



# Inside Palliative Care

**Presentation – July 8<sup>th</sup>, 2008**

Montréal

Québec

Edmonton

Toronto

Calgary

Philadelphie

New York

## Method

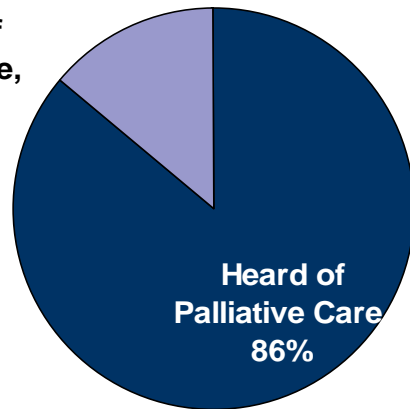
- ▶ Two separate online surveys were conducted in this study.
- ▶ The first survey was among 2,626 adult Canadians, of which 1,212 were close to Palliative Care (meaning a close friend or family member had received Palliative Care). Of these, 356 were involved in providing the care themselves.
- ▶ The second survey was among 237 Registered Nurses, all of which work, to some degree, with Palliative/End-Of-Life Care.
- ▶ For this report, all graphs pertaining to the General Population survey will be shown in blue, while all graphs pertaining to the Nurses survey will be shown in red.

# Awareness of Palliative Care

# Canadians have Heard of but are Unfamiliar with Palliative Care

## Awareness of Palliative Care

Not heard of Palliative Care, 14%



## Familiarity with Palliative Care

Very familiar

16%

Somewhat familiar

41%

Not very familiar

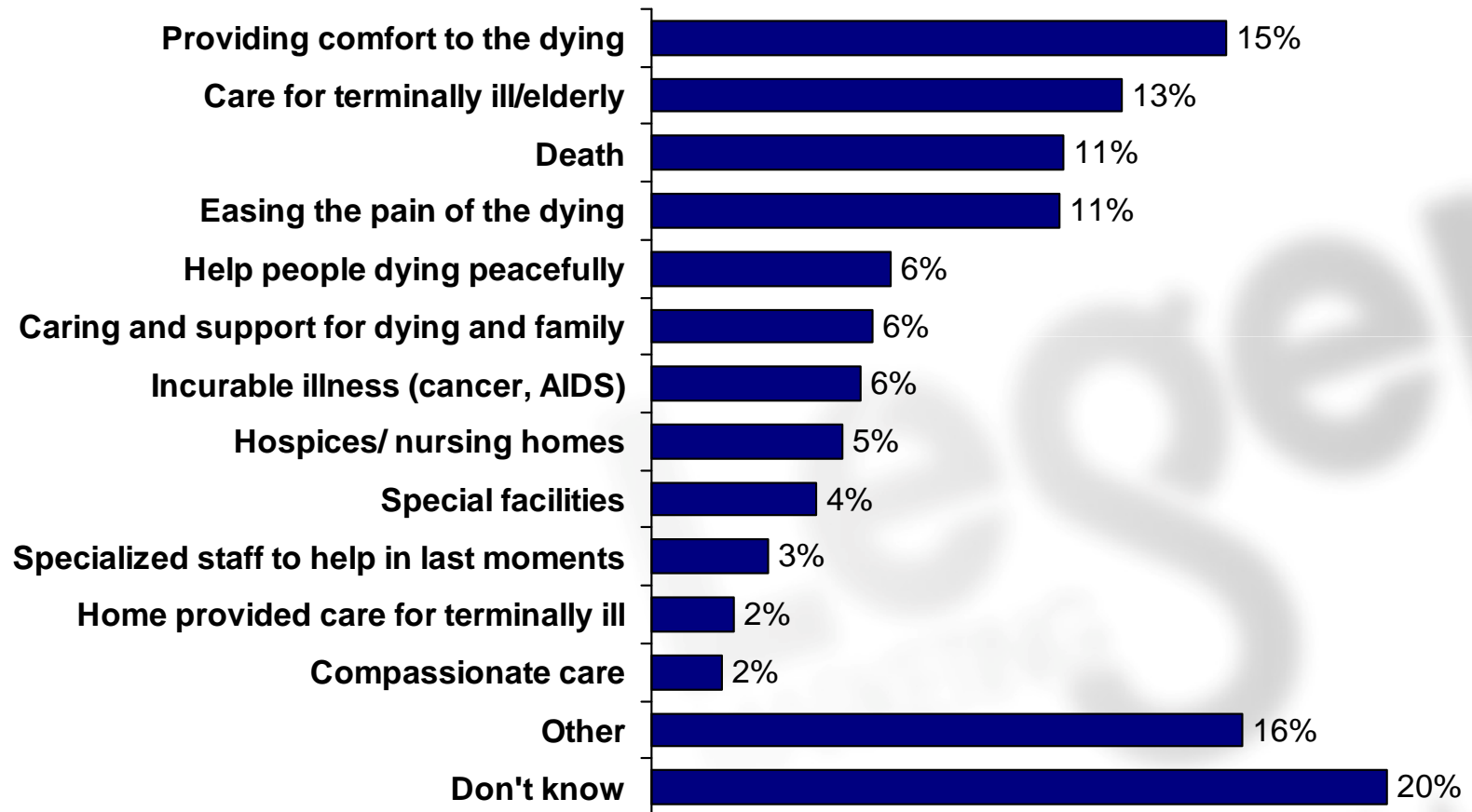
30%

Not at all familiar

12%

Have you ever heard of the term Palliative/End-of-Life care? How familiar are you with Palliative/End-Of-Life Care? (Base: Total n=2626)

# Palliative Care is thought to be Care for the Dying

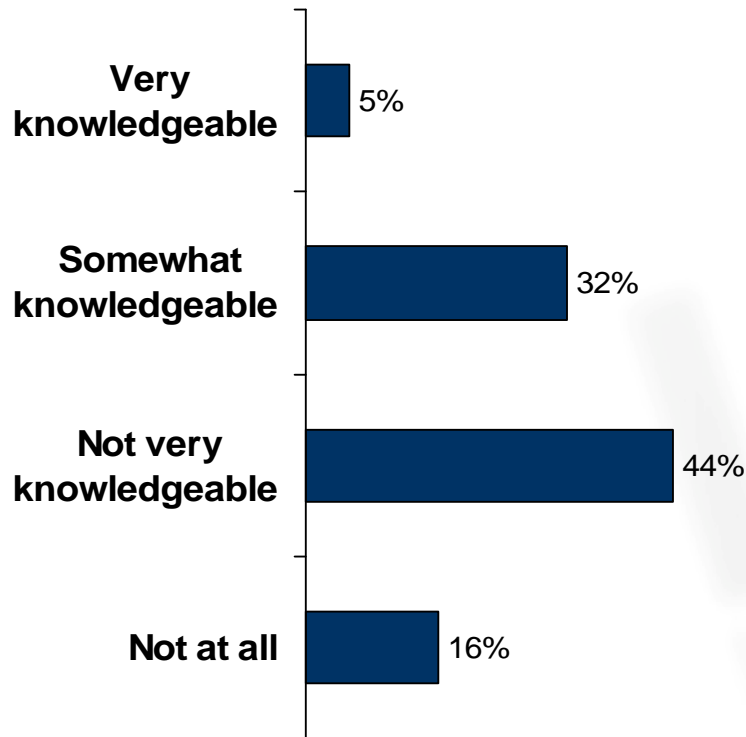


When you think of Palliative/End-Of-Life Care, what comes to mind? Anything else? (Base: Total n=2626)

