

# SHARED VOICE

INDIVIDUALIZING PATIENT-CENTERED COMMUNICATION  
FOR ADVANCED LUNG CANCER PATIENTS

VIDEO 1



## Patient Perspective on Patient-Centered Communication

Featuring Dr. Walter Baile, Moderator, and Bonnie J. Addario, lung cancer survivor and activist, with an introduction to oncologist panelists Dr. Corey Langer, Dr. Benjamin Levy, and Dr. Antoinette Wozniak

### Video Synopsis

This video discusses the definition of patient-centered care and the important role of communication in that care through moderator presentation and an interview with Bonnie Addario; to learn more about Bonnie and her foundation, please visit [www.lungcancerfoundation.org](http://www.lungcancerfoundation.org).

### Video Key Takeaways

- Effective patient-centered communication empowers patients to be involved in decision making and leads to greater confidence, trust, and satisfaction between the patient and care team<sup>1</sup>
- Many patients indicate they want honest, realistic, and accurate information about their cancer and prognosis<sup>2</sup>
- Personalized cancer care extends beyond selecting the appropriate treatment plan; it also involves personally engaging with the patient and tailoring the conversation to his or her needs<sup>1,3</sup>

### Discussion Starters

- What are some of the ways that you engage in patient-centered care? What barriers exist for effective patient-centered communication?
- How do you evaluate and address the informational needs of a patient?
- What are some best practices for personalizing interactions with each patient?

# SHARED VOICE

INDIVIDUALIZING PATIENT-CENTERED COMMUNICATION  
FOR ADVANCED LUNG CANCER PATIENTS

## Supporting the Conversation



Effective communication and shared decision making are key components of patient-centered care

### Patient-centeredness

is defined by the IOM as “providing care that is respectful of and responsive to individual patient preferences, needs, and values and ensuring that patient values guide all clinical decisions”<sup>3</sup>

### Effective communication

may directly or indirectly contribute to a number of patient outcomes<sup>1</sup>; for example, greater coordination of care, participation in decision making, improved emotional well-being, greater self-efficacy, improved health habits and self-care, and improved quality of life. It may also be related to benefits for clinicians such as greater job satisfaction and less burnout<sup>1,4</sup>

### Patient-centered care

is an emerging focus of many quality care organizations (eg, NCI, IOM, ASCO, COC, etc) and payer groups<sup>1,3,5-7</sup>

IOM=Institute of Medicine. NCI=National Cancer Institute. ASCO=American Society of Clinical Oncology. COC=Commission on Cancer.

### References

1. Epstein RM, Street RL. *Patient-Centered Communication in Cancer Care: Promoting Healing and Reducing Suffering*. Vol NIH Publication 07-6225. Bethesda: National Cancer Institute; 2007.
2. Campbell TC, Carey EC, Jackson VA, et al. Discussing prognosis: balancing hope and realism. *Cancer J*. 2010;16(5):461-466.
3. Levit LA, Balogh EP, Nass SJ, et al. *Delivering High-Quality Cancer Care: Charting a New Course for a System in Crisis*. Washington, DC: The National Academies Press; 2013.
4. Jackson VA, Mack J, Matsuyama R, et al. A qualitative study of oncologists' approaches to end-of-life care. *J Palliat Med*. 2008;11(6):893-906.
5. Hassett MJ, McNiff KK, Dicker AP, et al. High-priority topics for cancer quality measure development: results of the 2012 American Society of Clinical Oncology Collaborative Cancer Measure Summit. *J Oncol Pract*. 2014;10(3):e160-e166.
6. American College of Surgeons. *Commission on Cancer: Cancer Program Standards 2012: Ensuring Patient-Centered Care*. Chicago: American College of Surgeons; 2012.
7. The Joint Commission. *Advancing Effective Communication, Cultural Competence, and Patient- and Family-Centered Care: A Roadmap for Hospitals*. Oakbrook Terrace, IL: The Joint Commission, 2010.