

More on Messaging: Getting the Care to the Patients

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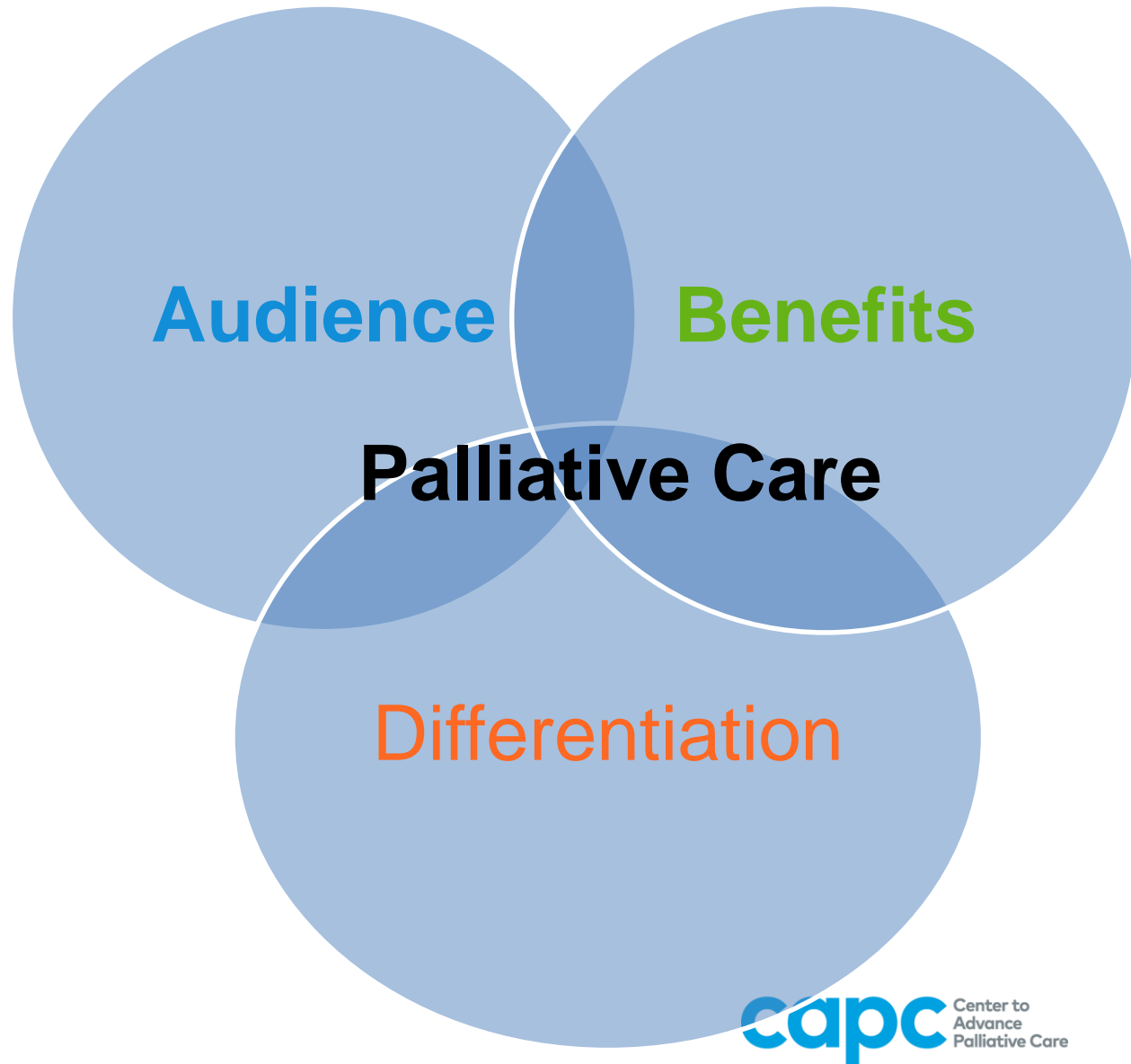
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January 21, 2020