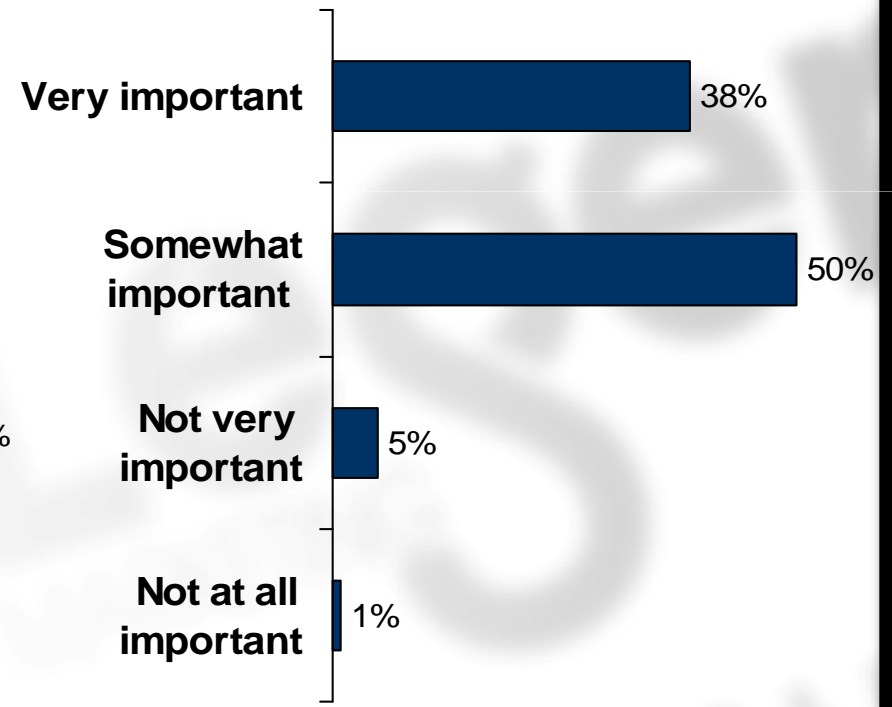
# Canadians are Not Knowledgeable about Palliative Care but Feel this Knowledge is Important

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MARKETING

### Knowledge of Palliative Care Issues

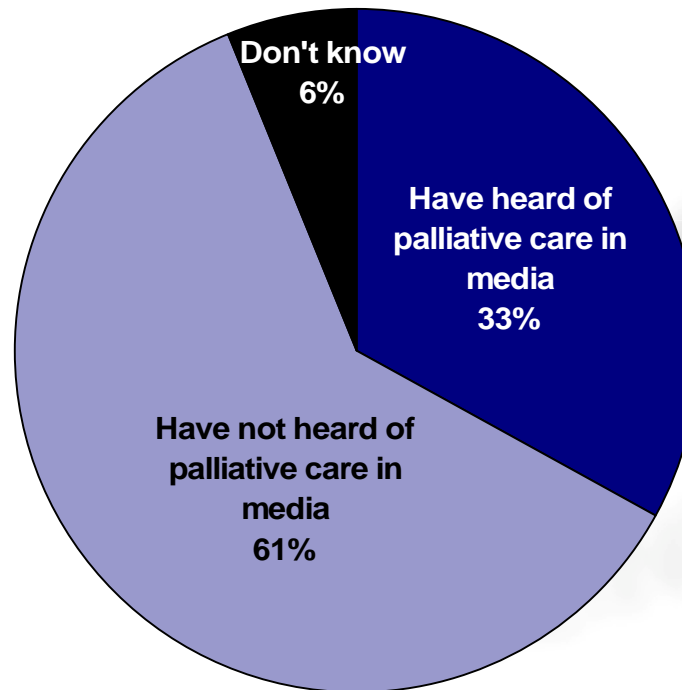


### Importance of Knowledge of Palliative Care Issues



How would you rate your knowledge of Palliative/End-Of-Life Care related issues? How important is it to have a good knowledge of Palliative/End-Of-Life Care related issues? (Base: Total n=2626)

