



Global Study on Patient-Doctor Communication Edition

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(Global Study on Patient-Doctor Communication)

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From the Editor

Dear Reader,

We are happy to present to our readers the latest Edition of Gallup Pakistan's Health, Healthcare and Lifestyles Cyberletter. This Edition focuses on a global study on Patient-Doctor Communication. We look forward to your comments and feedback. More details can be found on our website www.gallup.com.pk

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Global Study Patient-Doctor Communication

In this Issue of the **Cyberletter - Health, Healthcare and Lifestyles**, we are presenting findings from a Global Study on patient-doctor communication across the World. This study was carried out by **WIN-Gallup International** in **23 countries** across the world during 2010. In total 22,581 adults were interviewed who had an experience of medical consultation in the last 12 months. Gallup Pakistan conducted the survey in Pakistan as the Pakistani member of **WIN-Gallup International Global Team**.

This Study brings unique insight into **Patient-Doctor Relationship** i.e. how patients perceive the communication skills of doctors, how loyal are patients to their doctors, do they trust them for choosing the right treatment for them etc. We will mainly present findings from Pakistan and compare them with the Global Average wherever appropriate.

Highlights

Pakistan compared with the world on **4 Key Indicators**:

- **On Trust:** Pakistanis trust their doctor at par with global average (61% : 60%)
- **On Communication Comfort:** However they think of their doctors to be a poor communicator. On CAT Scale, 7 (Pakistan) : 29 (Global Average)
- **On Loyalty:** Pakistanis are less loyal to their doctor than the global average. 46% (Pakistan) : 58% (Global Average)
- **On Health Professional as Principal Source of Information:** Compared to the global average, fewer Pakistanis turn to a health professional as principal source of information. 57% (Pakistan) : 71% (Global Average)

SECTION I: DOCTORS' COMMUNICATION SKILLS

1. How do People perceive Communication of Doctors with them?

There is an old saying that half of the illness could be cured by merely talking to a doctor. In today's world, where time is money and Doctors have long queue of patients to attend to; patient-doctor communication has become very limited and focused. But how a patient perceives the communication skills of a Doctor is one of the measures of success of a Doctor. So these skills are taught to the young generation of Doctors as part of their medical training. Here we give how the people across the world rate their Doctor's Communication skills based on their recent experiences.

In this survey the respondents were asked:

“Communication with patients is a very important part of quality medical care. We would like to know how you feel about the way your doctor communicated with you. Thinking of your most recent visit, please rate the doctor's communication with you in each of the following aspects”

Below is the Data from Pakistan

The Doctor...	Poor	Fair	Good	Very Good	Excellent	DNK / DNA
Greeted me in a way that made me feel comfortable	4	38	29	20	7	2
Treated me with respect	2	27	41	21	7	2
Showed interest in my ideas about my health	3	31	30	26	7	3
Understood my main health concerns	2	25	35	24	8	7
Paid attention to me (looked at me, listened carefully)	3	19	35	23	9	10
Let me talk without interruptions	3	21	33	25	7	11
Gave me as much information as I wanted	6	19	36	21	6	12
Talked in terms I could understand	3	22	30	27	7	10
Checked to be sure I understood everything	2	23	32	26	6	10
Encouraged me to ask questions	3	22	33	22	8	11
Involved me in decisions as much as I wanted	3	25	36	18	6	11
Discussed next steps, including any follow-up plans	5	21	31	22	8	13
Showed care and concern	4	21	34	21	9	11
Spent the right amount of time with me	3	23	34	22	7	11
How would you rate the care provided by your doctor?	2	24	32	23	8	11

Source: Gallup and Gilani Surveys as part of WIN-Gallup International Global Study, 2010

Note: The figures in the above show percent respondents rating each attribute as poor, fair, good, very good and Excellent. These are from Pakistan.

2. How do People Rate their Doctor’s Communication? Communication Assessment Tool (CAT) Score

Based on the above question, CAT score* is calculated as the average of the excellent ratings for the 15 physician communication skill attributes mentioned above.

Globally, the average CAT score of the 23 surveyed countries is at 29. This is a low score but Pakistan stands in the lowest group with a CAT Score of 7.



