments if needed
- Assessment of understanding, misunderstandings and fears
- Lifestyle, diet and drug advices reinforced at each visit, solutions to cope difficulties proposed.

The ICON Study

CONTROL OF CARDIOVASCULAR RISK FACTORS

(mean observation period = 62 weeks)

* p<0.01 ; ° p<0.001

COMMUNICATION COMPETENCE AND GLUCOSE CONTROL

- **Context:** Outpatient Clinics, Texas, USA.
- **Operators:** 40 GPs.
- **Patients:** 155 Hispanics and Non-hispanic whites, with type 2 diabetes.
- **Communication competence (CC):** score after coding of audio-recorded visits.
- **Glucose control:** the most recent HbA1c measurement.
- **On the whole sample:** Significant inverse correlation between CC and HbA1c, adjusting for age, ethnic group and self-reported diet behaviour.
- Same findings in the Hispanic subgroup considered apart.

Is the quality of the patient-provider relationship associated with better adherence and health outcomes for patients with HIV?

MC Beach et al., J Gen Intern Med 2006; 21: 661

- Percent of patients

- Feeling themselves “considered as a person”

- Adherent to HAART
- Undetectable HIV RNA

N = 1743
RELATIONSHIP OF SATISFACTION AND MORTALITY IN PATIENTS WITH MYOCARDIAL INFARCTION

- 6467 patients admitted in 25 Hospitals in USA.
- Satisfaction correlated with mortality (p=0.025) after statistical adjustment for confounders.
- OR for predicted survival of 4th vs 3rd quartile = 1.24 (CI=1.02-1.24).
- Satisfaction with nursing care was the main determinant of overall patient satisfaction (p<0.001).

SW Glickman et al., Circ Cardiovasc Qual Outcomes 2010; 3: 188
STUDENTS AND PATIENT CARE

- 111 patients admitted in a University hospital in Witten, Germany.
- 64 respondents to the questionnaire (58%).
- Active student participation had a positive impact in patient care according to 79% of patients.
- Quality of caring was improved according to patient perception.

C. Scheffer, Med Teach 2010; 32: 552
www.scuolamedicasalernitana.it
Quality of communication:

- in the history-taking segment of the visit
- in the discussion of management plan

influences health outcomes.
Clinical outcomes affected:

- emotional health
- symptom resolution
- functional state
- pain control
- blood pressure
- blood glucose
“One relatively consistent finding is that physicians who adopt a warm, friendly, and reassuring manner are more effective than those who keep consultations formal and do not offer reassurance.”
“Good-quality patient care extends beyond effective treatment to include good communication (…) and the development of trust and confidence.”

M Lansdown et al, Curr Med Res Opin 2008; 24: 1891
“Sickness does not exist, but the sick person does”
UNICITY

RIPRODUCIBILITY