“What Patients Fear and Why We Have to Know”

**Standard keynote delivered by Colleen Sweeney, RN, BS**
(60 to 90 fast-paced minutes)

Hold on to your chair as Colleen takes you on a journey inside the head of the patient! To set the stage, she will share the results of her study, *The Patient Empathy Project™*. The audience will be engaged with the striking postcard art submissions illustrating participants’ fear about healthcare, hospitals, and doctors. After building on these insights, Colleen offers practical takeaways that can be implemented immediately to alleviate the never spoken fears of patients. She also shares the Top 11 Patient Fears List, developed from more than 1,000 interviews. Colleen will impress upon the audience that when you are not asking the question— you are not delivering patient-centered care.

She will share her **Patient Empathy Pyramid™**, a framework that highlights the importance of addressing patient fears. Finally, Colleen will share a real world example of an organization that asked the question, recorded the answers, and addressed patient fears. The case study reveals their journey to patient satisfaction scores that would thrill any organization!

**Learning Objectives:**
- Identify 2 areas that are impacted by the patient experience.
- Discuss the findings revealed in a 3 year study titled *The Patient Empathy Project™*.
- Discuss the need to think differently about what the patient really wants in their healthcare experience.
- Identify 4 ways to address patient fears and concerns that impact perceived patient outcomes.