PRINCIPLES AND PRACTICES OF MESSAGE DISCIPLINE: AUDIENCE, BENEFITS, AND DIFFERENTIATION

The Sweet Spot of Persuasion



Our AUDIENCE? Patients, families – and clinicians



DIFFERENTIATION

Coca-Cola



pepsi



6

capc Center to Advance Palliative Care

BENEFITS: Innovating the Way Coca-Cola Does Business

(Source: The Coca-Cola Company)

Building a portfolio of “consumer-centric brands” requires **shifting focus from what the company wants to sell to what consumers want to buy**, explains President and Chief Operating Officer James Quincey . . . “We’re listening carefully and working to ensure that consumers are firmly at the center of our business so we can continue to grow responsibly. If we embrace where the consumer is going, our brands will thrive, and our system will continue to grow.”

The benefits are what people aspire to





A deeper dive

MESSAGE DISCIPLINE FOR PALLIATIVE CARE



What's a definition?

- A description of the meaning of a word or word group or a sign or symbol
- Example: Coke is a carbonated soft drink flavored with coca leaves, cola nuts, caramel, and sugar.

Why do we need a definition of palliative care?

Because definitions enable us to have a common understanding of a word or subject. They allow us to all be on the same page when discussing or reading about palliative care.

Why should we care about which definition we use?

Because if we use different definitions, we confuse and then lose our audiences. Once that happens, patients and families lose access to palliative care. People need to know what palliative care is and why they would want it- i.e., its benefits.

Evidence-based definition: What the public prioritizes about palliative care

Palliative care is specialized medical care for people living with a serious illness. This type of care is focused on providing relief from the symptoms and stress of a serious illness. The goal is to improve quality of life for both the patient and the family.

- Palliative care is provided by a specially-trained team of doctors, nurses and other specialists who work together with a patient's other doctors to provide an extra layer of support.
- Palliative care is based on the needs of the patient, not on the patient's prognosis.
- This care is appropriate at any age and at any stage in a serious illness, and it can be provided along with curative treatment.

(CAPC Public Opinion Research, conducted by POS, 2019)

Too long?

- Often the complexity of the description of a term is too great to be captured in a single phrase, image or short sentence.
- Example: Coke is a carbonated soft drink flavored with coca leaves, cola nuts, caramel, and sugar.

Elevator speech

Palliative care is medical care focused on relief of the symptoms and stress of serious illness. The goal is to improve quality of life.

So, what's a message?



Key Point

What messages are Coke and car ads trying to convey?

**A great experience. Happiness.
Human connection. Love. The good life.**

If Coke just used its definition, they'd sell no Coke.
Same with cars. Same with palliative care.

Key Point

Messages have to speak to the hopes and aspirations of our audience using same methods as Coke or Pepsi or car companies. People aspire to love and connection and happiness and a good life. Not images of death, sickness, dying. Otherwise, we're talking to ourselves.

What's a talking point?

Talking points are succinct statements designed to persuasively support an issue.

Examples: Palliative care provides

- An extra layer of support
- Relief from stress and symptoms
- The best quality of life

Messaging Palliative Care

DO AND DON'T

Message Discipline 101

Don't define something by what it's not. The audience will remember the negative you're trying to distinguish from:

Palliative care is not the same as hospice.

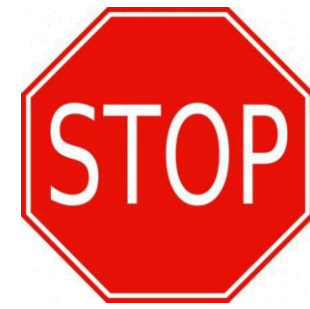
(audience remembers palliative care and hospice)

VS.

Actually, palliative care helps patients have the best possible quality of life.

(audience remembers palliative care and quality of life)

Proximity of Words:



- “...**Palliative care** is a specialty that focuses on improving the quality of life for someone suffering from a serious, life-altering illness. **Hospice** care falls under that umbrella, but that is specifically to deal with people who **are dying**...”
- “While **hospice and palliative care** both focus on relief from symptoms, **palliative care goes beyond end-of-life care.**”
- “While **palliative care** is often associated with **terminal cases** — and often confused **with end-of-life hospice** care — it’s actually designed for patients suffering from many types of serious illnesses, **regardless of how long they’re expected to live.**”

**Quick take away: Palliative care =
end of life and hospice**



Case study 1: What not to do

New York Times, March 7, 2019

“As a **palliative care** doctor, I spend much of my time face-to-face with pain and suffering, debilitating disease and **death**.”