Source: Gallup and Gilani Surveys as part of WIN-Gallup International Global Study, 2010

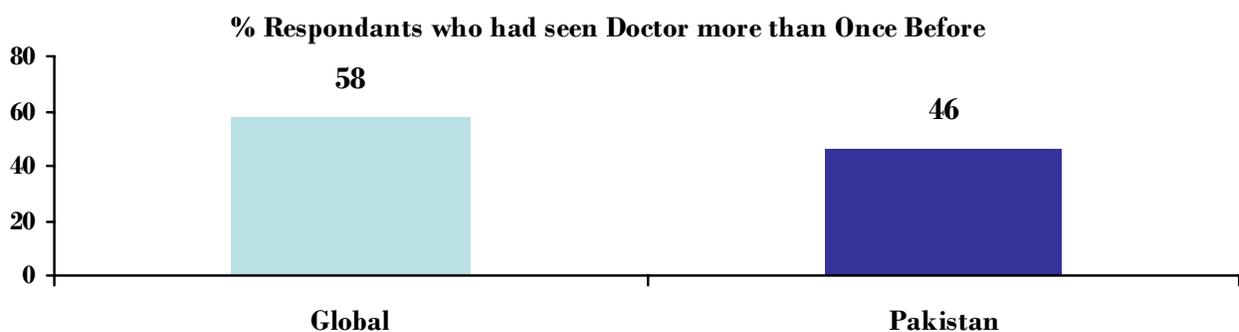
***This Score was developed by Makoul et al. They found out that scoring the CAT based on the proportion of items rated as excellent is more meaningful than summarizing the scores using means. Their psychometric analysis of response scales indicated that ‘a rating of excellent’ was akin to ‘yes’, while even ‘very good’ was closer to ‘no’ than ‘yes’.*

SECTION II: VIEWS ON PATIENT LOYALTY

1. People often Visit their Specific Doctors again and Again: Are your Patients loyal to you?

Globally, 58% say they returned to see a Doctor they had seen more than once.

When asked, “*Have you seen this doctor before?*”, 41% Pakistanis say they had seen that doctor once before, 46% had seen him/her more than once and 11% were new to the Doctor. 2% gave no answer.



Source: Gallup and Gilani Surveys as part of WIN-Gallup International Global Study, 2010

2. Do people Recommend their Specific Doctors to Others?

In today's capitalized World, if we consider Healthcare as an Enterprise or a Business then your patients are your clients. If your clients are happy with you and recommend you to others among their friends and family, your business is bound to succeed.

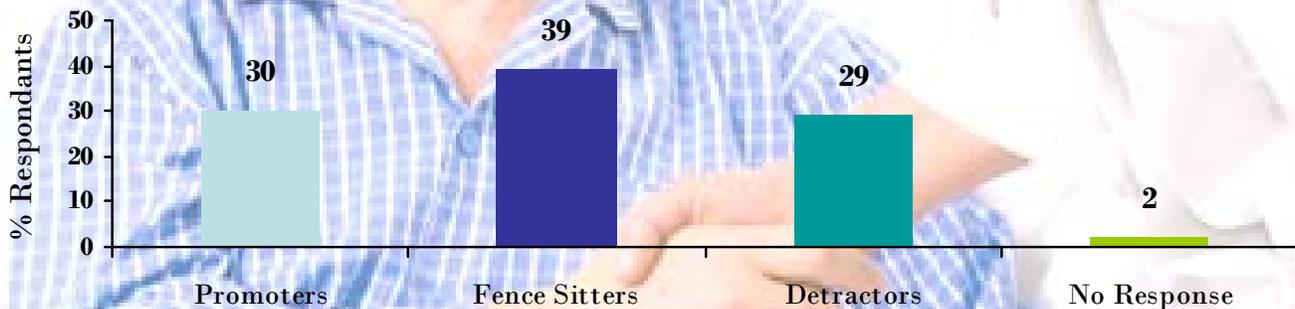
We ask respondents in 23 countries that, "Please rate the doctor you most recently met with on a scale of 0-10, where 0 means you would never recommend and 10 means you would definitely recommend this doctor".

Globally, 44% say that they would recommend their Doctor (Rate 9 and 10); we call them as "Promoters".

32% rate their doctors as 7 or 8. we call them as " Fence-Sitters" i.e. they are not likely to recommend but still give their doctors a good score.

22% of the respondents around the world rate their doctors as 6 or less. We are calling them "Detractors" i.e. they are not likely to recommend their doctors.

In Pakistan, the corresponding figures are:



Source: Gallup and Gilani Surveys as part of WIN-Gallup International Global Study, 2010

Based on these, a Net Promoter Score is calculated by subtracting Detractors from Promoters. Globally this Score is 22%. In Pakistan, this is 1% only.**

** Net promoter Score (NPS) is a consumer loyalty metric. This was developed by Fred Reichheld, Bain & Company, and Satmetrix.

