

# Patient-Centered Care from the Patient's Perspective

Shari Eberts

[LivingWithHearingLoss.com](http://LivingWithHearingLoss.com)

[shari@livingwithhearingloss.com](mailto:shari@livingwithhearingloss.com)



# My Hearing Loss Story







# What It's Like to Have Hearing Loss

- Impacts everything in your life
  - How you see yourself changes (less confidence, less worthy)
  - Stigma keeps you from asking for help
  - Harder to work and pursue passions
- Negative impact on creating and sustaining relationships
  - Communication can be difficult
  - Listening fatigue can be overwhelming and lead to isolation
  - Public accessibility measures are limited



# My HCP Experiences

- First hearing care provider most people see
- Influence is critical in the hearing loss journey
- Care sometimes feels focused on a device rather than communication solutions
- Community means well, but more could be done to be patient focused



# Poll: What Does PCC Mean to You?

1	A critical part of every interaction I have with patients
2	Useful for first time patients only
3	A nice-to-have, but there is not time to implement in most appointments
4	An after-thought: My job is to fit hearing aids, not provide counseling or other services
5	What is person-centered care?

# Person-Centered Care in 5 Easy Steps

1	Partner with Your Patient
2	Make Your Office Hearing Loss Friendly
3	Embrace Creativity
4	Think Beyond the Technology
5	Support the Hearing Loss Community

# 1. Partner with Your Patient





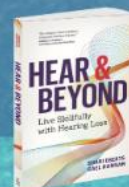
# 1. Partner with Your Patient

- Why Should You Do It?
  - Each person's hearing journey is unique
  - Lifestyles differ
  - A one-size-fits-all approach does not work
  - Empathy improves care
  - Focusing on high priority items boosts satisfaction
  - People want solutions, not just amplification



# 1. Partner with Your Patient

- What Can You Do?
  - Ask for their input
  - Listen to their priorities
  - Build the treatment plan together
  - Set realistic goals
  - Empathize with their journey
  - Involve the family



## 2. Make Your Office Hearing Loss Friendly



## 2. Make Your Office Hearing Loss Friendly

- Why Should You Do It?
  - Don't scare them away at their first appointment
  - The look and feel of your office reflects on you
  - To show respect for your patients
  - If you don't treat them well, they will not return





## 2. Make Your Office Hearing Loss Friendly

- What Can You Do?
  - It starts with making the appointment
  - Keep your office quiet and well lit
  - Share relevant literature in your waiting area
  - Use hearing-friendly office procedures
  - Supply important information in writing
  - Make checking out at the desk stress-free

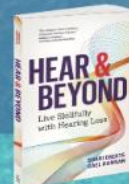


# 3. Embrace Creativity



# 3. Embrace Creativity

- Why Should You Do It?
  - Innovation is the only constant in technology
  - Creative solutions are what your patients are seeking
  - Shows dedication because creativity takes more work
  - Demonstrates caring and a real-world focus



### 3. Embrace Creativity

- What Can You Do?
  - Spend a day in your patient's shoes
  - Try the devices yourself
  - Embrace assistive listening technologies
  - Be willing to teach
  - Unbundle your fees





## 4. Think Beyond the Technology



## 4. Think Beyond the Technology

- Why Should You Do It?
  - Audiologists are the first source of information
  - Technology solutions can't do it all
  - Communication best practices make conversation easier
  - More complete toolbox enhances success with hearing aids
  - Better communication is the goal of person-centered care