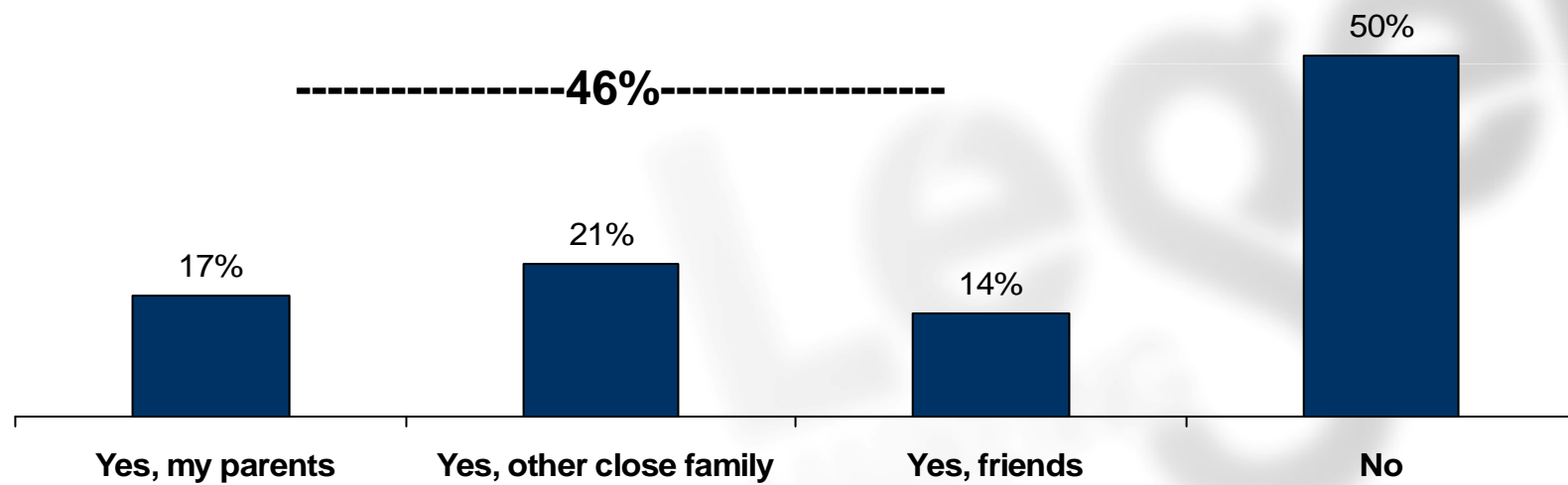
# Few have Heard of Palliative Care in Media



Have you ever heard anything in the news about the state of Palliative Care in Canada? (Base: Total n=2626)

# Experience with Palliative Care

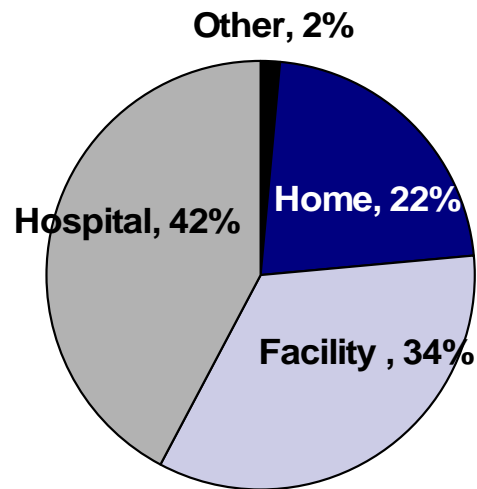
# Half of Canadians are Close to Palliative Care



