

WHAT YOU DON'T  
KNOW CAN HURT YOU

UNIQUE

HELP FOR PATIENTS

HERE'S *WHY*...





# every health care decision is a journey that is **unique to the individual**

We can **empower you in unique ways** that no one else can.

- We maximize your chance of receiving the right care, despite **surprising and serious challenges in health care that few people know about.**
- We focus on building *your* **awareness, preparedness and participation** in making health care decisions that are **most right for you.**

# awareness

We will show you **little known problems** that are *pervasive* in health care even though they are well-documented.

- These problems, **little known even by most doctors and other health care providers**, may put you at **grave** risk.
- We want to save you from *preventable serious harms* that many unfortunate patients have experienced and that **could have been avoided** had patients and their physicians had a *little more understanding and a little more information*.
- We make all of this easy-to-understand for both you and your health care providers.

# awareness

The background of the slide is a composite image. On the left, there is a close-up of a microscope's eyepiece and objective lenses. On the right, there is a compass rose with a green center and a yellow outer ring, set against a blue and green textured background that resembles a map or a globe.

- **Reliable and useful medical science** should be the foundation for your care—but the reliability of medical science and its usefulness **isn't necessarily what you (or your doctors) think.**
- Further, doctors and other health care professionals frequently **do not understand how to evaluate and use medical science.** We tell you why this is important and how it affects you.
- To make matters worse, research says that **communications with your doctors** are likely to fail you and this puts **you at risk.**



**Mike Stuart MD**



**Sheri Ann Strite**

We are health care professionals and medical information scientists with long and varied experience in health care and research—and who also have **extensive experience as patients.**

- To help you deal with these problems, we give you **unique insights** into doctors, health care systems and the challenges of being a patient.
- We tell you **what to be on the alert for** and **strategies** for overcoming these issues.



we pull back the curtain on—

- **Secrets and challenges of being a doctor** that can affect your health care choices.
- **Health care as a business** and why this puts you at risk.
- **Challenges of being a patient** (and what you can do to help **change the course** of your health care).



we pull back the curtain on—

**Medical research**—it's (often) not quite what you think...

- We explain some **surprises about medical research**, and we explain some **research concepts**—making them **simple and understandable** to you.
- We also explain why some medical research may sound impressive, but **not actually help patients**.
  - Did you know that **few patients actually benefit from many treatments** (though people tend to mistakenly think that **everybody does**)? We will show you how to better judge your chances of being someone **who benefits**. We also provide you with some very easy-to-understand statistics (Can you do simple subtraction?)

# preparedness



Additionally, we want to prepare you by answering the following questions—

- What is **patient-centered care**?
- What does an **ideal patient-encounter** look like?
- **What kinds of information should you get + how should it come to you?**
- What are some **red flags** that should signal you that something is not going well?



# preparedness

- We teach you all about the **types of information you need** to make good health care choices and how to **optimize communications** with your doctors and others.
- **Without** this information, these skills and the tools we provide, **you are at risk for suboptimal decisions and outcomes.**

# preparedness

- We give you **insights into all the elements** you might want to think about when making a health care decision.
  - What **matters to you** most? Taking a chance on benefit or avoiding a particular harm?
  - What if the risk of that harm runs in your family?
  - What if you are going to be at risk of losing your job because of a potential for a side effect or harmful outcome that could affect your mobility?
- Questions like these...the answers, **all unique to you...**



# preparedness

We give you insights into various **decision-making choices** to help you pick a pathway that is **most comfortable** for you to make care decisions.

- How involved do you want your doctor to be?
- How involved do you want to be?
- How do you bridge this to maximize the chances for a decision in your best interest?

