

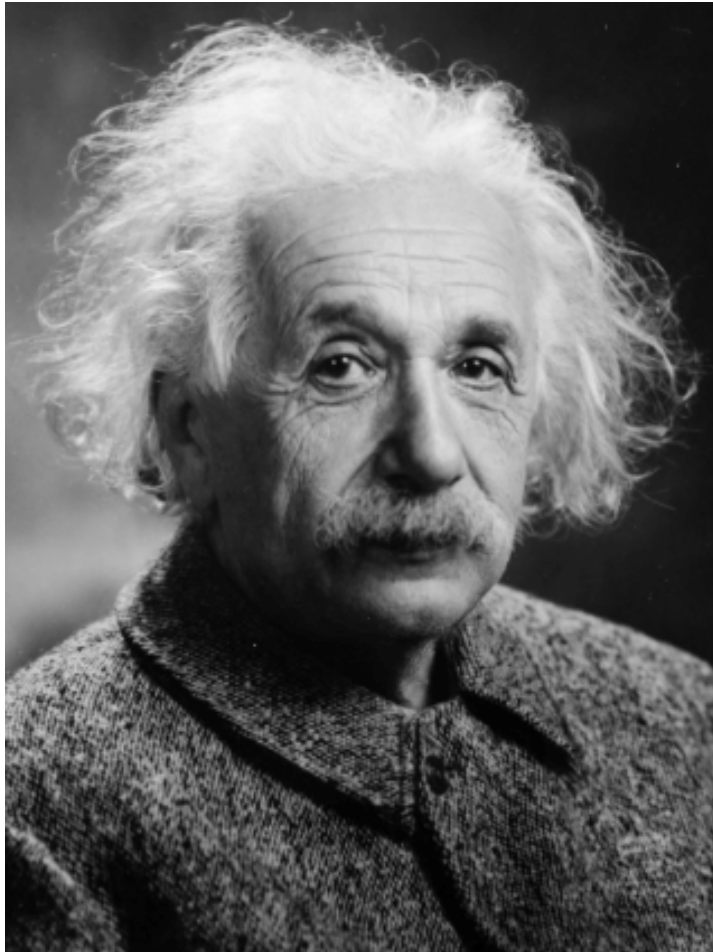
# The Importance of Understanding and Alleviating Patient Fear

Rachel Permeth, PhD, MSPH

Lisa Herms, MSc



**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

**Infection & Germs**

**Incompetence of Staff**

**Death**

**Cost**

**Medical Mix-Ups**

**Needles**

**Poor Diagnosis &  
Prognosis**

**Communication  
Issues**

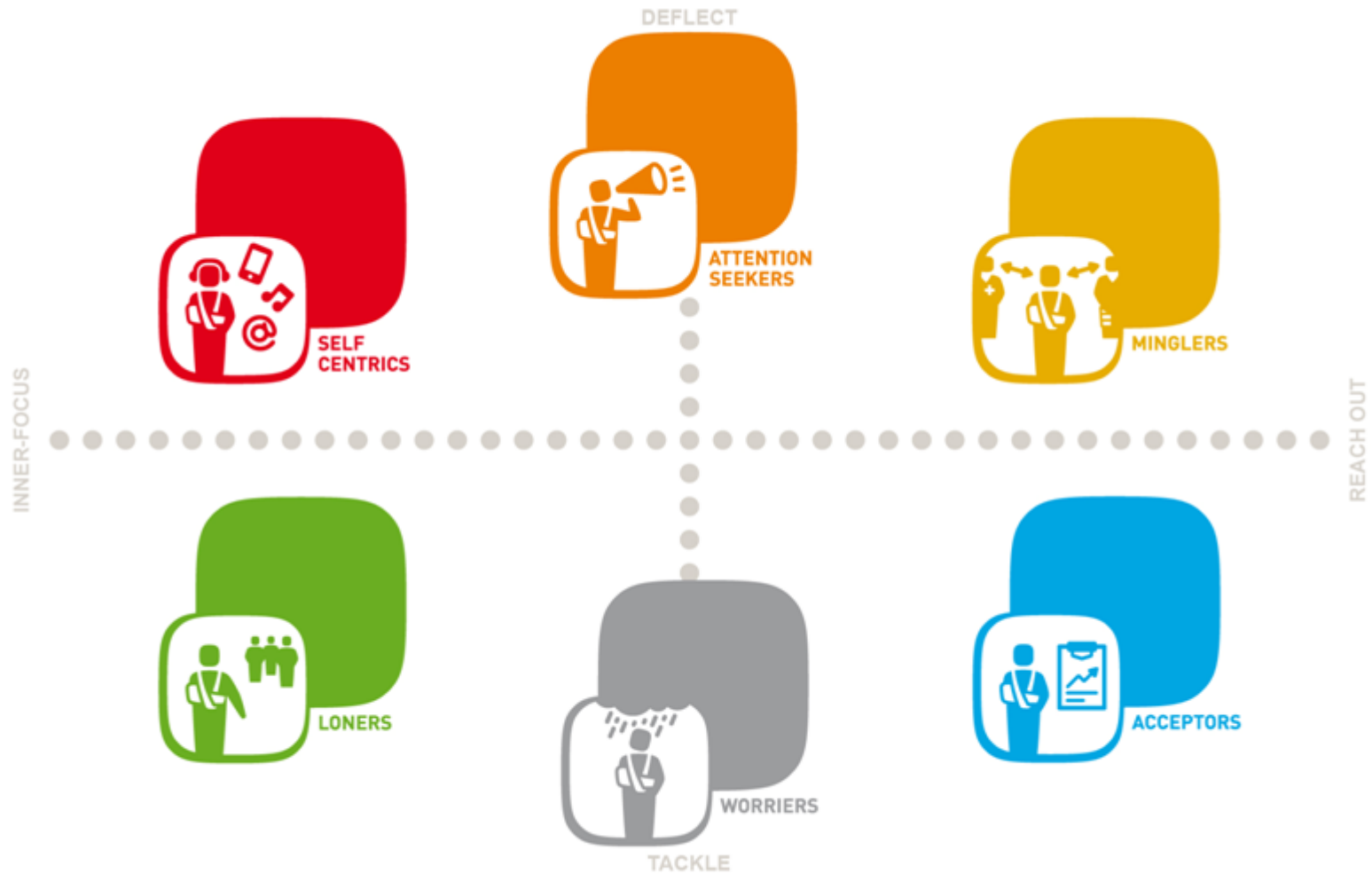
**Loneliness &  
Isolation**

**Embarrassment &  
Privacy**



**Fear in the hospital setting is complex.**

# Different Manifestations of Patient Fear: Personix™



# How to Alleviate Fear in Patient Communities

Vitality

DEFLECT FEAR

Conviviality

Singularize my stay



SELF CENTRICS

Listen to me



ATTENTION SEEKERS

Bond with me



MINGLERS

INNER FOCUS

REACH OUT

FEAR OF THE INSTITUTION

Respect my loneliness



LONERS

Regain my balance



WORRIERS

Follow my plan



ACCEPTORS

Recognition

TACKLE FEAR

Security





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