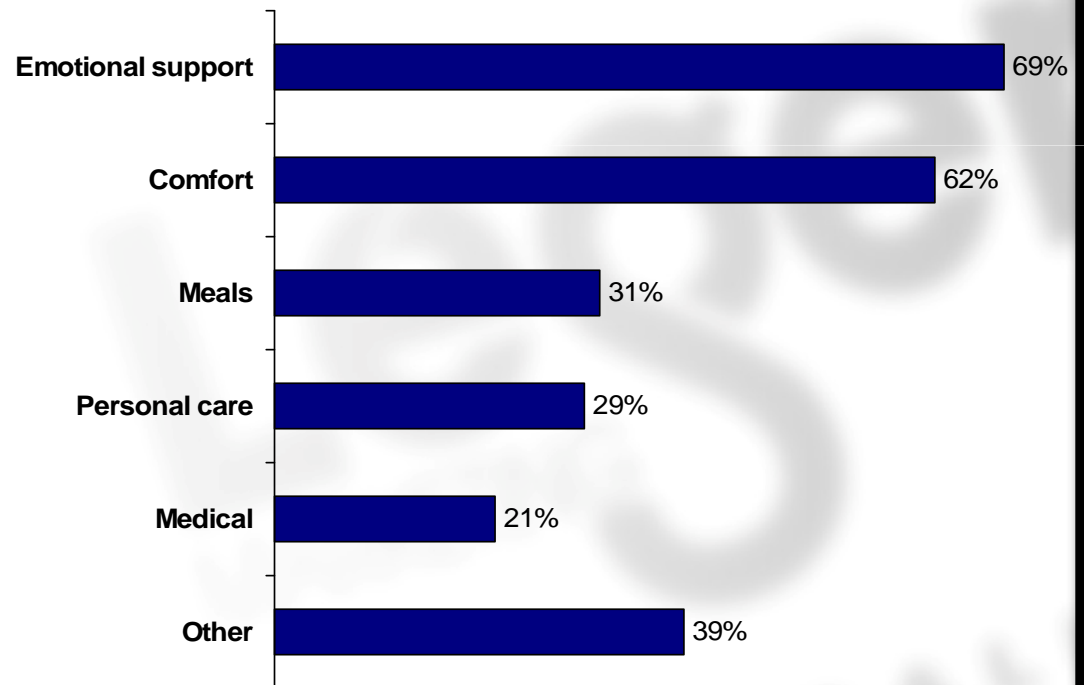
Has any one among your family and friends received Palliative/End-Of-Life Care? (Base: Total n=2626)

