

User goals-based approach to identify and prioritise underlying drivers of poor concordance with compression hosiery

ICC Working Group on Compression Hosiery

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Outline

Introduction

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Drivers of concordance / non-concordance

User goals

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Introduction

Concordance with compression hosiery, and other, therapies is low¹⁻⁵

The reasons are likely to be many, complex, different for each patient⁶⁻¹⁰

Patients may have multiple reasons for low concordance⁶⁻¹⁰

Some reasons may be known already

Cultural / national differences may driver differences in concordance

Increasing / improving concordance starts with a full understanding of the
key reasons for low concordance

Perspectives

Low concordance is likely to be driven by different perspectives

- Patient
- Patient's family / lay carer and friends
- Healthcare professional
- Product

Perspectives 1

Patient, family, lay carer

| Perspective | Whose? |
|--|---------|
| Age | P, F, L |
| Strength / flexibility / comorbidities | P, L |
| Psychology related to concordance | P |
| Beliefs / experience about the condition / hosiery ^{10, 11} | P, F, L |
| Availability | F, L |
| Social factors ⁹ | P |
| ADL ¹² | P, F, L |
| Education level / ability to assimilate medical information | P, F, L |
| Interaction with the product | |
| Donning / removing / comfort ¹² | P, F, L |
| Laundering and ordering replacements | P, F, L |
| Delivery / unpacking | P, F, L |

Perspectives 3

Healthcare professionals and Product

| HCPs | Product |
|---|----------------------------------|
| Expectations | Elasticity |
| Specialist | Stiffness |
| Nurse, bandagist, community carer | Stretch |
| Prior experience / knowledge ^{6-8, 13-15} | “Medical” design |
| With hosiery | “Consumer” design |
| With the patient | Product degradation |
| Communication with patient | Donning / removal aids in design |
| Explaining the condition | Secondary donning / removal aids |
| Explaining the role/use of hosiery | |
| Explaining likely outcomes | |
| Communication with patient’s family / carer | |

Identifying drivers of concordance

Concordance / non-concordance are behaviours

Behaviour: individual action driven by beliefs and goals

User's ability to achieve goals drives adoption

Beliefs and goals can be identified by research¹⁶

Beliefs and goals, and the degree to which goals are met, can be prioritised to determine which are common or key drivers of behaviour

Focus on User Goals

Focus on goals for “using hosiery” encourages users to think about their reasons to use, and aims for, hosiery and allows identification of all reasons for non-concordance

Focus on hosiery alone restricts thinking to the product only and increases difficulty in identifying why a user is non-concordant

Who are hosiery “Users”

The patient

The health care professional (HCP)

Any HCP who interacts with the patient

The patient’s “lay carer” (eg family / friend)

The patient’s family

The patient’s friends

What are User Goals?

The user's aims and objectives in the context of using hosiery to manage a medical condition

Functional goals: related to managing the condition

Personal goals: related to the user's daily life, comfort, QoL

Social goals: related to the patient's interactions with others

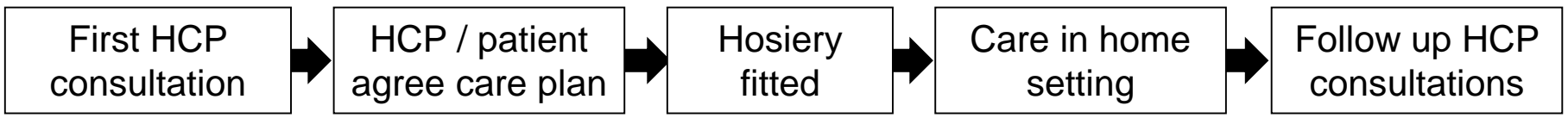
Proposal

Conduct systematic user goals research to identify the key drivers of behaviour related to non-concordance with hosiery

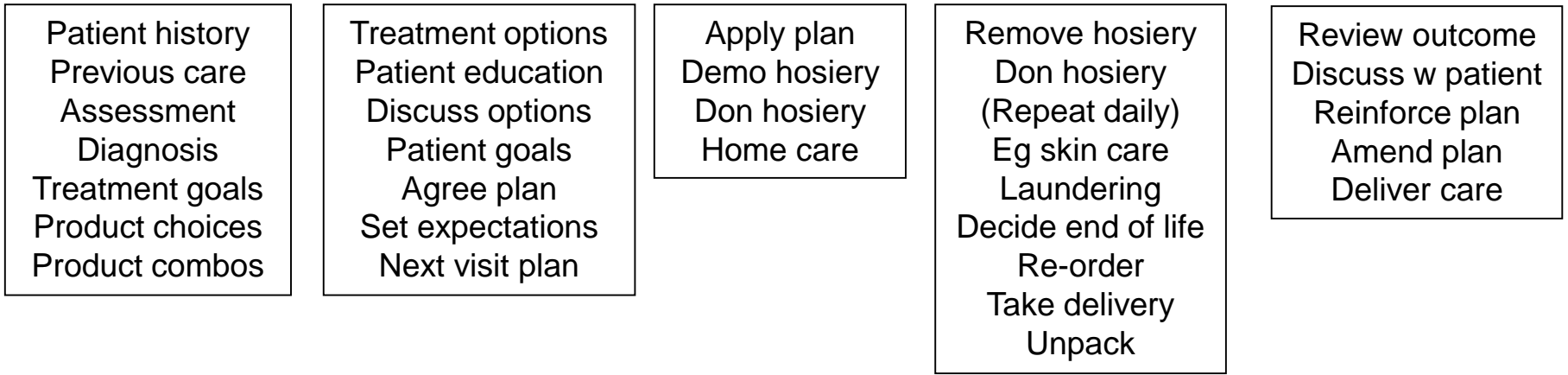
Outcome and benefit: develop a clear understanding of where to focus in order to improve concordance

Goals Research Process

Define the pathway for “using hosiery” with users (example)



Pathway detail for “using hosiery” (examples)



Determine factors that make achievement of pathway steps easy or difficult. Identifies functional, personal and social goals that drive concordance / non-concordance with the activity “using hosiery”

Process Detail

- Identify users appropriate to the objectives
- Develop the pathway with users
- Develop discussion guide
 - Ensure focus on functional / personal / social goals
 - Run pilot to test usability of discussion guide
- Independent interviewer conducts user interviews
- 15 respondents per group (hosiery type / indication / HCP / carer etc.)
- Account for different countries
- Goals prioritised and mapped based on responses

Summary

User goals research is proposed to develop a detailed understanding of the causes for low or non-concordance in using hosiery

The outcomes will inform approaches to improve concordance by focusing on the goals of the patient, the HCP and others and drive improvements in communications with users and product design

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