

# **ACTIONABLE EMPATHY: MAKING PATIENT CENTRICITY A REALITY IN A MULTICULTURAL T2D PATIENT POPULATION**

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**HELLO. WE ARE CLEAR.**

**WE ARE A GLOBAL  
STRATEGY CONSULTANCY**



**CLEAR**

WE ARE

**70**

STRONG

BASED ACROSS

**3**

CONTINENTS

FOUNDED IN

**2002**

PART OF THE M&C SAATCHI  
GLOBAL NETWORK

**WE BELIEVE COMPLEXITY  
AND CHANGE ARE THE  
GREATEST BARRIERS  
TO TRANSFORMATION.**

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TO TRANSFORMATION.**

**CLEAR STRATEGY  
TRANSFORMS BUSINESSES.**

# QUESTION:

# What do this bank...

Washington Mutual  
Occasio Retail Concept

-Confidential-



[www.clearstrategy.com](http://www.clearstrategy.com)

**this hotel...**

Hyatt Andaz  
West Hollywood

-Confidential-



CLEAR

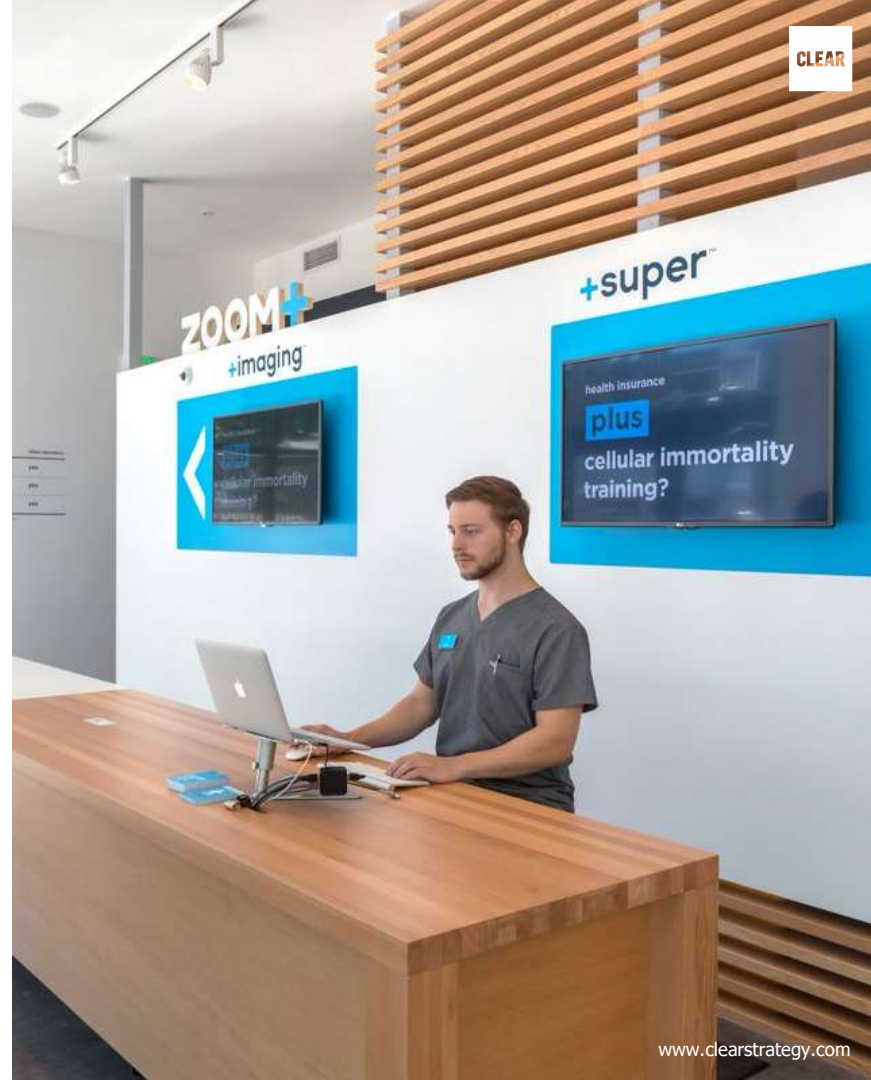
[www.clearstrategy.com](http://www.clearstrategy.com)



