



Getting physicians to embrace  
“the conversation”

A submission for CHCF Design Challenge by Good  
Medicine, PC

# The problem

- Only 30 % of Americans have Directives
- Most people create a Directive or Living Will with an attorney
- 79% of patients in California want to talk about end of life care with their physician
- As few as 7% have discussed their Directive with their physician

# Barriers for Physicians

- Time
- Lack of training
- Lack of reimbursement
- Their own discomfort/fears/past personal experiences

# Solution

- A MULTI-DISCIPLINARY physician-led movement to **motivate peers** to engage in this discussion
- A physician-led movement **that lowers the barriers for patients** to ask their physicians to discuss the kinds of decisions they or their family may need to make for them.

An organization of physicians who  
embrace “the conversation”



# Starts with a video

- Physicians telling THEIR stories
- Personal and professional experiences with critical illness and death
- Told in an extemporaneous and emotional manner
- Shown via internet and in health care settings.
- Shown as PSA on television

# Examples of physician testimonials

View the video at [www.vimeo.com/68146290](http://www.vimeo.com/68146290)



Physicians who have agreed to participate thus far:

Dr. Jennifer Brokaw

-Emergency Med

Dr. Lael Duncan

-Internal Med

Dr. Leslie Campbell

-Cardiology

Dr. Dzovag Minassian

-Internal Med

Dr. Steve Ruoss

-Critical Care

Dr. Wayne Pan

-Orthopedic Surgery



# What else could we do?

Training Programs for Physicians  
through Talk to Me

A Quality Assurance program for  
Hospitals and other health care  
entities through Talk to Me  
(trainings, certification)

A collaboration with existing  
organizations to encourage use  
of Directives and POLST.

A new symbol of QUALITY  
and PATIENT CENTERED CARE



Started by **PHYSICIANS!**

RESULT:  
BEHAVIOR CHANGE!  
(on the part of **patients** *and*  
**physicians**)

The Talk to Me project builds on the formula set out by Chip and Dan Heath in their book Switch about changing behavior effectively:

1. “Find the Bright Spots”: Physicians willing to talk
2. “Build Habits”: Training of physicians to start these conversations
3. “Rally the Herd”: Create a video that entice more physicians to share their stories and embrace change.

"Not every patient can be saved, but his illness can be eased by the way that the doctor responds to him. In learning to talk to his patients, the doctor may talk himself back into loving his work. He has little to lose and everything to gain by letting the sick man into his heart. If he does, they can share--as few others can--the wonder, terror, and exultation of being on the edge of being"

-Quote from a patient as written up by Miller,  
Journal of Clinical Ethics 2009



**talk** *to*  
**me**