# preparedness

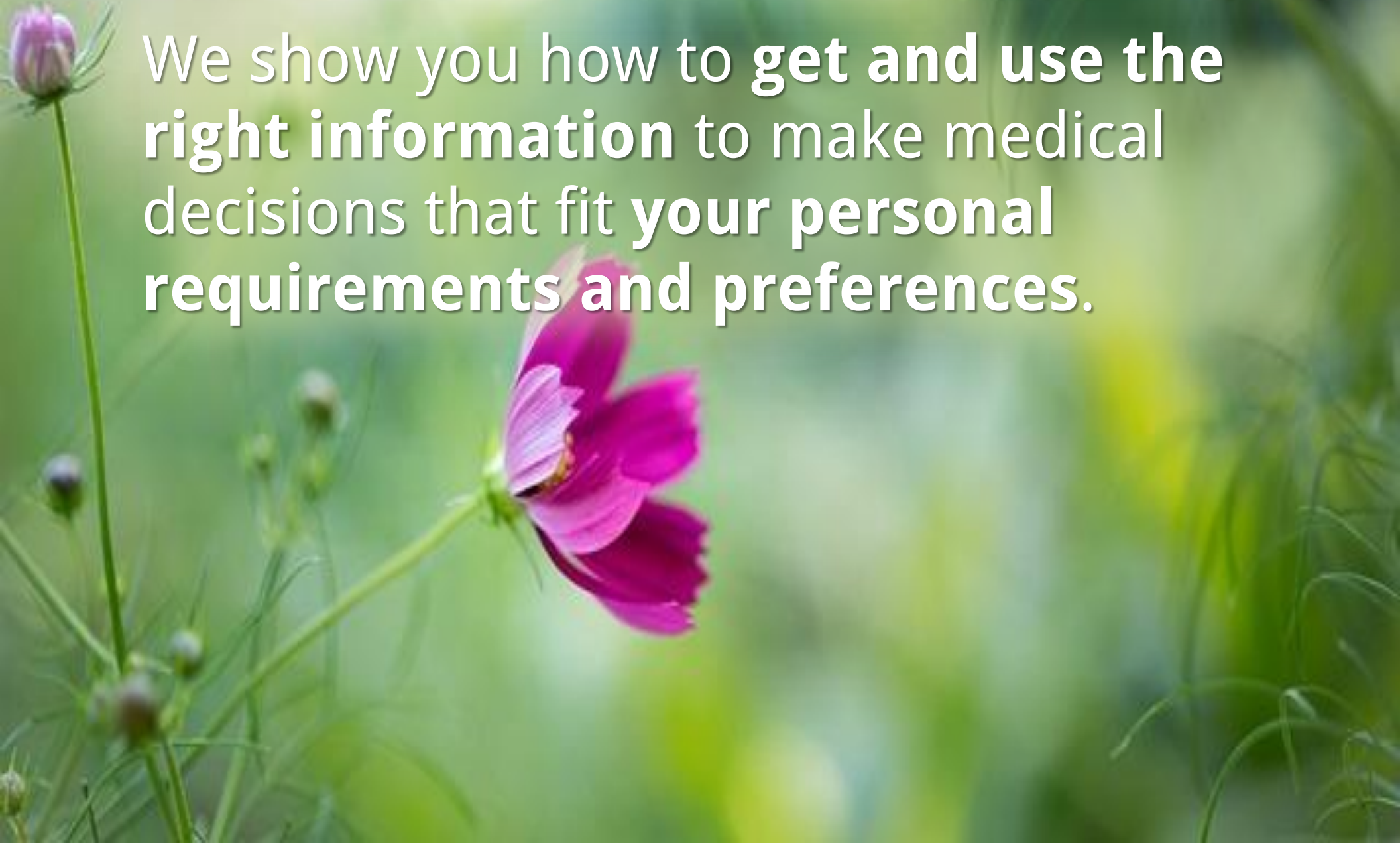
- We give you a list of **typical questions and considerations** that most patients want answered or addressed for you to effectively participate in your care.
- We give you tips on **how to use these questions**—and other questions of your own—to help prepare for your medical encounter.

# participation

- We give you information, ideas, strategies and key questions to ask to help you **prepare to participate** in each health care encounter.
- We give you help to request and get **the health care information you need and deserve** while **reducing your chances of being harmed**.


# participation

We show you how to **get and use the right information** to make medical decisions that fit **your personal requirements and preferences.**



# participation

- We give you suggestions, tips and even scripts to help you utilize **effective communications skills**, including what to do when you are not happy with the course of your care.
- We equip you with ideas to effectively react, respond and address problems in the areas of **communications, information and decision-making**.



you are unique +  
our book is unique  
to help you

- We provide you with **engaging case histories** and **examples** along with **tools** and details of **strategies** you can use as patterns for your **health care communications and decision-making.**
- Our book is a **resource you can use in your lifelong and unique journeys** through the world of health care.