# ...and this health clinic have in common?

ZoomCare Urgent + Primary Care Clinic  
Seattle, Washington

-Confidential-



[www.clearstrategy.com](http://www.clearstrategy.com)

# Empathy = Value

These companies saw that **empathy** equaled value



—and **experience, not product, makes the difference**

# HOW CAN THIS BE LEVERAGED IN HEALTHCARE?



**Empathy** is the ability to understand what another is going through and respond to it

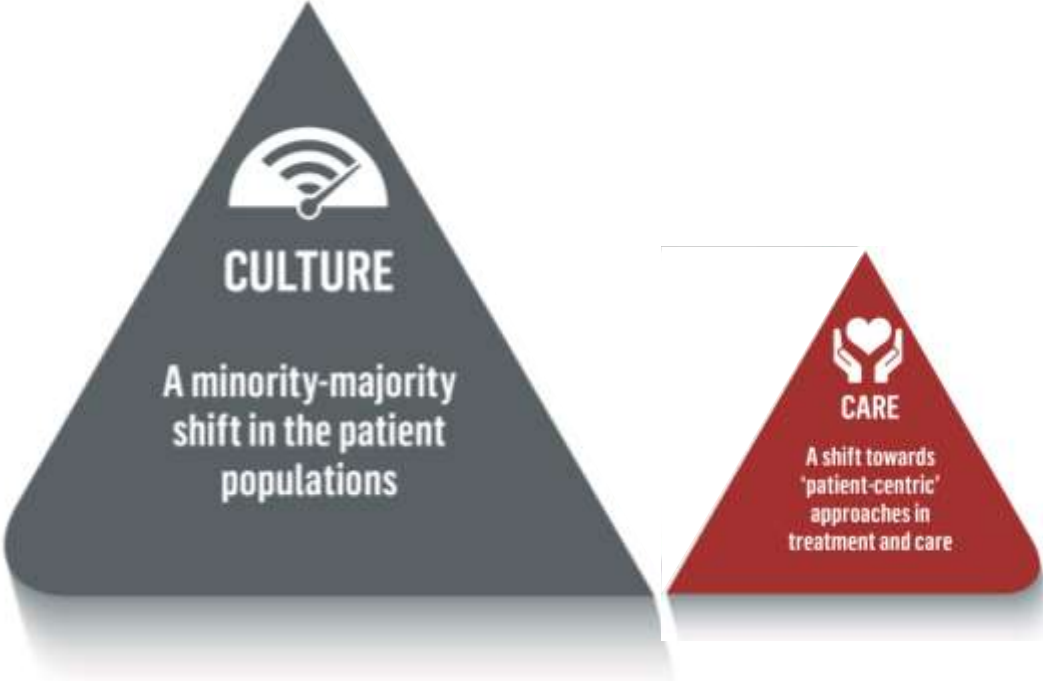
**In healthcare, clinical empathy can be a practical skill or tool**