DOCTORS

The Lesson of Impermanence

A chance encounter with a sand painting helped me learn how to doctor patients I knew I would lose.



Case study 2: What does this image convey?

UW Medicine

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Home ▸ Medical Specialties ▸ Palliative Care

Palliative Care

Personalized care plans to enhance quality of life and provide support and empathy

[Make an appointment](#) [Find a provider](#) [Find a location](#)

Trusted support and respect when you need it most.

Information and Empathy Meet | Enhancing Quality of Life | Diverse Access to Care

Case study 2b: What not to do

Some of our common services:

+ Bereavement support

+ Care coordination

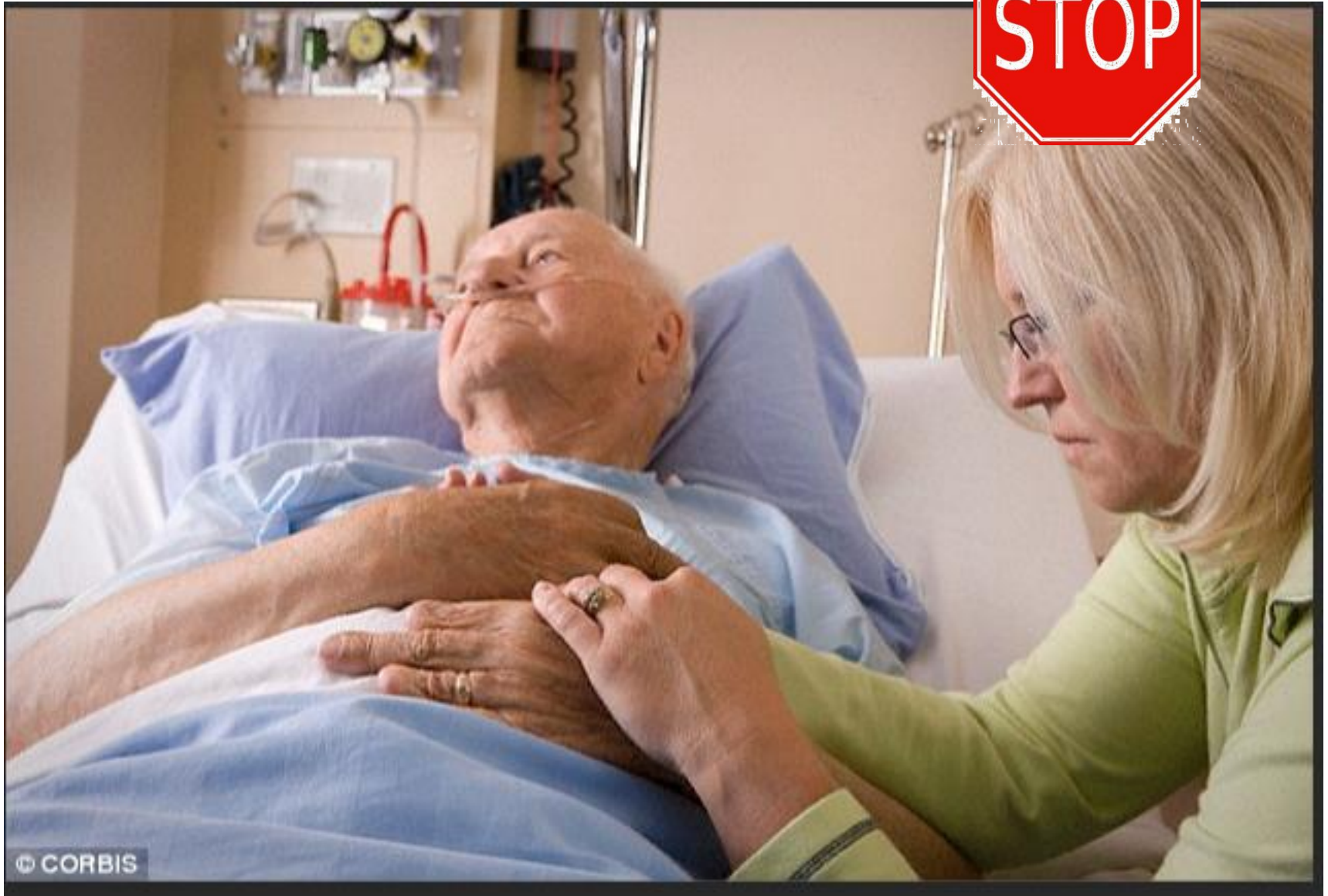
+ Counseling and spiritual support

+ Creating a personalized plan of care

+ Management of pain and other symptoms

+ Referrals to hospice care

+ Support for end-of-life issues



What TO Do

(Adapted from a recent article)



“Palliative care is specialized medical care for people living with serious illnesses. It focuses on providing patients with relief from symptoms and stress. The goal is to improve quality of life for the patient and the family.”

Case study 3



POLITICS 08/31/2019 08:00 am ET

Sometimes Treating Pain Is As Important As Treating Disease

Why 'palliative care' can make such a difference, and why so few people get it.



By Jonathan Cohn

In this case, the palliative specialist proposed an alternative: a one-time, larger dose of similarly targeted radiation that Canadian doctors had found equally effective, with far fewer side effects. Her oncologist in New York agreed to try it, and the treatment worked even better than expected.





cancer

Palliative care sees the person beyond the cancer treatment. It gives the patient control. It brings trained specialists together with doctors and nurses in a team-based approach to manage pain and other symptoms, explain treatment options, and improve quality of life during serious illness. Palliative care is all about treating the patient as well as the disease. It's a big shift in focus for health care delivery—and it works.

 acscan.org

Support palliative care legislation (H.R. 1339, S. 641 & H.R. 1666). Bring quality of life and care together for the millions facing cancer.



chemotherapy

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“Really, once I got adjusted to the idea of this illness, and accepted it and digested it, I think I’ve honestly felt stronger mentally than I had felt before I was diagnosed. Palliative care gave me that strength,” she says.



From the podcasts on GetPalliativeCare.org



