

Patient Centricity Requires Caregiver Centricity



Walking hand in hand with our patients are their caregivers, and the burden of this responsibility can have a devastating impact on individuals and their families. To be fully patient centric you have to incorporate caregiver-specific initiatives into your patient experience programs.

Caregiving Stats Up Close



93 million Americans provide unpaid, non-professional care to another person.



Caregivers spend:
30 billion hours each year caring for family and friends.
20% of income on out-of-pocket costs.

VALUE OF TIME SPENT: \$522 BILLION

Multiple Sources of Stress

Today's caregivers experience significant amounts of stress that not only have a negative impact on patients, but also on the caregivers themselves. These stressors typically fall into 3 broad categories and each can be addressed via a comprehensive caregiver experience program.



FINANCIAL

- The financial aspects of the patient and caregiver dynamic are a determining factor in making healthcare decisions that impact the whole for both patient and caregiver.
- Some caregivers report not going to the doctor as often as they should, having poor eating habits and a decline in exercise habits since becoming a caregiver.

LEGAL

- Caregivers frequently take on their loved one's legal affairs as illness impacts decision making capabilities.
- Proper documentation like medical directive, powers of attorney, and wills prevent unnecessary cost and stress for caregivers.



EMOTIONAL & PHYSICAL

It is common for caregivers to overlook their own mental and physical health, leading to conditions such as sleep deprivation, hypertension, arthritis, high cholesterol, obesity, and diabetes.

Caregiver Experiences Influence Positive Patient Outcomes

Caregivers are under recognized, under supported and often forgotten for their kindness and dedication. Health and life sciences organizations must incorporate Caregivers into their patient experience programs.

- 1** Adapt and implement the tactics and tools currently in use for direct patient engagement for caregivers.
- 2** Customize and expand messaging and communication channels to address specific caregiver needs and obstacles.
- 3** Employ and evaluate caregiver programs through KPIs, metrics, analysis, and actionable insights

Become the pivotal resource in influencing, guiding and engaging with caregivers. Your patients will thank you.

Alleviating Caregiver stress requires a concerted effort by everyone. It begins by creating caregiver specific experience programs that seamlessly integrate with patient experience programs. Caregivers and Patients: they're partners in care and we have to be their partners in healthcare experience. If you want to know more about caregiver and patient experience programs, contact the Paragon experts at consultparagon.com or call us at 1-800-462-5582.

PARAGON
POWERING BUSINESS TRANSFORMATION

Copyright © 2017 Paragon Solutions, Inc.

SOURCES:
Sterling, M. (2014). What Family Caregivers Need from Health IT and the Healthcare System to be Effective Health Managers. http://www.connectedhealthresources.com/What_Family_Caregivers_Need_from_Health_IT_and_the_Healthcare_System_to_be_Effective_Health_Managers_Sterling_December_2014_v2.pdf

Polacheck, L. (2014, November 6). Family Caregivers Provide \$522 billion in Uncompensated Care Per Year. <http://states.aarp.org/family-caregivers-provide-522-billion-in-uncompensated-care-per-year>

Ianzito, C. (2016, November). The Cost of Family Caregiving: Out-of-Pocket Spending Surprisingly High. <http://www.aarp.org/home-family/caregiving/info-2016/caregiving-out-of-pocket-cost-report.html>