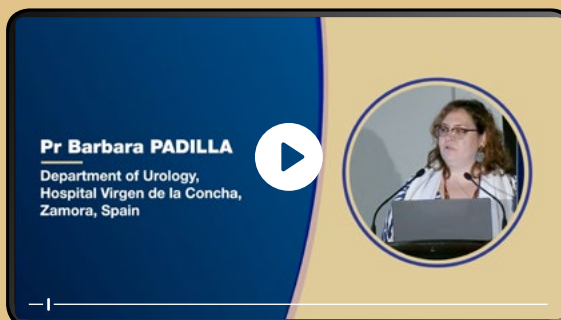


How can we better address patient's expectations?

Pr Bárbara PADILLA

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Bárbara PADILLA stressed the importance of considering patients' expectations, which are influenced by a variety of factors and often focus on disease management, communication, side effects and costs.



Placeholder for QR code

Click on the video or flash the QR Code to listen to Pr Bárbara PADILLA.

SATISFACTION DEPENDS ON THE GAP BETWEEN EXPECTATIONS AND REALITY.

Expectation: Beliefs about the incidence of specific future events or experiences.¹

Taking these expectations into account is crucial to a positive experience, both for the patient and for the healthcare economy.



PATIENTS ARE CONCERNED NOT ONLY ABOUT THEIR ILLNESS, BUT ALSO ABOUT THEIR RELATIONSHIP WITH THE HEALTHCARE SYSTEM.

Adherence to treatment is a critical determinant of both clinical outcomes and healthcare resource utilization. It is influenced by multiple factors, including: quality of communication with healthcare providers, perceived side effects and risk of drug interactions, financial cost of treatment, individual treatment perceptions, prior experiences, and the balance between fear of the disease and fear of the therapy.

ADHERENCE VARIES BY DISEASE SEVERITY²

- **In life-threatening conditions**, patients tend to be more adherent, focusing on recovery over potential side effects.
- **In chronic conditions** with mild symptoms, patients may deliberately avoid treatment due to fear of side effects.



Adherence is strongly influenced by the balance between the fear of the disease and the fear of the treatment.²

PATIENTS - HCP RELATIONSHIP: A MISMATCH OF GOALS

Studies on patient expectations in overactive bladder (OAB) have shown that **patients and clinicians differ in focus**³.



CLINICIANS are more focused on clinical outcomes, such as symptom improvement.

VS

PATIENTS tend to be more concerned with side effects and risk factors when deciding on treatment



EFFECTIVE OAB CARE INVOLVES MORE THAN MEDICAL MANAGEMENT

Patients with chronic conditions such as overactive bladder often present with both fears (e.g., pain, side effects) and goals (e.g., symptom relief, convenience). These are shaped by a range of personal, social, and environmental influences, including family, peers, employers, and media.

Clinicians who recognize and understand this are better equipped to adapt their communication, improve patient engagement, and ultimately strengthen the therapeutic alliance, a key factor in optimizing treatment adherence and outcomes.

Instruments like the OAB Care tool⁴ assist both physicians and patients in identifying and ranking expectations, helping guide personalized treatment decisions.

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Starting with what patients value most can build trust and lead to broader therapeutic acceptance.

ENHANCING PATIENT EDUCATION AND ENGAGEMENT IN OAB CARE

Due to time constraints in clinical practice, patients often leave consultations with limited understanding of their condition and treatment options.

Improving health literacy is essential.

Organizations like the EAU and the ICS are developing resources including videos, infographics, and online tools to support informed decision-making.

TAKE HOME MESSAGES

Effective OAB care involves more than medical management. It requires building trust, establishing realistic expectations, and helping patients overcome fear through accessible, reliable information. Enhancing patient engagement in this way contributes to better outcomes and a more positive care experience.

1. Laferton JA, et al. Patients' Expectations Regarding Medical Treatment: A Critical Review of Concepts and Their Assessment. Front Psychol. 2017 Feb 21;8:233. 2. Clifford S, et al. Understanding different beliefs held by adherers, unintentional nonadherers, and intentional nonadherers: application of the Necessity-Concerns Framework. J Psychosom Res. 2008 Jan;64(1):41-6. 3. Heisen M, et al. Patient and physician preferences for oral pharmacotherapy for overactive bladder: two discrete choice experiments. Curr Med Res Opin. 2016;32(4):787-96. 4. Chhatre S, et al. Patient preference elicitation instrument, OABCare, to facilitate shared decision-making in the care of overactive bladder. Neurourol Urodyn. 2021 Mar;40(3):791-801.



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