

# PERSON-CENTRED CARE IN RADIOGRAPHY

SKILLS FOR PROVIDING  
EFFECTIVE PATIENT CARE



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WILEY Blackwell



# Person-centred Care in Radiography

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## Skills for Providing Effective Patient Care

First Edition

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# CHAPTER 1

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## Introduction

Ruth M. Strudwick and Emma Hyde

Patient care is an important and sometimes overlooked part of the otherwise technical and mechanistic roles of the diagnostic and therapeutic radiographer. Increasing emphasis has been placed on the quality of care provided by all health professionals in publications such as the National Health Service (NHS) Five Year Forward View (NHS England 2014), The Long-term Plan (NHS England 2019) and the Health Foundation's Person-centred Care Made Simple document (The Health Foundation 2014) and this is driving changes in attitudes towards patient care. The Francis Report (Francis 2013) and 'Hello My Name is' campaign (Granger 2013), have also highlighted the need for improved communication skills to display compassion in health care. In radiography, the highly technical nature of the professional role can lead to a tension between image production or treatment delivery, and the time and personal resources available for patient care. The Covid-19 pandemic has heightened the emphasis on patient care skills and brought into sharp focus how the quality of the interaction between radiographer and patient can make a difference to the individual service user's experience.

There are several terms in common use when discussing the quality of care delivered by health and social care professionals. These terms are patient, person, or family-centred care. Patient- and family-centred care overlap significantly, and can be defined as:

"Patient and family centred care encourages the active collaboration and shared decision making between patients, families and providers to design and manage a customized and comprehensive care plan"

—NEJM Catalyst 2021

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Person-centred care has been evolving since the 1980s, starting with the work of the Picker Institute (Picker Institute Europe 2022), who strived to achieve their vision of:

"The highest quality person centred care for all, always."

The Health Foundation (2014) built upon this work to develop their definition of person-centred care:

"Person-centred care supports people to develop the knowledge, skills and confidence they need to more effectively manage and make informed decisions about their own health and health care."

Tensions between providing person-centred care and the UK NHS model of health and care delivery are particularly evident with imaging and radiotherapy services (Bleiker 2020). Reductionist approaches to patients and continued focus on the symptomatic body part or pathology being treated can result in a lack of holistic person-centred care. Advances in imaging and radiotherapy technologies are changing how services are delivered, enabling significant efficiency improvements, but this may be at the expense of person-centred care approaches. Examples are provided in Hyde & Hardy (2021) and Taylor (2020) of how radiography services can be perceived by service users which demonstrate the importance of person-centred approaches:

"I think, probably for radiographers more than quite a few other professions, they've got to be experts in something that's a bit more technical. They've got to be good at the technical, but maybe the communication thing is as much their skill set. It really needs to be worked on because from the patient's point of view they're both equally important."

—Diagnostic radiography patient

"They actually want to find out, find out how they can best help you and by finding out that and then doing that, that is the compassion side of it, as opposed to just a carte blanche or I'm really sorry or, you know, it is a way of going beyond that and saying, right, I want to find out how I can best help out that person."

—Therapeutic radiography patient

"You want the person [radiographer] to smile, to engage with you as a person, not purely [as] a patient. So sometimes it's just a few words, could be about the sort of time you took to get there or the weather or anything, it doesn't have to be formal, that's the main thing."

—Diagnostic radiography patient

"Be considerate really, they're a person, don't just view them as a body, going through this machine."

—Diagnostic radiographer

"And I think asking them how they feel as well because what might be important to one person isn't to another and its very individual to that patient."

—Therapeutic radiographer

Radiography professionals should ensure that as services change and adapt, person-centred approaches, and informed decision making, remain at the core of their day-to-day practice. Throughout this book we will use the term 'person-centred care' to encourage a more holistic view of the individuals we are providing imaging or radiotherapy services for. We may also use the terms 'patient' and 'service user', and this will depend on the context of the discussion. Not everyone accessing imaging or radiotherapy services is a patient, for example pregnant women attending for ultrasound imaging, or people attending a screening programme including the abdominal aortic aneurysm screening programme or the national breast screening programme.

This book will explore the complex interpersonal skills required of radiotherapy practitioners and medical imaging professionals that enable the provision of high-quality person-centred care in radiography. The book brings together the research, experiences, expertise, and interests of all the authors, and is targeted at all staff working within diagnostic and therapeutic radiography, whether in clinical departments or educational institutions. This includes radiographers, assistant practitioners, support workers, and administrative staff. This book can also be used in radiography education and training by both students and educators, and by clinical staff who wish to reflect on their own practice and develop their person-centred care skills.

This book is unique in that it is grounded in research undertaken by the authors. The authors' research explores service users', radiography students',

and professionals' experiences to provide an evidence-based perspective on current practice, which combined with their clinical expertise, has been used to develop a book which promotes self-reflection, provides personal and professional development tools, and will help clinicians prepare to meet patients' expectations in clinical practice.

Throughout the book there are activities for readers to undertake to encourage self-discovery and reflection; the reader can then apply their learning to their own role. There are also scenarios developed by service users based on real-life practice, to demonstrate the impact of the professional's behaviour on the care received which allow reflection on person-centred approaches/values-based approaches. Diagrams and illustrations are used throughout the book to provide visual representation of the concepts presented.

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SECTION



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# UNDERSTANDING OURSELVES

