

9th ESMO Patient Seminar

Where are the Challenges in Patient- Physician Communications?

Louis Denis - Europa Uomo

The biggest Challenge

The patient (and family) ask many questions.

The physician has no time.

The next Challenge

The colloque singulier.

Multidisciplinary treatment &
multiprofessional care.

The third Challenge

Modern health management became so complex that:

Neither patient

Nor monospecialised doctor
can ask or answer all the questions.

The fourth Challenge

The patient's expectation:

Confidence, trust and hope

The doctor's expectations:

Respect, honesty and understanding

The fifth Challenge in Cancer

Altavistic fear of Death/Pain



Joint Fight for a (new) Life

Prepare to meet these Challenges I

For the doctor:

- Show respect: the patient comes first
- Show empathy: body language
- Go for optimal medical treatment & holistic, individual care
- Provide an array of reliable, updated communication from professionals
- Move step by step to a diagnosis
- Follow transparant policies.

Prepare to meet these Challenges II

For the Patient

- Show respect: be open and honest
- Do your homework: listen and learn
- Accept support from your doctor and your loved ones
- Acknowledge the medical process and deal open with your emotions
- Don't exchange roles with your doctor
- Require a trusted communicator in multidisciplinary treatment (doctor, nurse)

Small details matter

For the doctor: “I don’t know”

For the patient: ‘I don’t understand’

The Big Picture: Go for Partnerships

EPPOSI

OECD

ESOP

ECP

EORTC GU – UICC - EPAAC - EAUN

ECCO – ESMO – ESSO – ESTRO - EONS

EAU - EUomo - ESO

ECPC

Eurocan+Plus

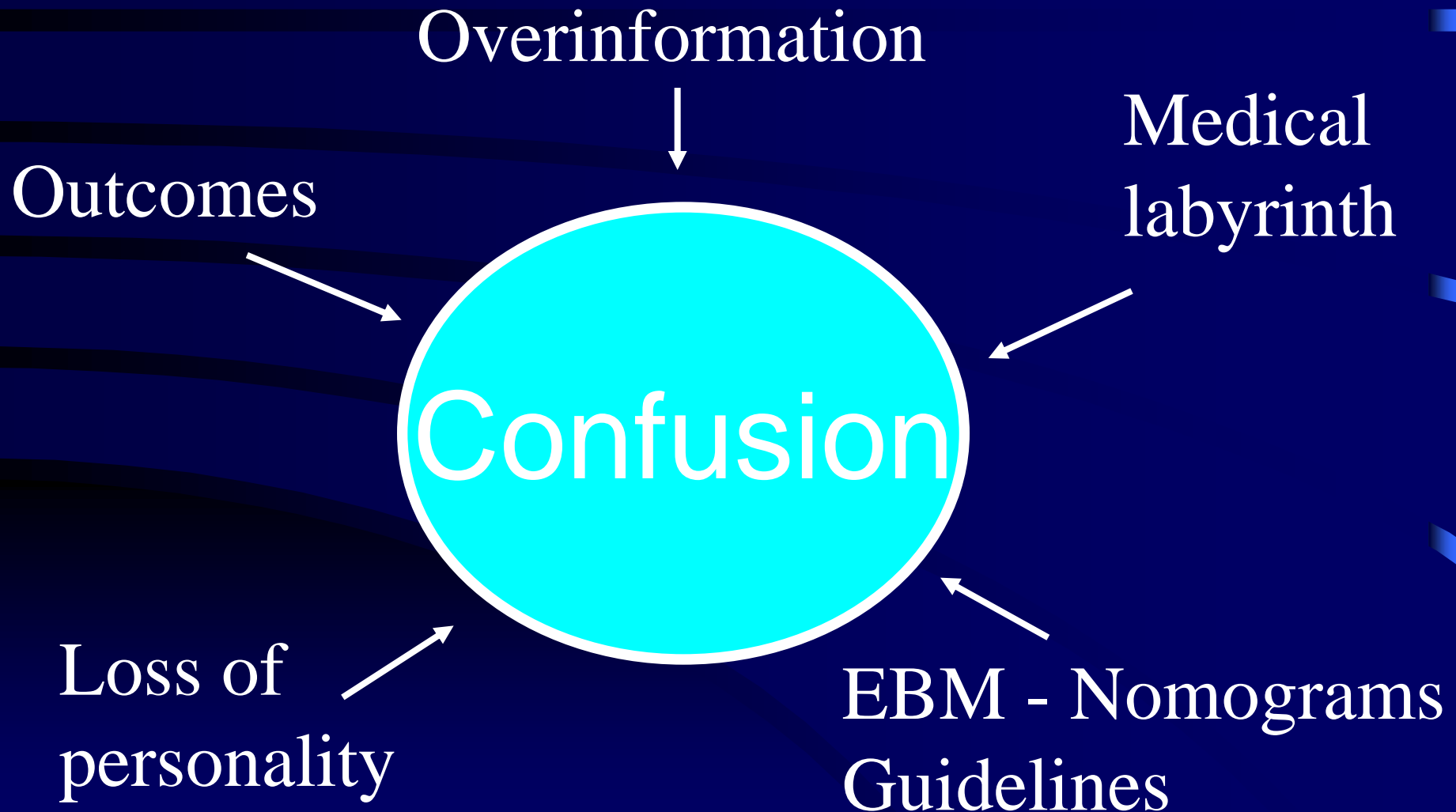
Europa Donna

PRO-NEST

Don't worry about the internet?

- Hits from typing cancer sites into Google
 - breast 76.400.000
 - lung 36.700.000
 - prostate 26.000.000
 - bowel 7.080.000
 - pancreas 5.850.000
- How can patients make sense of all this?

Improve the Chain of Information



The Power of Positive Thinking

Together we reach for

Cure

Control

Quality of Life

Cost-efficacy

A new destiny

Merci

Schön dank

Dekuji

Dank U

Mult obrigado

Thank you

Tack

Dakujem

Kiitos

спасибо

Muchas gracias

Grazie mille

Köszönöm

εφχαριστώ