# Canadians Provide Emotional Support and Comfort, But Not at Home

## Where Care Took Place



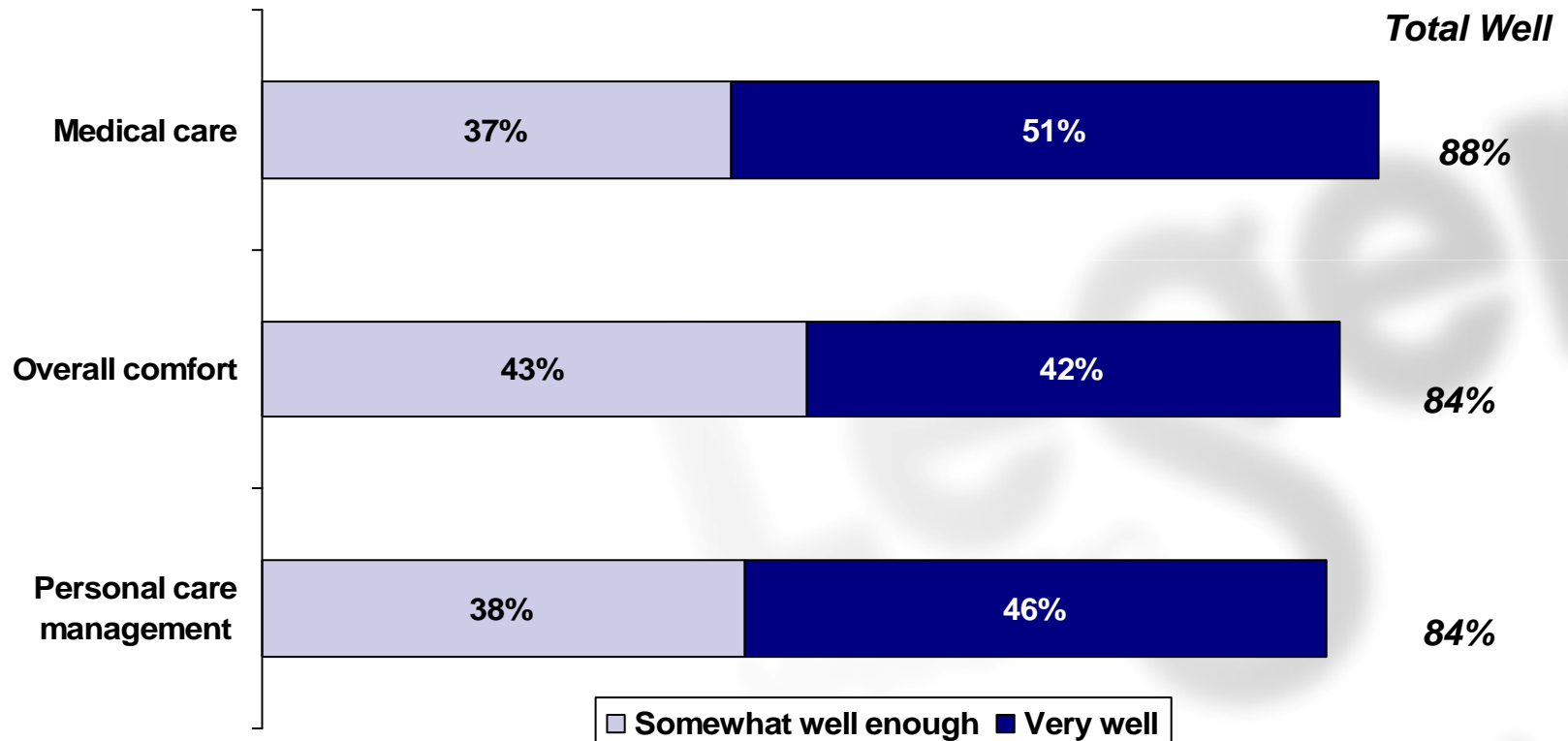
## What Care Was Provided



Where did this care take place? How involved were you personally in his/her Palliative/End-Of-Life Care? (Base: Total n=1212)

# From Personal Experiences, Palliative Care Could be Improved

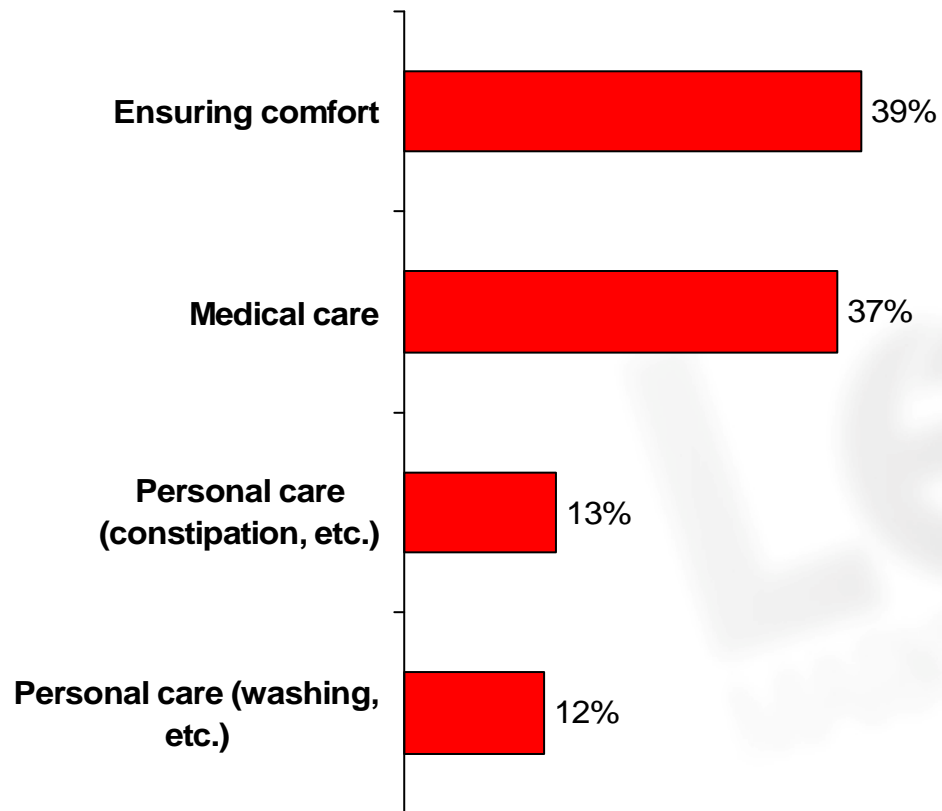
## Perception of Quality of Care



As far as you know, how was he/she taken care of in terms of: (Base: Total n=1212)

