



Continence Care newsletter

For healthcare professionals

Ostomy Care / Continence Care / Wound & Skin Care / Urology Care



BUILDING TRUST IN TREATMENT THROUGH MOTIVATION

One of the keys to helping patients accept intermittent self-catheterisation (ISC) is getting them to trust the treatment and commit to it. To make this happen, patients need to see the value of ISC, and how it can help them live the life they want to lead.

Short term rewards to motivate patients

Healthcare professionals are used to thinking in long-term health scenarios. To encourage adherence, you typically use argumentation such as: 'If you stick to the ISC routine and empty your bladder four to six times a day, you'll maintain good bladder health, reduce risk of urinary tract infections (UTI) and kidney problems.'

The problem with this approach is that these long-term scenarios often provide insufficient motivation for patients.

UTI's may not be something the patients are experiencing right now; and the importance of good bladder health might be somewhat abstract to them. Consequently long-term perspectives are typically not strong enough to motivate the patient to accept and adhere to the treatment.

To effectively motivate patients, the long-term perspective needs to be combined with short-term rewards.¹

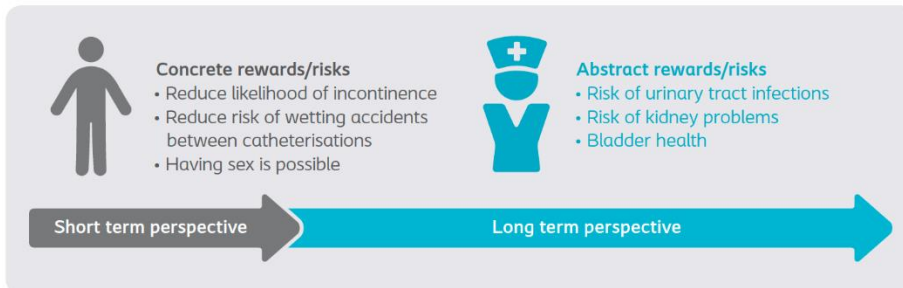


¹ Coloplast_Market_Study_IC Research_2015_Data-on-file (PM-03238)

Identifying the short-term rewards

To motivate patients to stick to good ISC routines, you could try to focus more on the short-term rewards of such behaviour. Once you have uncovered the fears or desires the individual patient has, show them how ISC enables them to overcome a specific fear or achieve a specific desire.

This figure illustrates both the short-term rewards of adhering to ISC and the long-term risks of non-adherence.¹



An example

If you talk to patients who are primarily concerned about resuming an active sex or sports life, you can encourage them to see the advantages of ISC by highlighting that they can do it without wearing any products unlike if they use a permanent catheter with a urine bag attached. This gives them more freedom to enjoy.

Uncovering fears

For tips on how to uncover patients' fears, see the Continenence Life Study Review 2017/18, Chapter 1 "Identify the patient's fears".