"Having my pain addressed was an absolute game changer," says Kelly. "I feel so much less stressed because I can be there for my family in ways I couldn't before."

Browser address bar: <https://getpalliativecare.org/>


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GET PALLIATIVE CARE

What Is It ▾ Is It Right for You How to Get It ▾ Blog ▾ Resources ▾



[Access the Provider Directory](#)

[Handout for Patients and Families](#) 

Are you or a loved one living with a serious illness? Palliative Care can help. Palliative care is specialized medical care focused on relieving the symptoms and stress of a serious illness. It is appropriate at any age and at any stage, and you can have it along with curative treatment. The goal is to improve your quality of life.

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YOUR QUESTIONS TO US

Q & A

- “How can we all keep to one definition?”
- Through self-discipline. No one entity owns palliative care. We’re not Coca-Cola. We don’t own the brand and can’t mandate adherence to message discipline. **It’s everybody’s job.**

Q & A

- “People need simple, concise, repeatable messages.”
- Exactly right! While the definition is long, messages and talking points should not be. Definitions, messages, and talking points serve different purposes.

Q & A

- “What are our messages? What are they for palliative care?”
- We’re fortunate to have been able to do major national audience research, so we know which palliative care messages are meaningful to the public. . .

These are the messages we know test well with both the general public and patients and caregivers

- the best quality of life
- appropriate at any age
- care alongside curative treatment
- matching treatment options to patient goals
- a team approach to care
- an extra layer of support
- relief for patients

Q & A

- “What if the person you’re speaking to already thinks palliative care is end of life care? Isn’t it better to say what it isn’t?”
- You can get the same point across by explaining what it is and how palliative care can help – and that it’s for anyone with a serious illness who needs better support.

What to say if they're already confused

“Actually, palliative care helps people living with any serious illness achieve the best possible quality of life. Let me tell you how.”

QUESTIONS?

Learn More

- CAPO



<https://www.capc.org/toolkits/>

Marketing and Messaging Palliative Care

Guidance on educating patients, families, referrers, and partners about the value of palliative care. **Includes 21 resources**

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