## THREE GLOBAL HEALTHCARE TRENDS

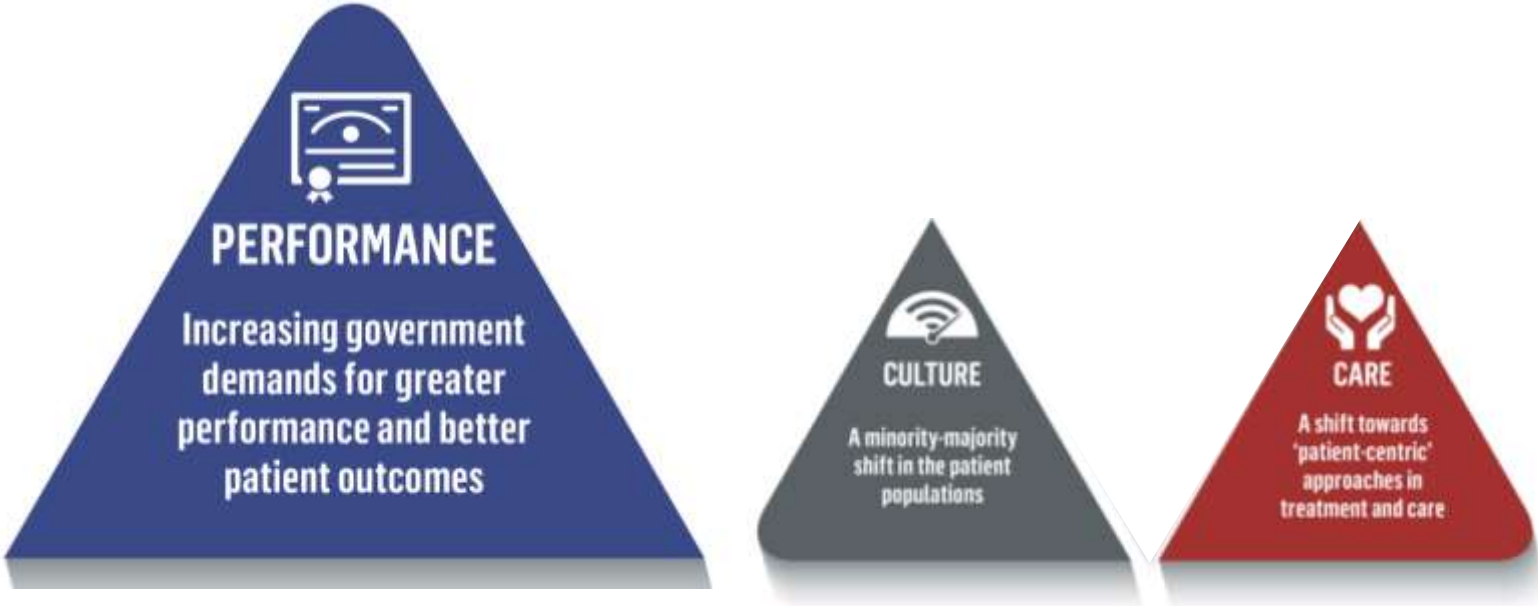
# CARE – a shift towards 'patient-centric' approaches in treatment and care



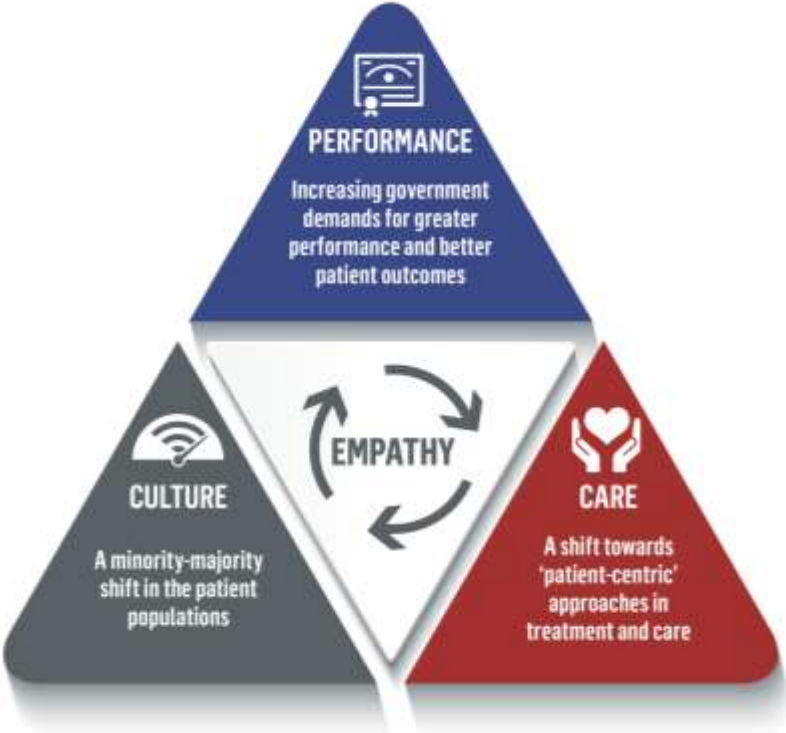
# CULTURE – a minority-majority shift in patient populations



