

# Robert Mandara Person Centred Care: Concept V Reality

- Robert was born with hereditary sensorineural deafness, wearing hearing aids before receiving bilateral implants in 2014 and 2016.
- He lives in Finland, working with the Finnish Hard of Hearing Association, is 1<sup>st</sup> Vice-President of EURO-CIU, the European association of CI users and on CIICA's Communication Group.
- And he always finds a new way of looking at things!





#### Person Centred Care Concept versus Reality

Robert Mandara

EURO-CIU 1<sup>st</sup> Vice-President





#### Please note!

I use "clinic" and "clinician" to mean <u>anyone</u> who provides a service to Cl users.



# Ford Sierra dashboard - design brief.





"Make the driver <u>feel</u> important"

A great concept...







#### Where are we now?

- Enthusiastic?
- Committed?

There's no gain without pain.



#### Is your clinic, region or service already focussed on person centred care?

- Bilateral implants for adults?
   Zero age discrimination?
   Appointments based on patient needs?
   Relatives of Cl candidates involved?
  - - 5. 24/7 technical support?
    - 6. Contact with 90-95% of candidates without CI?7. Person centred care before profit?



# Danger of increased tethering



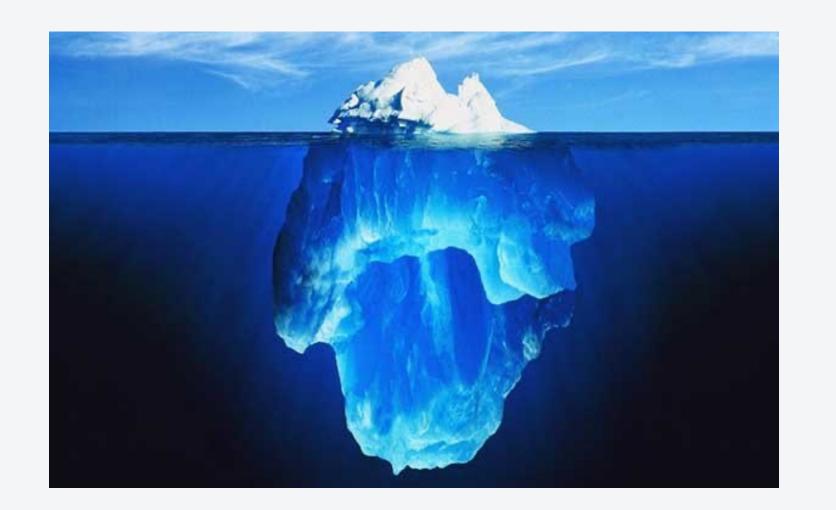


- Cl users must be free to move around, without fearing for their hearing.
- Best practices must be adopted globally.
- PCC is a global issue, not a local one.



# Who is the judge of person centred care?

- Clusers must be able to judge for themselves.
- Clinics must not self-assess on Cl users' behalf.
- Clinicians only see the tip of the iceberg, not the considerable and cumulative frustration bubbling below the surface.







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# How will we measure PCC?

- Cl users must be surveyed and asked for feedback.
- Feedback must be taken seriously and acted upon. Changes must be communicated to CI users.
- Audiadvisor® application?







### What's the solution?

- Cl user view front and centre, not clinic view.
- Consider whether PCC decisions are serving Cl users or clinics.
- If you cannot solve a problem, who can or should?
- Recognise that patients are unique, with unique requirements. Flexibility is key!



## Concept versus reality!



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