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Shaping and managing innovative health ecosystems

Personalizing Communication of Clinicians with Chronically Ill Elders in Digital Encounters: A PCC View

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Background

- Investments in infrastructures for digital health are increasing across the globe.
- Chronically ill elderly patients are concerned about losing the personal connection with clinicians in digital encounters
- Clinicians are concerned about missing nonverbal cues, important for the diagnosis, thereby jeopardizing QoC.
- This study a). identified expectations and preferences of chronically ill elder patients in communication with clinicians in telemedicine. b). mapped communication messages by segments c). Developed an algorithm to detect patient segment-belonging and tailor communication in telemedicine.

Methods

- The sample comprised 600 elderly chronically ill patients who use telemedicine.
- We executed a conjoint-based experimental design testing numerous communication messages.
- The outcome variable - elder patient expectations from communication with clinicians in telemedicine.
- The independent variables - known categories of patient–clinician communication.
- Each respondents rated 24 vignettes of messages, for a total of 4130 messages.

Results

- No significant differences were found across preferences by age, gender, religion
- Mathematical clustering yielded 3 distinct segments (mindsets).
- ANOVA indices indicated that differences among segments are significant.

Members of: Mindset 1- concerned with non-verbal communication;

Mindset 2- prefer communication that enhances ILOC;

Mindset 3 have an ELOC & oppose a dialogue on their expectations in telemedicine communication.

- We developed a predictive algorithm using Milgram's solution for easily detecting the segment-belonging of each patient in the clinic, and personalizing communication.

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Thank you

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