# And PERFORMANCE – Increasing government demands for better performance and better outcomes



# Our hypothesis: empathy can unlock care-culture-performance challenge for better treatment success





# Empathy has an impact on outcomes

Studies prove, the odds of having good diabetes control  
(A1c <7% and LDL-C <100) increased

**80%**

when patients moved from a physician with a low Empathy  
score\* to a high-scoring one

# We set out to understand the impact of empathy on treatment success for T2D patients across ethnicities

## QUALITATIVE INTERVIEWS



- Patient ethnographies
- One-on-ones with PCPs and endocrinologists

## QUANTITATIVE SURVEY



- 20-minute online survey with patients (US only), PCPs & endos

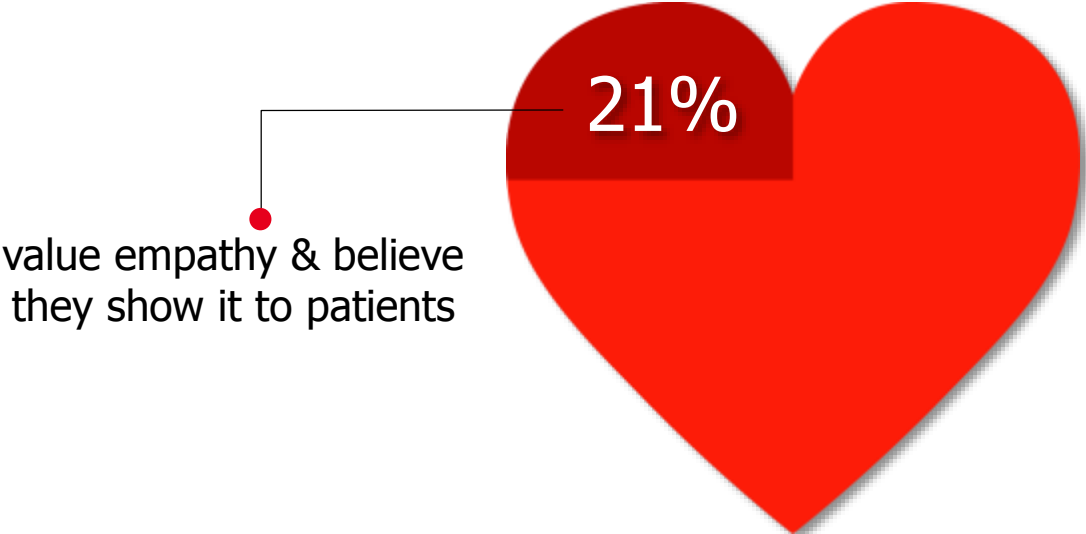
# ...and our study verifies empathy is a key driver of adherence to a treatment plan

Patients feel empathy means being **"heard & respected"** by the HCP



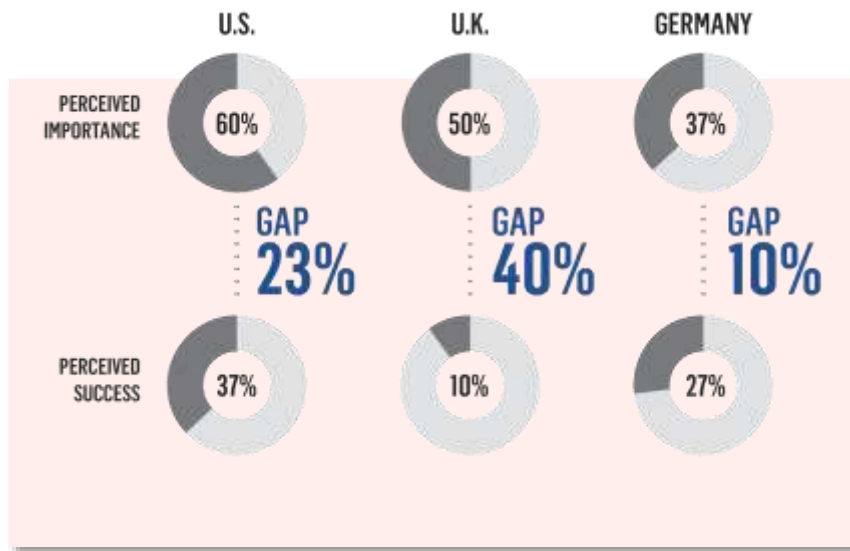
Those who state **"my doctor listens to what I have to say"** **have the highest intention to adhere** to treatment in the next 6 months

