



Addressing misconceptions about antibiotics and antibiotic use with patients and families

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Disclosures

- I have nothing to disclose



Objectives

- Upon completion of this session, participants will have:
 - Described evidence based communication strategies shown to increase patient/parent satisfaction with non-prescription of antibiotics for viral respiratory infections
 - Developed personal approaches to patients and parents presenting with viral respiratory infections
 - Practiced empathetic statements on clinical vignettes of patients with viral illnesses



Anecdotal approaches?



Communication Strategies

- Negative Recommendations
- Positive Recommendations
- Co-creating a Plan
- Educating on risks
- Managing expectations

Negative Recommendations

Co-creating a plan

Positive Recommendations

- [Cough and cold care for adults – MDH](#)
- [Cough and cold care for pediatrics - MDH](#)



Educating on risks

- Antibiotic associated diarrhea
- C. diff
- ER visit for adverse drug reaction
- Death



Managing expectations

- Length of adult symptoms
- Length of pediatric symptoms

Delayed antibiotics



Empathy Matters

Don't just tell them to "suck it up"





Empathy Matters

- <https://www.ispot.tv/ad/7uuJ/vicks-dayquil-amanda>



What does empathy mean?

- <https://www.youtube.com/watch?v=1Evwgu369Jw>



What does empathy mean?

- Practitioner Empathy and the Duration of the Common Cold
- PEECE approach
- Consultation and Relational Empathy Score



PEECE

- Positive Prognosis
- Empathy
- Empowerment
- Connection
- Education



Consultation and Relational Empathy (CARE)

- Made them feel at ease
- Allowed them to tell “their story”
- Really listened
- Were interested in them as a whole person
- Fully understood their concerns
- Showed care and compassion
- Were positive
- Explained things fully
- Helped them take control
- Helped create a plan of action



Time to Practice – Empathy

- Groups of 3-5
- One story teller and one active, empathetic person – rest observing
- Tell a story about something that kinda sucked but maybe you laugh about now because it was really something trivial
- Rest of group observes interaction and provides feedback and discussion
- 10ish minutes



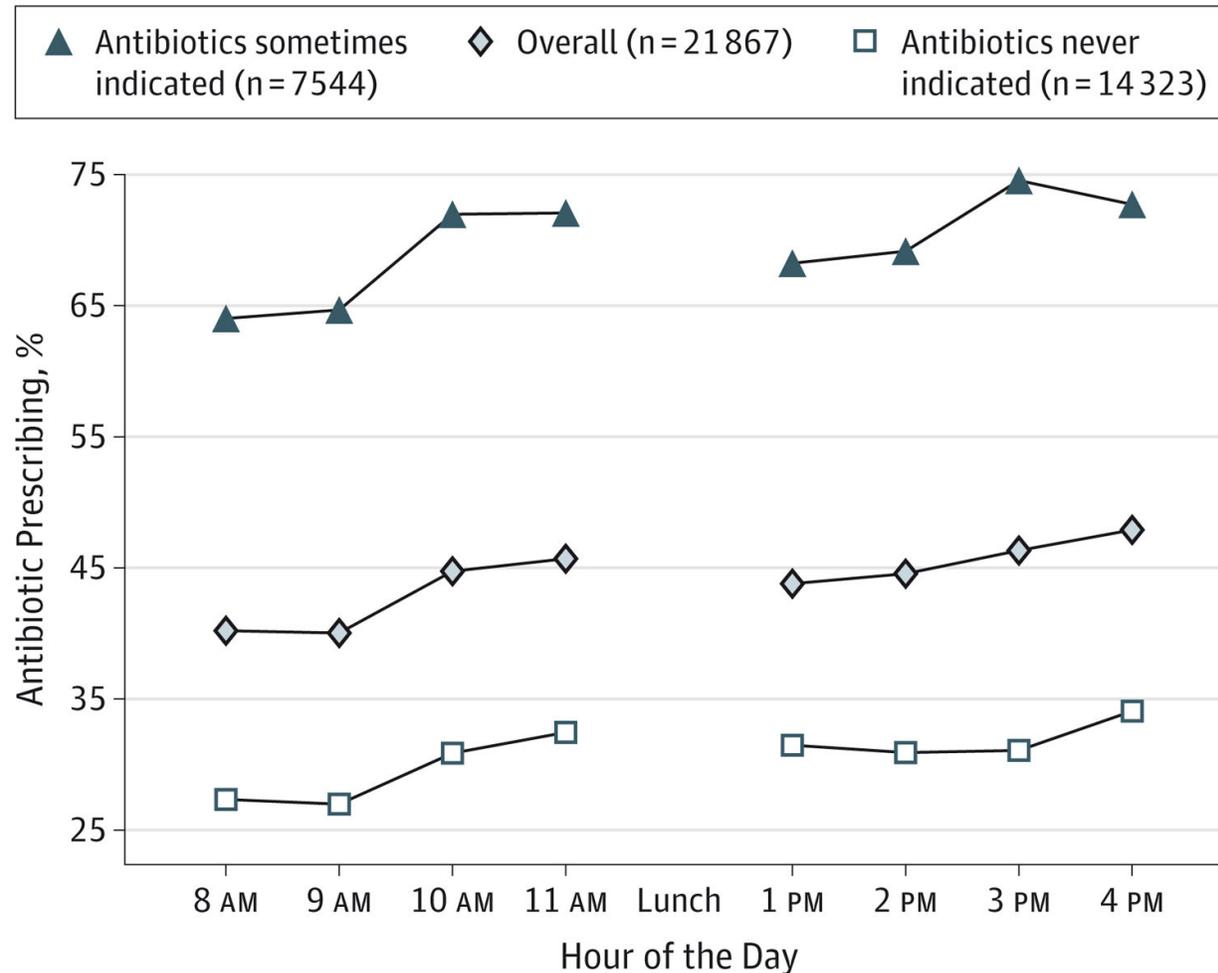
Time to Practice – Empathy

- It seems like you are feeling...
- I can see that this makes you feel...
- Tell me more about what you were feeling when you were sick.
- How are you coping with this?
- You did the right thing by coming in.
- I can understand why you would be... given what you are going through.
- I can't imagine what that would feel like!
- This has been a hard time for you.
- That makes sense to me.
- You have been through a lot.

Problem Areas

- What situations are you having issues with?

Know Thyself



Linder, J.A., et al (2014). Time of Day and the Decision to Prescribe Antibiotics. *Jama Intern Med.* 174(12): 2029-2031.

Doi: 10.1001/jamainternmed.2014.5225

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Questions?