SECTION III: VIEWS ON TRUST IN DOCTORS

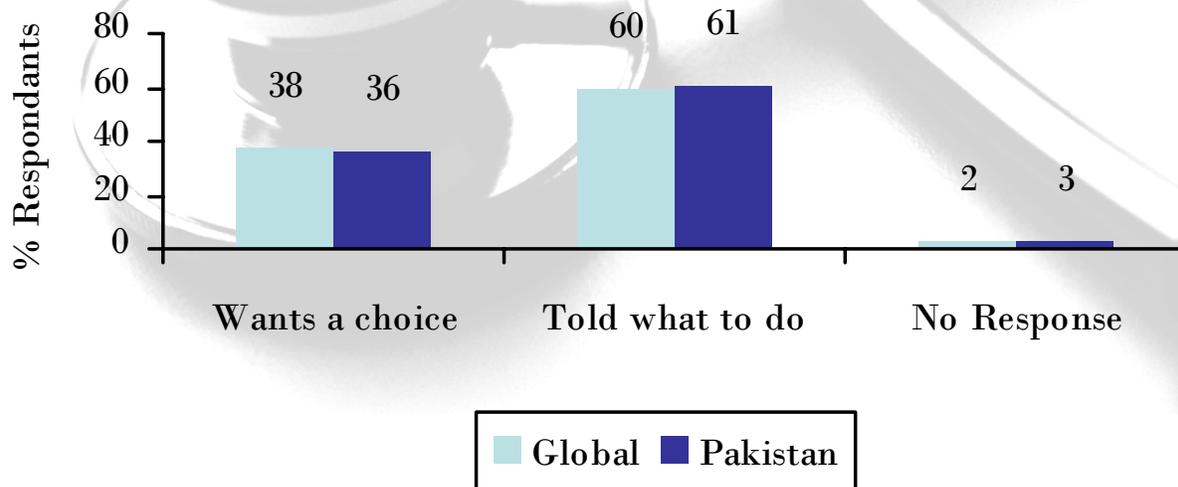
1. Do people Want a Choice?

In today's world people are becoming more and more informed about their health. There is information available about different diseases and their treatments. People often engage with Doctors in making decisions about the treatment options. But one wonders that are there still some who have blind faith in their Doctor's choice and decision?

In this survey, the respondents across the continents were asked ***“Do you agree or disagree to the statement: I prefer that my doctor just tell me what to do rather than give me choices.”***

Globally, 60% say they prefer that a doctor tells them what to do, 38% want a choice and 2% gave no answer to this question.

The comparative figures from **Pakistan** are as follows:



Source: Gallup and Gilani Surveys as part of WIN-Gallup International Global Study, 2010

2. Was the Best Medicine Prescribed to You?

Globally, 51% say that they have a medication that was prescribed by a doctor. In **Pakistan**, 34% say they have a medication that was prescribed by a doctor.

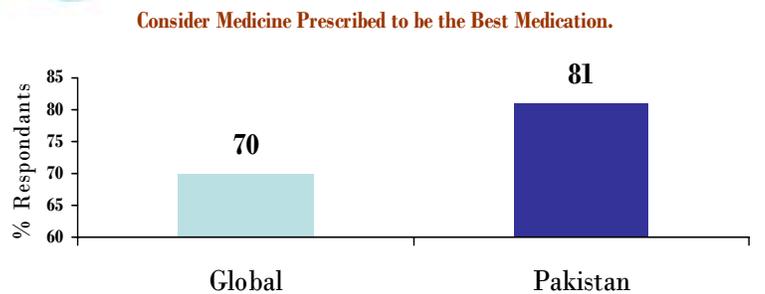
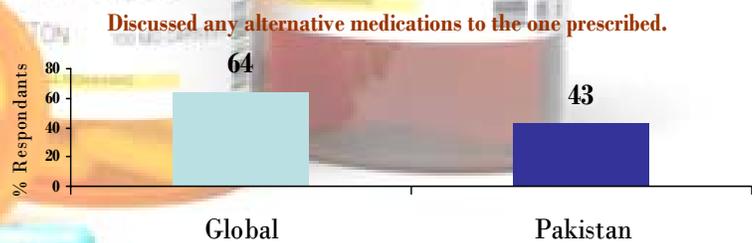
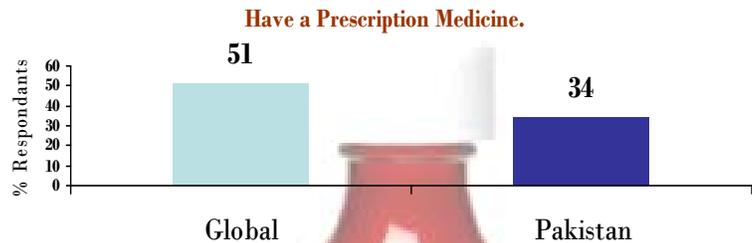
“Are you aware of any alternative to your prescription medication that was available or are you only aware of the medication you were prescribed?”

Globally, 41% say they are aware of the alternative; the corresponding figure for **Pakistan** is 31%.