# Globally, only **one-fifth** of HCPs believe both that empathetic care is important and that they deliver it successfully



# Despite the importance, HCPs struggle to deliver empathy across the globe

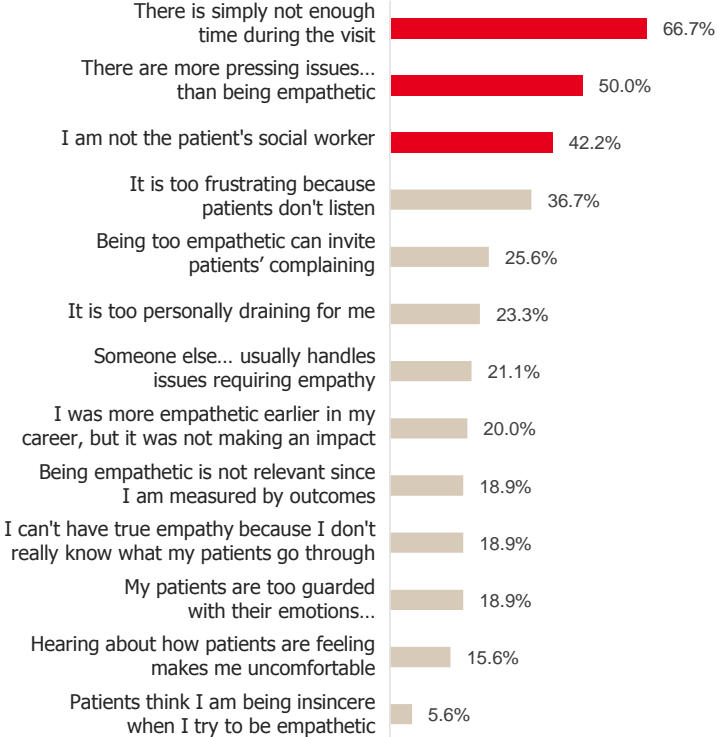
Perceived importance vs. success: **differences in HCP empathy by market**



# Key barriers to empathy for the physician are both functional and emotional

**The largest barriers to empathetic care**

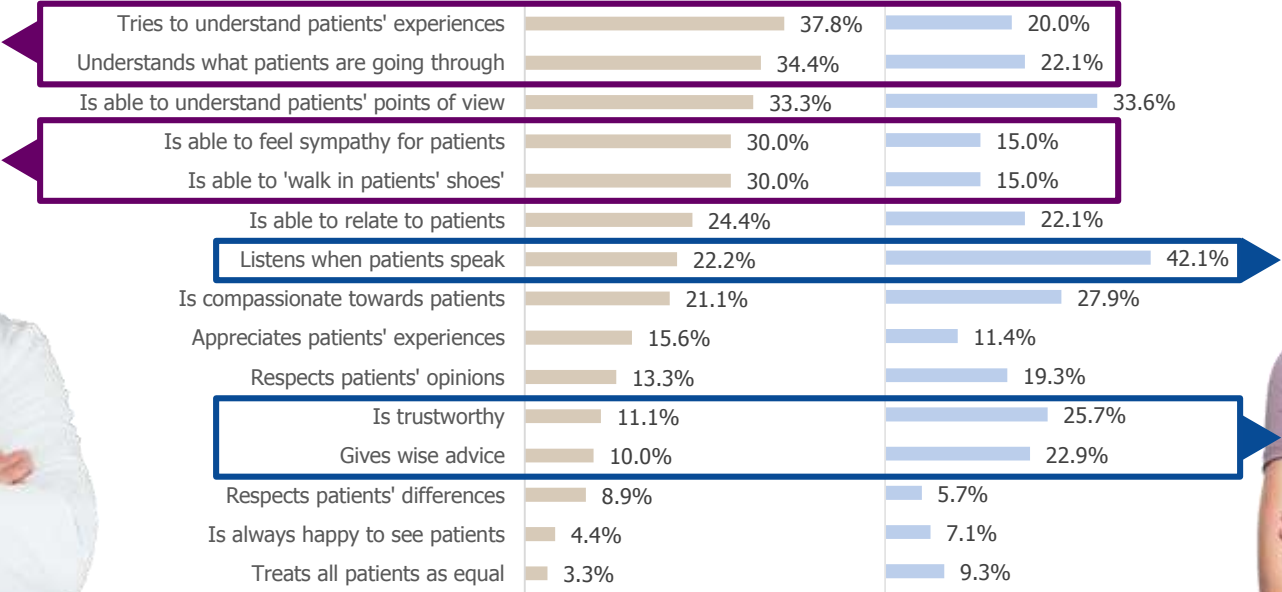
<p>Not enough time</p> 	<p>More pressing issues (e.g., A1c, adherence)</p> 	<p>Do not want to be a social worker</p> 
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# Physicians and patients vary in how they define empathetic care...

