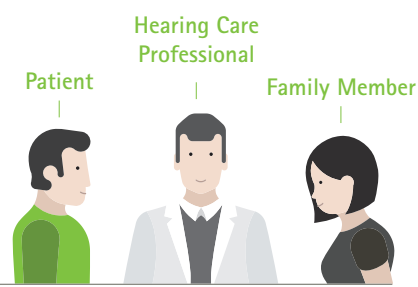


Family-Centered Care: A myth busters series



An expert panel convened by Phonak has provided evidence-based recommendations to HCPs on how to better engage family members.

In an article series published by Hearing Review, the experts now challenged a series of common (mis-) beliefs about the approach.



Family-Centered Care (FCC) is...

...an approach to healthcare that recognizes the vital role families play. It considers patient and family members as partners in the planning, execution and monitoring of the treatment.

Myth
#01

I would like to do more counseling, but time just won't allow for it.

Answer by: Joseph Montano, Kris English and Louise Hickson



It's all about re-prioritizing appointment activities!

less time ↓ detailed review of audiogram

more time ↑ have patient and family tell their story



Use open-ended questions to guide patient and family!



Myth
#02

I will be expected to be a marriage counselor.

Answer by: Nerina Scarinci, Kris English and Ulrike Lemke



That's not your job!



- Indicate that the shared focus is only on the hearing problems
- Center discussion around the shared lives & goals



Myth
#03

Many patients do not want their family in the room.

Answer by: Louise Hickson and Gurjit Singh



If you ask them, the answer is likely different!

In a recent study¹, only ...

29.5% indicated low willingness to include family

19% would not tolerate a family member in the appointment



Invite family members without pushing!



Myth
#04

I have to discuss the audiogram.

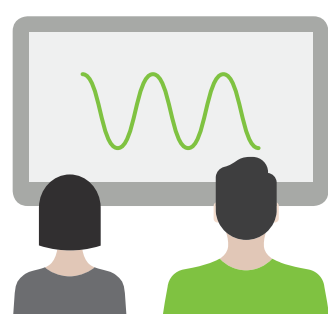
Answer by: Mary Beth Jennings, Christopher Lind and Nerina Scarinci



What really matters to patients is the perceived hearing loss!



- Ask if they would like specific information about the audiogram
- Discuss how their everyday communication challenges are linked to the test results



Myth
#05

Including family members in the appointment takes up too much valuable time.

Answer by: Christopher Lind, Joseph Montano and Gurjit Singh



At first yes, but it really pays off!

Studies show: Inviting family in treatment decisions results in ...

- less time spent in later appointments
- up to **96%²** higher uptake of hearing aids
- better outcomes and higher patient satisfaction



Myth
#06

I am already family-centered, so what's the hype?

Answer by: Barbra Timmer and Mary Beth Jennings



Conduct an audit to take FCC to the next level!



- Is reception staff briefed to ask who (and not if someone) will be attending with the patient?
- Do self-reports reflect the family perspective as well?
- Are your waiting / consulting rooms family member-friendly?



Myth
#07

Including family members in decisions just complicates matters.

Answer by: Jill Preminger, Gabrielle Saunders and Gurjit Singh



Not if you use the right strategies and tools!

Structure conversations with patient and family:

- Goal Sharing for Partners Strategy (GPS)
- Oriented Scale of Improvement (COSI)
- Photovoice (patient and family take pictures of communication situations)



Learn more and access the myth busters series on our **Family-Centered Care overview page: phonakpro.com/fcc**

¹ Singh, G. and Sherpiet, S. (2017, June). Family-Centred Care: Improving audiologic and clinic outcomes. Paper presentation at The Sound Exchange, Sydney, Australia.

² Singh, G. and Launer, S. (2016). Social context and hearing aid adoption. Trends in Hearing, 2016;20:1-10.