

Health care professionals' needs and dilemmas

Situation

Treating patients with life long chronic illness requires that health care professionals balance the dilemma of what would be an ideal medical treatment goal and what treatment goal is realistic considering the compliance of each patient.

Etnovator helped Novo Nordisk A/S explore the relation between patients and health care professionals to identify which core dilemmas should be adressed in developing new medical devices.

The 360° Human Factor Model was used to identify core dilemmas which mostly were of a cultural, psychological and social nature

Approach

Etnovator conducted fieldwork at a diabetes outpatient department of a Danish university hospital. Systematic observations of consultations were followed by in-depth interviews with doctors, nurses and patients reflecting on what went on during the consultations.

From our focus on treatment dilemmas we built a 5 stages segmentation model showing mutual influence between general treatment values within the health care system, the patient-health care professional relation and the patient's level of compliance.

Verified by the participating doctors, the segmentation model shows that roughly two third of the patients do not live up to ideal treatment values causing fainter relations with health care professionals and weakening motivation for compliance.

Outcome

The findings were generally used to guide device development.

The segmentation model in particular adressed the need for improving compliance for the roughly two thirds of patients in the study who face severe health risks due to low compliance.