What makes an empathetic physician? *Physicians*

*Patients*

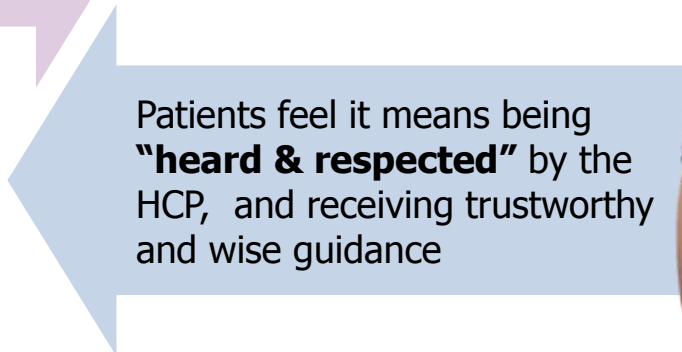


Source: Clear Global Empathy study, 2016. -Confidential-

# ...creating a disconnect in expectations that colors perceptions of office interactions



Physicians think empathy means **“understanding”** what their patient is going through, as well as showing **sympathy**



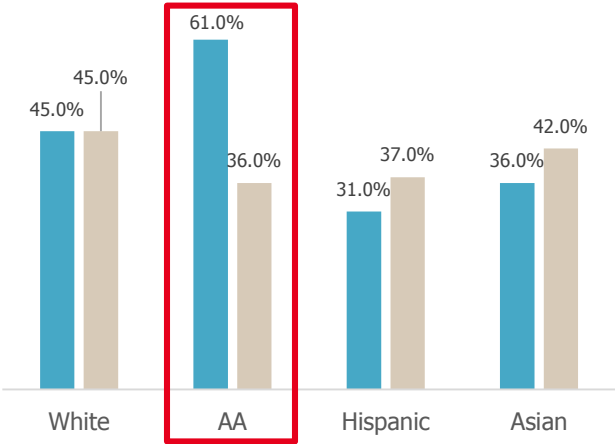
Patients feel it means being **“heard & respected”** by the HCP, and receiving trustworthy and wise guidance



