The Importance of Understanding and Alleviating Patient Fear

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Fear is universal... the way we manage it is not!
“Hunger, love, pain, fear are some of those inner forces which rule the individual’s instinct for self preservation.”

- Albert Einstein
Consequences of Patient Fear Gone Wrong

“Apprehension, uncertainty, waiting, expectation, fear of surprise, do a patient more harm than any exertion.”
– Florence Nightingale
### Common Patient Fears

<table>
<thead>
<tr>
<th>Infection &amp; Germs</th>
<th>Incompetence of Staff</th>
<th>Death</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Mix-Ups</td>
<td>Needles</td>
<td>Poor Diagnosis &amp; Prognosis</td>
<td>Communication Issues</td>
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<tr>
<td>Loneliness &amp; Isolation</td>
<td>Embarrassment &amp; Privacy</td>
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Fear in the hospital setting is complex.
How to Alleviate Fear in Patient Communities

**Vitality**
- Singularize my stay
  - Self Centrics

**Deflect Fear**
- Listen to me
  - Attention Seekers
- Bond with me
  - Minglers

**Fear of the Institution**

**Inner Focus**
- Respect my loneliness
  - Loners

**Tackle Fear**
- Regain my balance
  - Worriers

**Reach Out**
- Follow my plan
  - Acceptors

**Security**

**Conviviality**
Alleviating Patient Fear is Key to Improving Patient Experience