



**NCD**  
SYMPOSIUM

# **Patient- or person-centered care, is there any difference?"**

- To create trust between patients and healthcare for better outcomes**

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## Definition of person-centred care



**“Person-centred care is a partnership between patients/relatives and health care professionals. The starting point is to listen actively to the patient’s narrative. This, along with other examinations, forms the basis for a personal health plan.”**

Centre for Person-centred care, University of Gothenburg, Sweden

Patient-centred care might be the same – but the word “person” indicates a more holistic perspective.

# Patients' Rights are Human Rights



## **The European Charter of Patients' Rights** (Basis document from 2002)

- 14 rights/articles where no.12 is **The Right to Personalized Treatment** which says

**“Each individual has the right to diagnostic or therapeutic programmes tailored as much as possible to his or her personal needs.**

*The health services must guarantee, to this end, flexible programmes, oriented as much as possible to the individual, making sure that the criteria of economic sustainability does not prevail over the right to health care.”*

## **WHO Global Patient Safety Action Plan 2021-2030**

- 7 guiding principles where one is 3.1 “engage patients and families as partners in safe care”: **“Patients and families should be involved at every level of health care, ranging from policy-making and planning, to performance oversight, to fully informed consent and shared decision-making at the point of care.”**

What is the most personalized treatment, then?

- Is it personalized medicine (precision medicine)?
- Is it transplantation, maybe?
- Or is it more about how you are treated, and by who?

Who will get “the most or the best” person-centred care if it should be equal?



Is there a difference between how healthcare handle NCD patients comparing to other conditions?



My answer is “maybe”.

For many NCD’s there are obvious guidelines, standardized care processes, and well-known treatments, but for some other more rare, NCD’s it is harder to know what to expect.

The public (patients) knowledge is normally not high until they need the information. And then it should be there.

Patient's must feel safe when in healthcare



**Person-centered care is about the individual and the communication between the person, family and the HCP**

- **Facts and figures & statistics** – evidence-based care must be provided.
- **But without trust in the HCP** – the person who delivers the messages, the positive outcome will might not be there.

## Common reasons for not trusting healthcare

- Thirty-six percent have skipped or avoided care because **they did not like the way** the health care provider or their staff treated them.
- About half of the participants are **willing to trade off** access to convenient, in-person care with longer-distance travel or virtual visits to get a provider who looks like them/is culturally competent.

“Rebuilding trust in health care”, Deloitte Insights 2021

- **Access to care** is essential for patients to obtain diagnostics, access treatments, but also for health promotion and prevention. Almost one in five respondents has an unmet healthcare need – mostly for specialist care, dental care and mental care.

“Living and working in Europe 2022” European Foundation for the Improvement of Living and Working Conditions

# Thank you

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