# Culture plays a part in perceptions of empathy



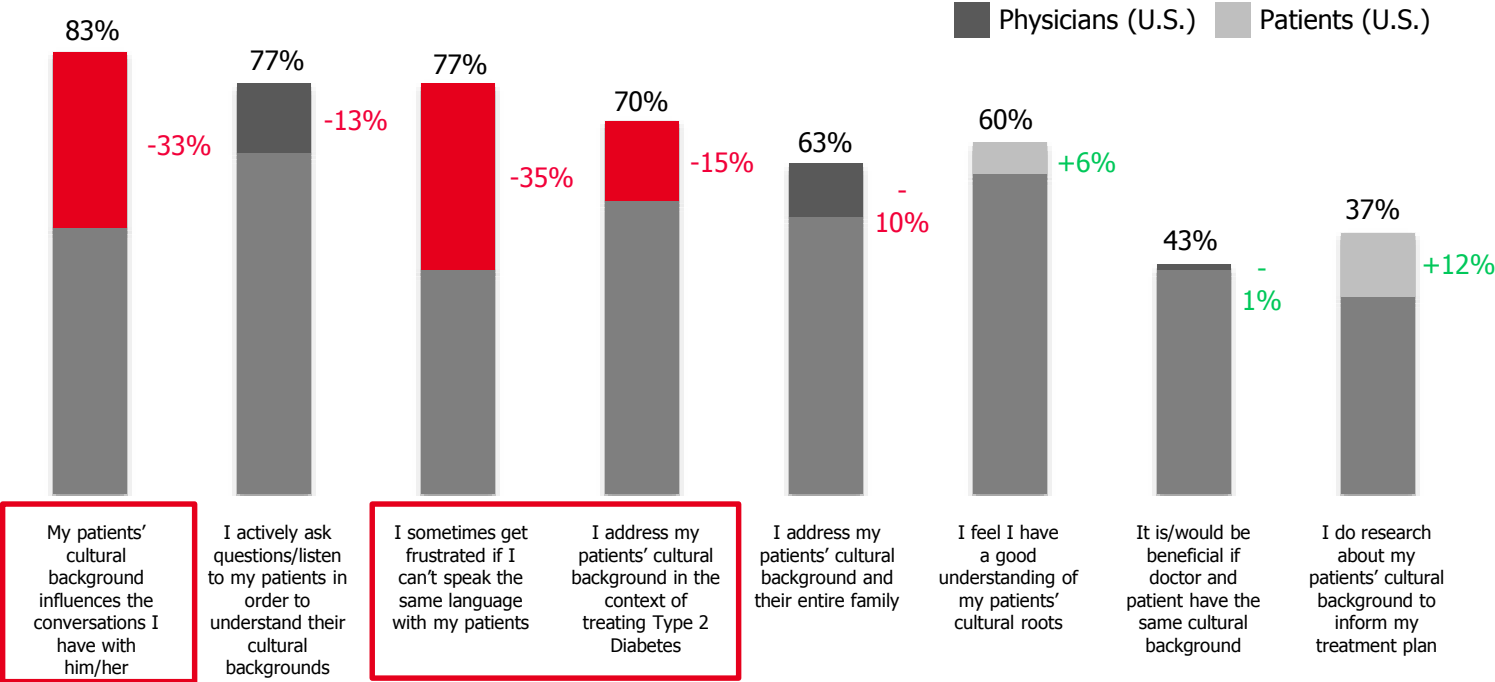
**...understands my emotions, feelings & concerns**



**...is concerned about me and my family**



# In the US, fewer patients feel their physicians take their cultural backgrounds into consideration



Source: Clear Global Empathy study, 2016.

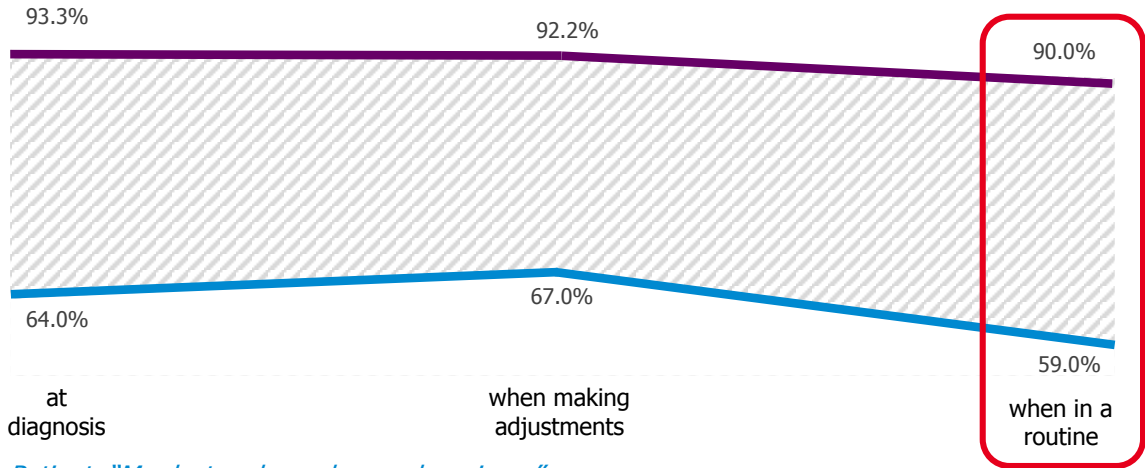
# Efforts to bridge the cultural gap seem less prevalent in the US

