



International Society for  
Quality in Health Care

# WHAT DO PATIENTS WANT?

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**All patients want good health!**

**However,**

**we are not the same patients as we were 20  
years ago!**

**What has changed?**

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NOTHING ABOUT US, WITHOUT  
US!

# PATERNALISM vs. AUTONOMY

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Paternalistic relations, led the way to partnership between patients and Doctors.

The autonomy of the individual, allowed more strength, and the ability to be heard regarding his well being, as well as in Medical decisions.

# TO BE LISTENED TO!

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- **To be taken into consideration**
- **To become an equal partner of the team**
- **To be a part of the diagnosis & decision making process**
- **Patients can illuminate cases significantly**
- **Patients and families are a great source of information and wisdom when it comes to their case**

**Please- hear us!**

# THE HUMAN FACTOR

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- Patients want to be respected.
  - They/we request good attitude, and open hearts.
  - Patients want to be treated as a thinking human being.
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- THE POWER OF EMPATHY AND COMPASSION



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- **Patients yearn to meet an attentive and caring doctor.**
  - **A doctor who shows compassion, & at the same time provides complete information, with all relevant options.**
  - **As well as a doctor who admits what he does not know or is not experienced with.**

# BY THE BOOK? OR BY THE PERSON?

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- By both!
- A person is a combination of:
  - Culture
  - Age
  - Gender
  - Values
  - Character
  - Dreams
  - Ideas
  - Family
  - Knowledge
  - Rights
  - Religion
  - Morality
  - Etc.

And the right to decide, what is the suitable medical treatment for him.

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**All the above points, should be taken into consideration when a decision is taken.  
Only then, the patient can give informed consent.**

# MY CASE

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**I will try to illustrate what has been said until now,  
using my personal experience.**

# MY CASE

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**I was diagnosed with breast cancer at the age of 36.**

**I met “the book!”**

**The text-book guidelines.**

**The information that was given to me was the only one that existed to the surgeon based only on his experience and knowledge.**

**Everything was decided and formed for me by others.**

**I was shocked and frightened!**



# MY CASE

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**I insisted on more options.**

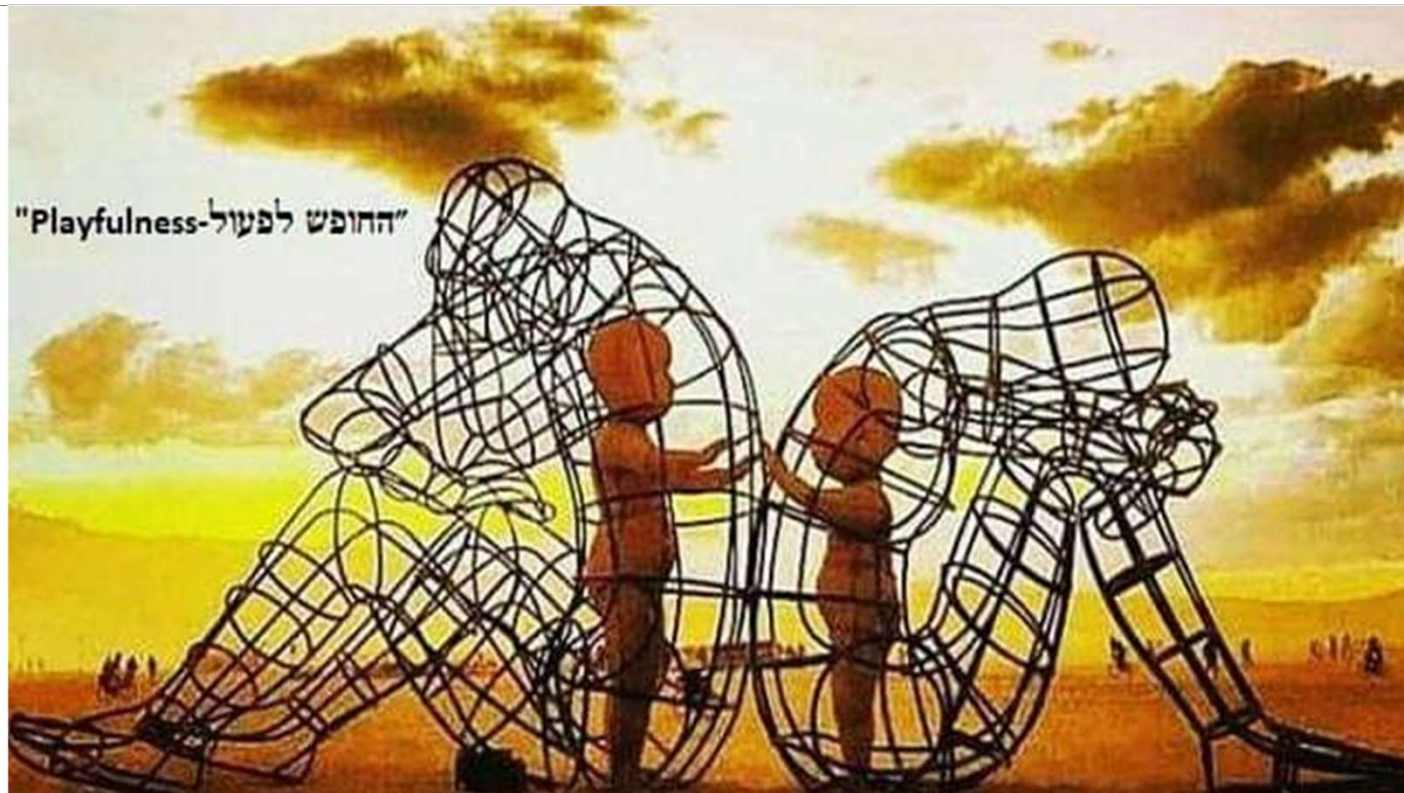
**I started asking questions - logical questions. Some were embarrassing questions.**

