



HELPING DOCTORS AND PATIENTS REACH EVEN BETTER DECISIONS

Decisions that are reached jointly are better decisions in general. This is also true for decisions reached between patients and doctors during medical consultations.

We have therefore developed an application that allows patients to effectively prepare themselves for consultations with their doctor – which increases the quality of decision-making for their medical treatment.

Accordingly, the Mayo Clinic – one of the most prestigious hospitals in the world – has established a „Shared Decision Making National Resource Center“ and explains on its website:

« Patients and clinicians have different expertise when it comes to making consequential clinical decisions. While clinicians know information about the disease, tests and treatments, the patient knows information about their body, their circumstances, their goals for life and healthcare. It is only collaborating on making decisions together that the ideal of evidence-based medicine can come true. »

Negotiation experts have shown that a structured preparation of an upcoming meeting is a key determinant of its success. For several reasons, patients carry the most responsibility in this respect:

- ➔ For medical doctors, talking to patients is daily routine. For patients, talking to medical doctors is often an exceptional and stressful situation.
- ➔ Patients face a lot of anxiety due to their illness as well as a huge knowledge gap between them and their doctors. This makes it difficult for patients to express their expectations, concerns and questions when sitting face-to-face with their doctor. (As a matter of fact, patients often only remember or think of their questions when they are back home!)
- ➔ The allocated time is usually limited.

In our view, the question is not whether patients should prepare themselves, but how. Searching the internet is of course useful. However, if patients then think that they already know what their doctor should do in their case, they may develop a set of expectations and an attitude of entitlement that physicians are bound to find unhelpful. We are therefore convinced that the best preparation for a medical consultation is for patients to formulate their concerns and questions in advance and to bring them up at the beginning of the consultation in a structured manner.



P2D – THE MEDICAL DIALOGUE ASSISTANT

To promote shared decision making, we have developed a three-part web-application that helps patients to prepare themselves effectively for an upcoming medical consultation or visit.

BENEFITS

The P2D conversational assistant provides the following benefits:



FOR PATIENTS

Patients benefit from more informative and productive consultations and visits.

They feel less „remotely controlled“ and more empowered to participate in decision making.

They understand the decisions that have been taken and fully adhere to them – which is likely to increase treatment effectiveness.



FOR MEDICAL DOCTORS

Medical doctors also benefit from more informative and productive consultations and visits.

They receive greater appreciation from their patients.

The measures they take become more effective, appropriate and economically efficient.

They can manage their time schedule more efficiently.



FOR NURSES AND MEDICAL OFFICE ASSISTANTS

Nurses and medical office assistants can assume a new role (motivating patients to use the app and assisting those who need help in doing so), increasing job satisfaction and receiving greater appreciation from colleagues and patients.



FOR HOSPITALS, GROUP PRACTICES AND MEDICAL NETWORKS

Patients as customers are more satisfied, which makes their medical providers more competitive.

Shared decision-making leads to increased effectiveness, appropriateness and economic efficiency of the services they provide.

This increase gives them more room to negotiate with health insurance providers.



FOR HEALTH INSURANCE PROVIDERS

Health insurance providers benefit from a greater health literacy of their customers (i.e.: the patients).

They have more room to negotiate with hospitals, group practices and medical networks.

They benefit from a stronger spirit of partnership in health-care.

Contact

Please get in touch if you would like to test the P2D conversational assistant or customize it to meet your own specific needs. We look forward to hearing from you!

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We look forward to hearing from you!