

*Barcelona, Spain*

## **CTE 5 - Interactive**

Technologist Committee

**Tuesday, October 15, 14:30-16:00**

### **Session Title**

**Patient Communication**

### **Chairpersons**

Pedro Fragoso Costa (Essen, Germany)

Karren Fader (Halifax, Canada)

### **Programme**

14:30 - 15:00 Débora Miranda (Lisbon, Portugal): Health Communication through Design Thinking and Idea Reframing

15:00 - 15:30 Martin Lee (London, United Kingdom): Patient Welfare and Advocacy - A View from the Inside

15:30 - 16:00 Tanja Perko (Mol, Belgium): Risk Communication - Why and How to Communicate about Ionizing Radiation?

### **Educational Objectives**

1. Identify the underlying principles of patient communication
2. Understand the concept of health communication strategies
3. Define PPI/E and how it benefits the technologist group
4. Apply risk communication strategies in the context of medical exposure to ionizing radiation

### **Summary**

Nuclear medicine engages a multidisciplinary team of technologists, physicians, physicists, radiopharmacists, nurses and others, in the delivery of ionizing radiation for diagnostic and therapeutic purposes. The sole purpose of this multidisciplinary team is one only: to cure a patient.

In the era of personalized medicine, therapeutic and diagnostic schemes are tailored for patients, as to achieve optimized results, minimizing side effects and making the clinical visit as pleasant as possible. Effective health professional – patient communication is a central clinical function in building a therapeutic relationship. This is true in all steps of the patient's path in the nuclear medicine department and with all health professionals that she/he encounters. Patient literacy is not only crucial for psychosomatic patient well-being, but also plays a role on image quality and diagnostic accuracy.

Not only in the clinical routine, but in academic research, is the patient involvement fundamental. The patient's perception and motivation towards scientific discovery and translation can clearly influence society to drive advances in health.

As nuclear medicine is intricately connected with the use of ionizing radiation, that can bring some confusion and arise fear to patients and the public in general. The knowledge of radioprotection principles and the concept of risk is fundamental for nuclear medicine health professionals. As is the capacity of

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communicating such complex topics in such a way that patients and caregivers have a realistic perception of the associated risk.

This session will lead the audience from the very fundamental strategies of communication, bring up the experience as patient and patient representative, and finally close with the more specific and practical topic of communicating health risk arising from ionizing radiation.

**Key Words**

Patient involvement, Patient communication, strategies and methods