# our goal

To help you make  
**truly informed**  
health care choices on  
your health care  
journey.





What You Don't Know Can Hurt You:  
*A Guide for Patients*

- Available at **Amazon**
- Read more at—
- [www.delfinigrouppublishing.com](http://www.delfinigrouppublishing.com)
- Includes a link to freely available patient resources
- Or our main website at [www.delfini.org](http://www.delfini.org)

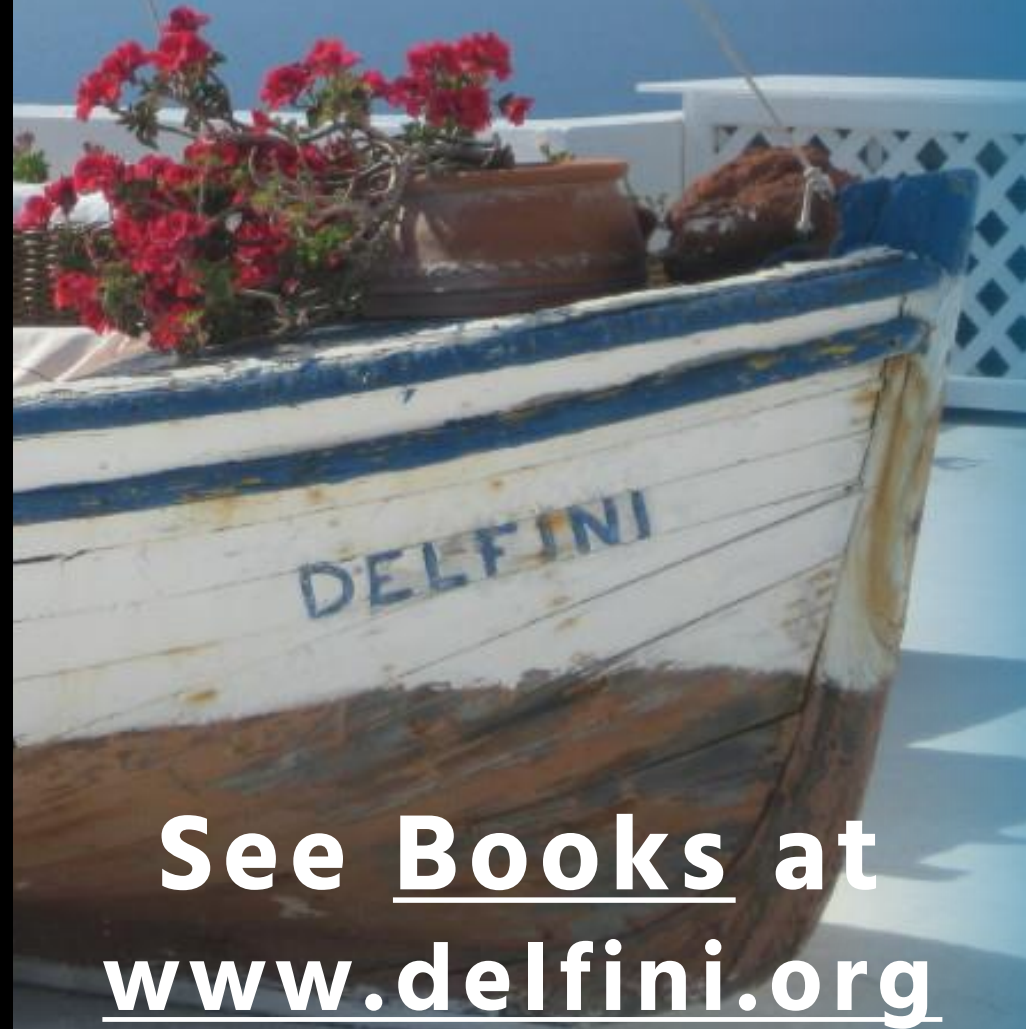
# What You Don't Know Can Hurt You

## *A Guide for Patients*



Help for Navigating  
Medical Information &  
Making Informed Decisions

Delfini Group Evidence-based Practice Series



See Books at  
[www.delfini.org](http://www.delfini.org)