	TOTAL US	TOTAL UK	TOTAL GERMANY
<b>I do research about my patients' cultural background to inform my treatment plan (e.g., know the customs, foods and/or holidays)</b>	37%	60%	73%
<b>It is/would be beneficial if doctor and patient have the same cultural background</b>	43%	57%	43%
<b>Although multilingual brochures are available, they don't tend to have the same level of detailed information in it than the original version</b>	40%	50%	50%
I actively ask questions/listen to my patients in order to understand their cultural background	77%	83%	77%
I address my patients' cultural background in the context of treating Type 2 Diabetes	70%	80%	77%
I know about my patients' cultural background and their entire family	63%	70%	63%
I feel I have a good understanding of my patients' cultural roots	60%	67%	57%
My patient's cultural background influences the conversations I have with him/her	83%	83%	73%
I sometimes get frustrated if I can't speak the same language with my patients	77%	83%	67%
I have multilingual brochures in my practice	67%	57%	60%

# And an Empathy Gap exists in a critical phase of the journey: once patients are in a treatment routine



*Physician: "I am encouraging and supportive..."*



at diagnosis

when making adjustments

when in a routine

*Patient: "My doctor showed enough caring..."*



**SO WHAT CAN KEY  
HEALTHCARE PROVIDERS DO  
TO CLOSE THE EMPATHY GAP  
AND MAKE IT A TOOL FOR  
PATIENT CENTRICITY?**

## Move from

## To

**CARE** –  
“Patient-centric” theory

**Breaking down barriers**

**CULTURE** –  
One-dimensional understanding

**Holistic understanding** to evolve the experience

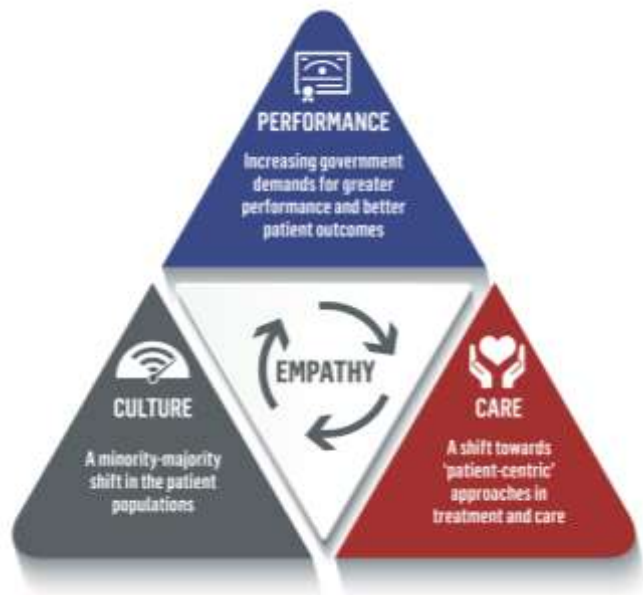
**PERFORMANCE** –  
Product led

**Embedding empathy** as a new metric

**PERFORMANCE** –  
HCPs bearing the burden  
of the relationship

**Patient empowerment** to make empathy a  
two-way street

# Make empathy actionable to unlock care-culture-performance for better treatment success



1

Map the journey and identify where empathy is missing

2

Understand how culture is (or isn't) playing a role in the conversation

3

Focus on the barriers and drivers to develop meaningful connections

# Read more in the newest edition of Journal of Cultural Marketing Strategy



## Empathy In Action: Moving toward patient centric care for multicultural type 2 diabetes patients

J. Strassburger, S. Herold, A. Villa, *Journal of Cultural Marketing Strategy*, Vol 2 Number 2, Fall 2016





# QUESTIONS?

# CLEAR INVITES YOU TO LUNCH & LEARN

We're happy to share our thinking and experience on how we help brands to unlock their potential. Reach out if you'd like to schedule a session.



## ACTIONABLE EMPATHY

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We'll share findings from our global study on how empathy can be leveraged to explore and evolve the treatment journey. In this interactive session we'll walk your team through the data and take them through an exercise on how to put empathy into practice for your brand or company.

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# Thank you!

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