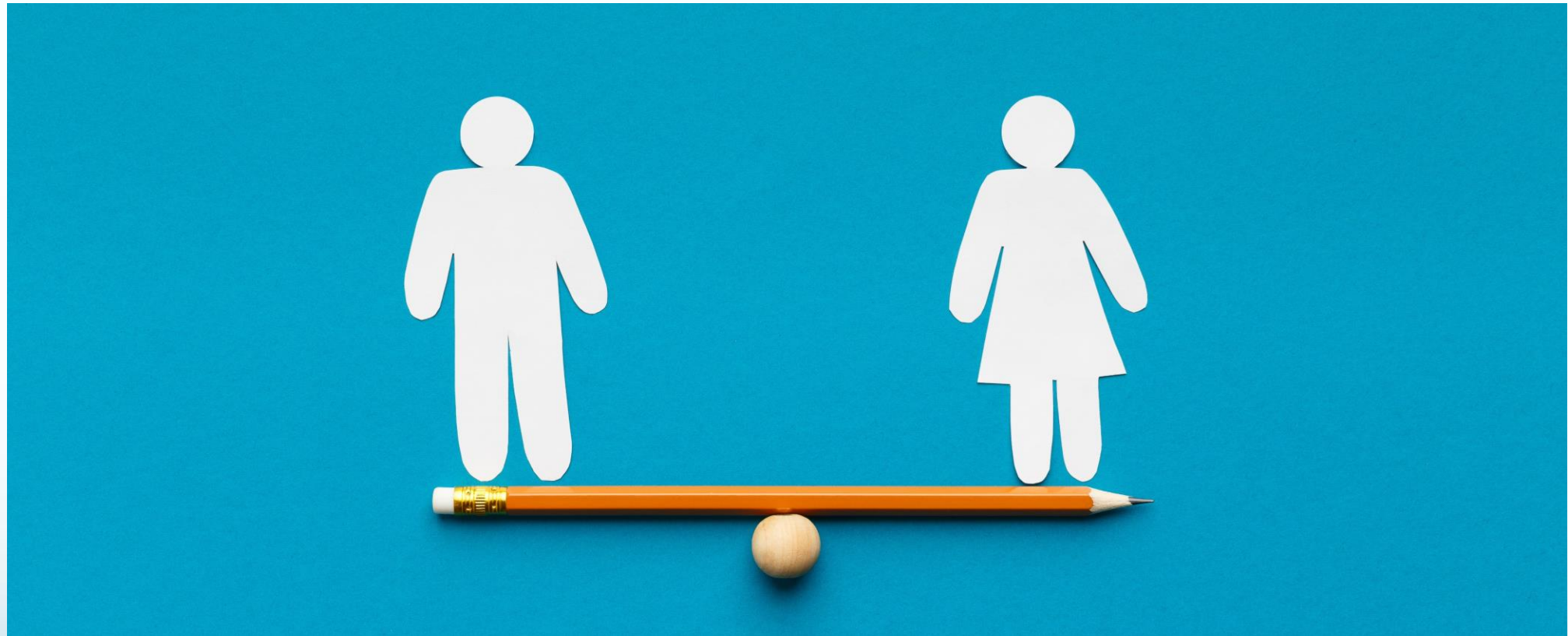


# 4. Think Beyond the Technology

- What Can You Do?
  - Share best practice communication tips
  - Teach patients to be better listeners
  - Help them manage hearing loss exhaustion
  - Promote self-advocacy skills
  - Recommend hearing loss support groups



## 5. Support the Community





# 5. Support the Community

- Why Should You Do It?
  - Honors “nothing about us without us”
  - Develops real-world understanding
  - Builds empathy
  - Leverages your expertise for social good



## 5. Support the Community

- What Can You Do?
  - Meet with us outside the clinic
  - Join our community activities
  - Advocate for communication access
  - Educate the medical community
  - Promote hearing loss prevention



# Barriers to Person-Centered Care



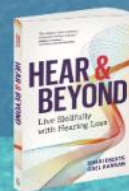
# Barriers To Practicing PCC

1	Not enough time in the appointment
2	Don't have the necessary counseling skills
3	Emotional discussions make me uncomfortable
4	Selling hearing aids is my livelihood
5	My patients have always done fine without it

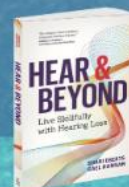
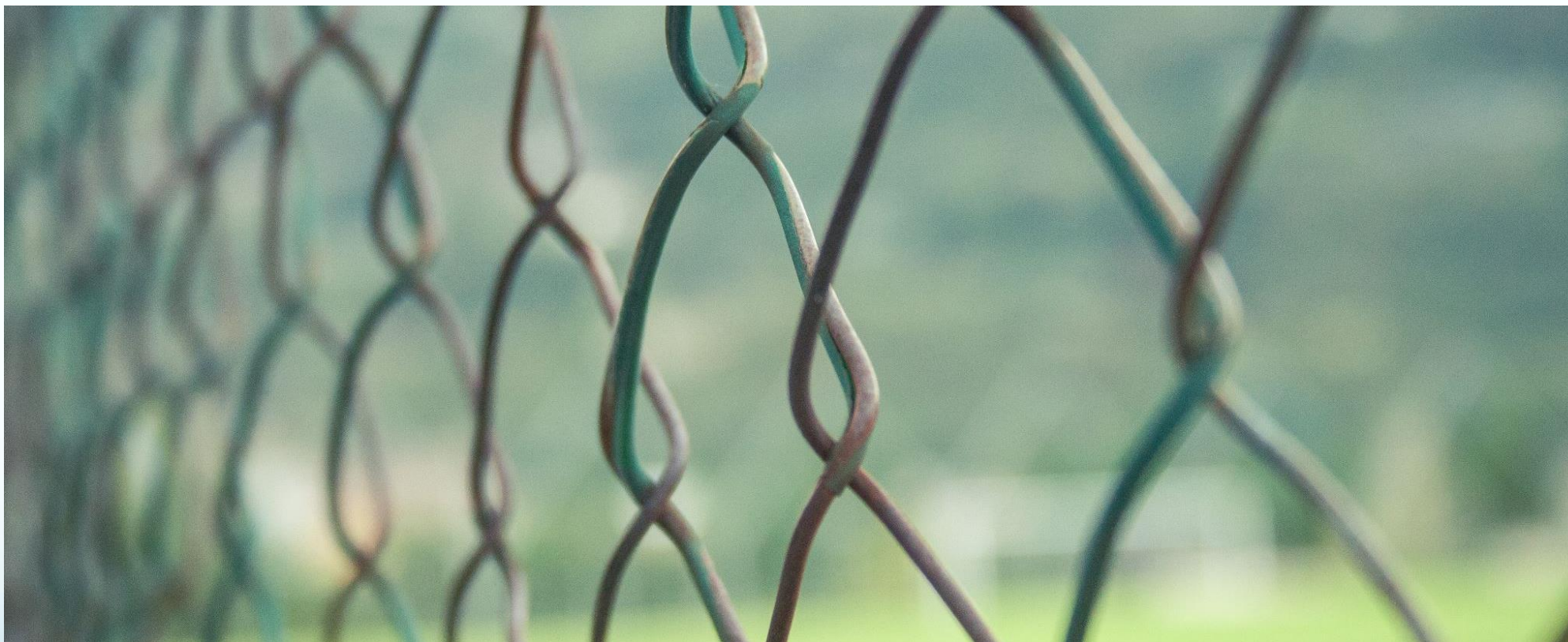


