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](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

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Questions?