

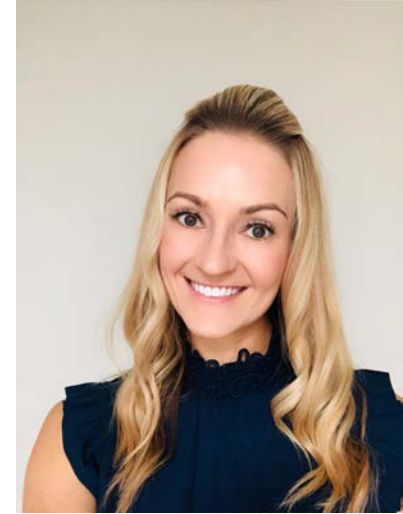
Impact of the Rising Role of Healthcare Consumerism on the HCP-Patient Dialogue



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Enlightening Results

Transformation of Point of Care

- *POC is no longer where the doctor is but where the patients are!*
- *Gone are the days when doctors only know best*
- *What is Participatory Medicine?*

Team Building: Partnership

Physicians

- *Treat my patients and their caregivers like partners, peers, and collaborators*
- *Learn and respect patient goals, values, and preferences*

Patients

- *Play an active role on the care team as a patient or caregiver*
- *Reach out to other caregivers for help and take care of myself so I can take care of others*



How Do We Best Prepare Patients For Their Journey?



Quadruple Aim of Health Care