# Client Role in PCC

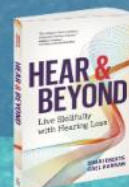
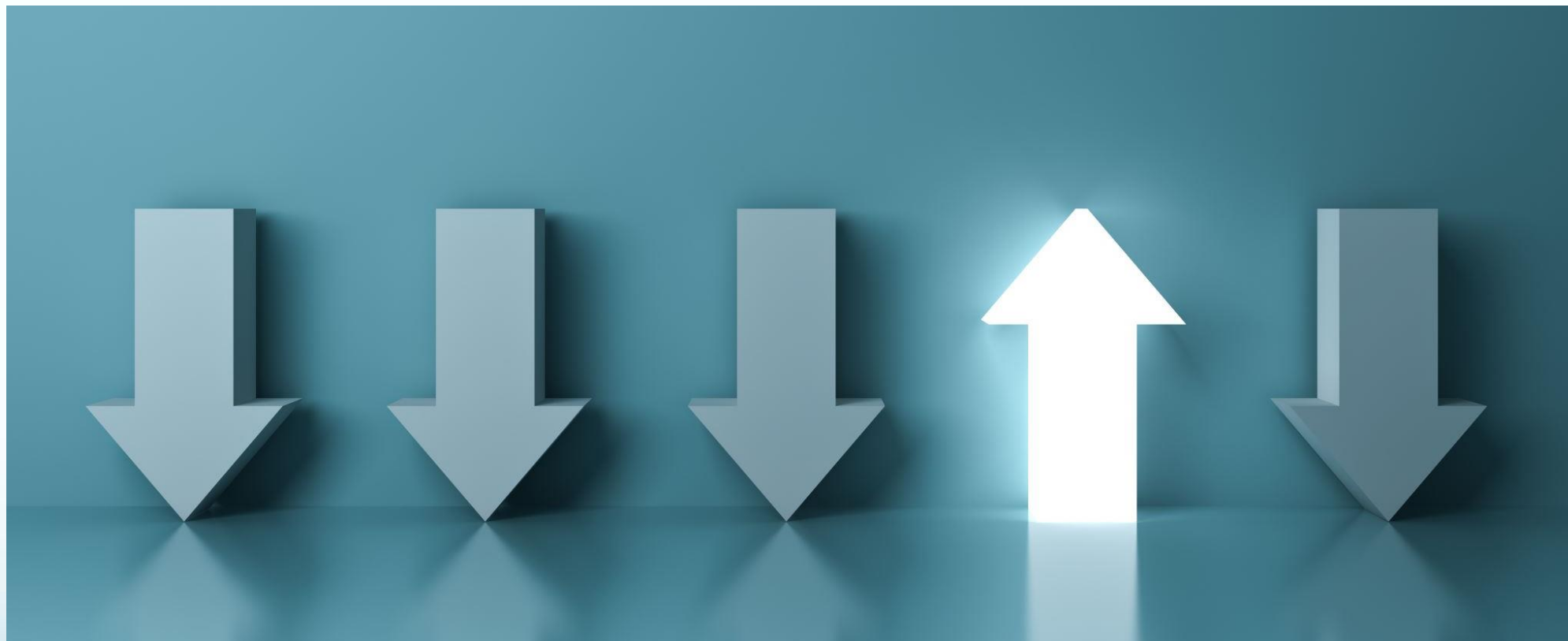
1	Share hearing loss story and struggles
2	Come armed with facts
3	Leave anger at home
4	Respect your expertise
5	Teach what we know
6	Stay in touch



# Change is Hard



# A Positive Story





# For More Patient Perspective

**Blog:** [LivingWithHearingLoss.com](http://LivingWithHearingLoss.com)

**Book:** [HearAndBeyond.com](http://HearAndBeyond.com)

**Documentary:** [We-HearYou.com](http://We-HearYou.com)

**Social:** @sharieberts

**Email:** [shari@livingwithhearingloss.com](mailto:shari@livingwithhearingloss.com)