**I felt like I was in a cage. I lost my freedom to think.**

**All of the system was against me. Even my family.**

**No one took me into account.**

# LONELY & ALONE



# GIVING UP?

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**However, I didn't give up.**

**I stood my ground, demanding to be heard as a person, with all the parameters I have mentioned above.**

**To be at the center, and to think together.**

**To become a partner.**

# WHY?

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**By becoming an equal partner you take responsibility.**

**You are obligated and committed to your healing.**

**You'll fight to prove that you made the right decision,  
together with your Doctor.**

# THE “NEW” PATIENT

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**I was updated on my case, more than the surgeon was.  
He was ready [“forced”?] to take me into account.  
He was brave enough to put me in the centre, and we  
both found the best treatment for me, at that point.**

**I know it was not easy for him.**

# TRUST RELATIONS

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**We went together to the biggest Medical school Library, to look at how the surgery should/could be done.**

**We decided together.**

**He was ready, and I was pleased, relaxed & satisfied.**

**It's not about power, but about sharing the power.**

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**Since that day, in this specific Hospital, a  
new tiny approach came to the world:**

**“PATIENT CENTERED CARE”**

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# Thank You!

ISQua's 36<sup>th</sup> International Conference

# CAPE TOWN 2019

20<sup>th</sup> – 23<sup>rd</sup> OCTOBER

CAPE TOWN  
INTERNATIONAL  
CONVENTION  
CENTRE

**Innovate, Implement, Improve**  
*“Beating the Drum for Safety, Quality and Equity”*



#ISQua2019





ISQua External Evaluation Association



# International Society for Quality in Health Care External Evaluation Association

The International Society for Quality in Health Care External Evaluation Association (IEEA) was established, as a separate legal entity, by the International Society for Quality in Health Care in 2018 to deliver external evaluation services.

Based in Geneva, Switzerland, the IEEA commenced operations on 1st January 2019. The IEEA provides third-party external evaluation services to health and social care external evaluation organisations and standards developing bodies around the globe.



# IAP Programmes

OPERATING IN OVER 60 COUNTRIES,  
THE IAP OFFERS THREE SEPARATE  
PEER REVIEW ASSESSMENT OPTIONS