

VoP: Voice of the Patient

Studies show that doctors and patients weigh the components of treatment differently. For example, patients often value the impact of a disease on their quality of life more than the symptom and functional burdens. Every person has his/her own subjective perception of situations and we often get lost in them. Often, we learn a lot by putting ourselves in the other person's situation for a few moments, listening carefully and asking more questions instead of answering.

There are many ways to find out what matters most to your patients. **If you want to learn more about your patients, let your creativity run free, listen/look consciously and be surprised what they have to say.** The table below summarises some ideas and shows how you might get information:

Internal and external data sources

- Existing data sources, such as satisfaction surveys, feedback questionnaires, etc.
- Experts/ associations/ foundations or patient representatives
- Secondary data sources
- ...

Use of «listening posts»

- Complaints from patients, relatives or patient representatives
- Sales staff
- Reception or secretariats, waiting rooms, corridors etc.
- ...

Surveys and polls

- Interviews with patients or relatives
- Focus groups/ round tables
- Written surveys
- Observations/ Gemba Walks
- Suggestion box/ Feedback letter box
- ...