Those who were aware of the alternative were asked, *“Did you and your doctor discuss any alternative medications to the one you were prescribed?”*

Globally, 64% say that the alternatives were discussed; the corresponding figure in **Pakistan** is 43%.

Globally, 70% say that they think they were prescribed the best medication when asked *“Why do you think you were not prescribed the alternative?”* In **Pakistan**, 81% say they think they were prescribed the best medication.



Source: Gallup and Gilani Surveys as a part of WIN-Gallup International Global Study, 2010

This shows great amount of trust shown by the patients in their Doctor’s choice of medication.

SECTION IV: VIEWS ON SOURCES OF INFORMATION ABOUT HEALTH

1. What do People Use the Most to Access Information?

Globally we asked respondents, “*In the past year, which of the following have you used to gain information about your health?*”

(Respondents were asked separately for each source and asked if they have used or not)

Globally, Health Professionals are the most common source used (71%), followed by Friends/ Family (47%). 30% say they used Online Product/Disease sites, 30% used Television, 21% used Magazines, 20% used Books, 16% used Online Patient Communities, 11% used radio while 7% used Other sources.

In Pakistan, the findings are given below:

	YES (%)	NO (%)	Don't Know/ No Answer (%)
Health Professionals (Doctors, Nurses, Pharmacists, etc.)	57	42	1
Friends/ Family	33	63	4
Online patient communities (Chatrooms? Support Groups)	7	88	5
Online Product/ Disease Sites	8	89	3
Magazines	12	82	6
Books	10	84	6
Television	17	77	5
Radio	10	87	4
Other	1	18	81

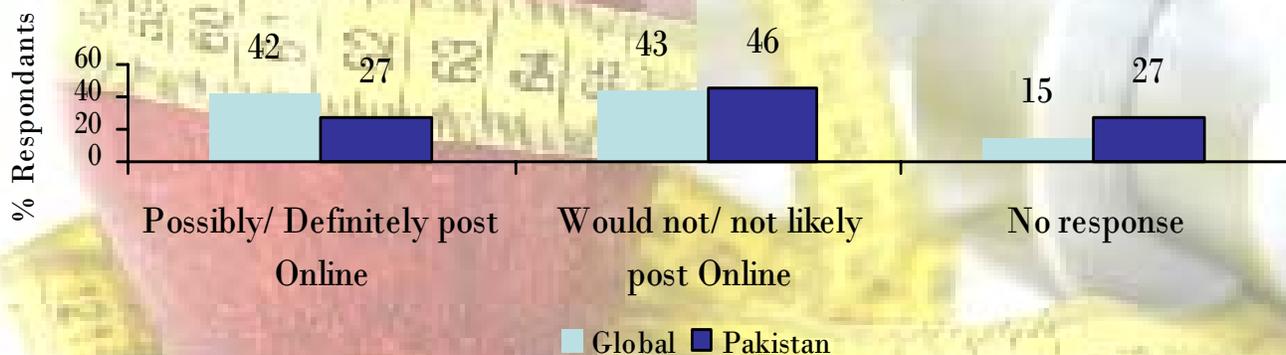
Source: Gallup and Gilani Surveys as apart of WIN-Gallup International Global Study, 2010

2. Are people willing to use Online Resources?

We asked the respondents across the globe, “If you wanted an expert to answer a specific question about your health, how likely are you to post or ask that question online?”

Globally, 42% say that they would definitely or possibly post it online whereas, 43% would not like to do it and 15% did not answer this question.

In Pakistan, people are less likely to use online sources as compared to global average. This is understandable as Internet usage is still limited in the country.



Source: Gallup and Gilani Surveys as part of WIN-Gallup International Global Study, 2010

METHODOLOGY NOTES

The findings in this Cyberletter are from a WIN-Gallup International Global Study on Patient-Doctor Global Communication Assessment. This study was carried out in 23 countries of the World from the end of May 2010 to the beginning of August 2010. The survey in 23 countries was carried out by renowned pollsters associated with WIN-Gallup International. Multiple modalities of interviewing e.g. Face to face, Online, CATI, CAWI etc were used in different countries. On the whole, 22,581 respondents were interviewed. These were men and women over the age of 18 years who had met with a doctor in last 12 months. Each sample is representative of its country’s population in terms of socio-demographic variables. The error margin per country is between +/- 2.42% and 4.98% at 95% Confidence level.

In Pakistan, the survey was carried out by Gallup Pakistan. Face to face, in-house interviews were conducted with 1514 adult men and women spread across the four provinces (both rural and urban areas). Multi-stage Random Area-Probability Sampling was used. The error margin is estimated to be between +/- 2-3% at 95% Confidence level. The results have been weighted according to rural-urban population proportions of the four provinces in 1998 Census to get National Average. The Survey was carried out during August, 2010.



For more details on Methodology, please consult the Editorial Team.

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