# Nurses Spend Least Amount of Time on Personal Care

Average Percentage of Time Spent

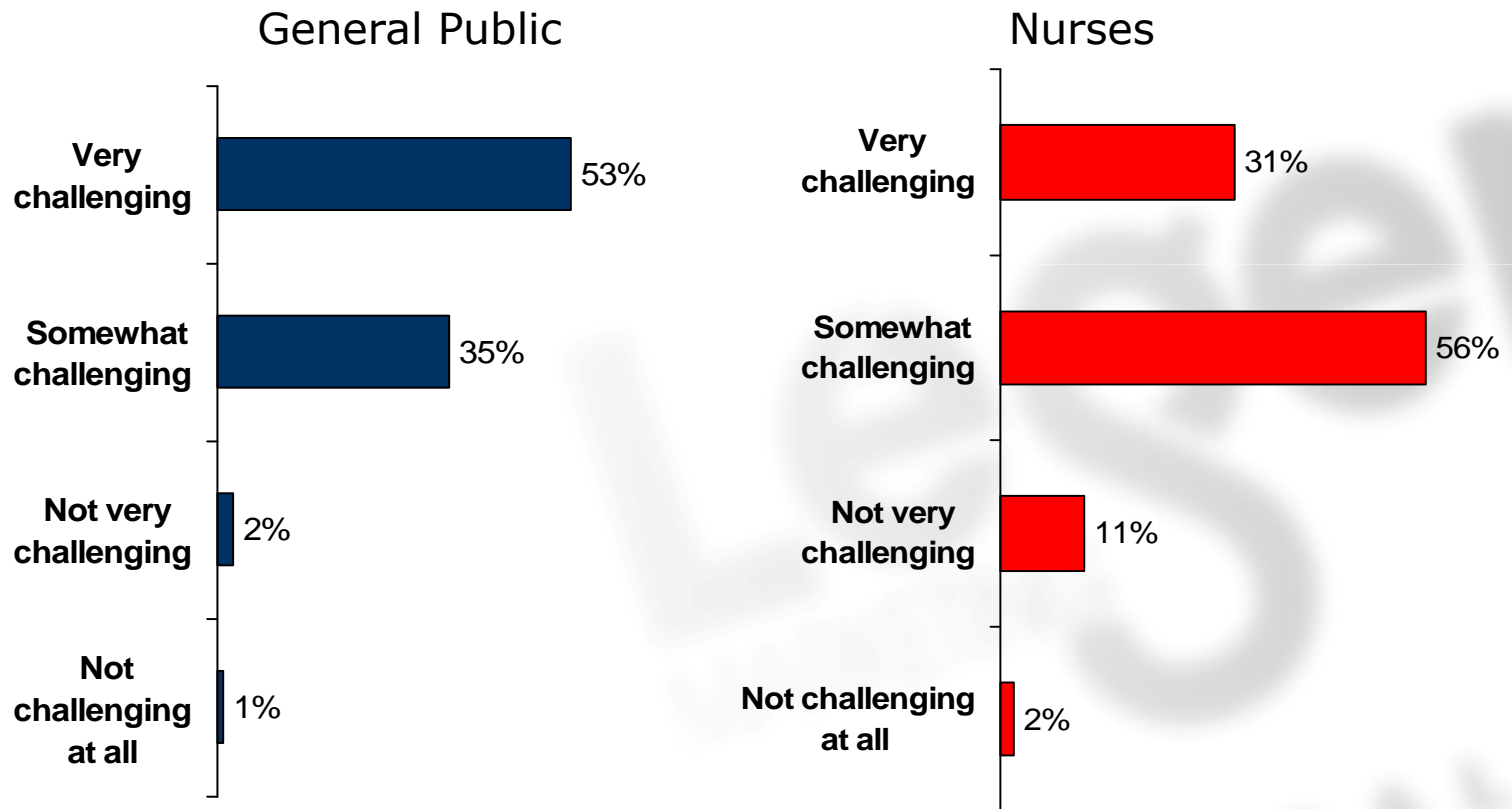


What percentage of your job is...? (Base: Total n=237)

# Challenges of Palliative Care

# Palliative Care is a Challenge to Nurses and the General Public

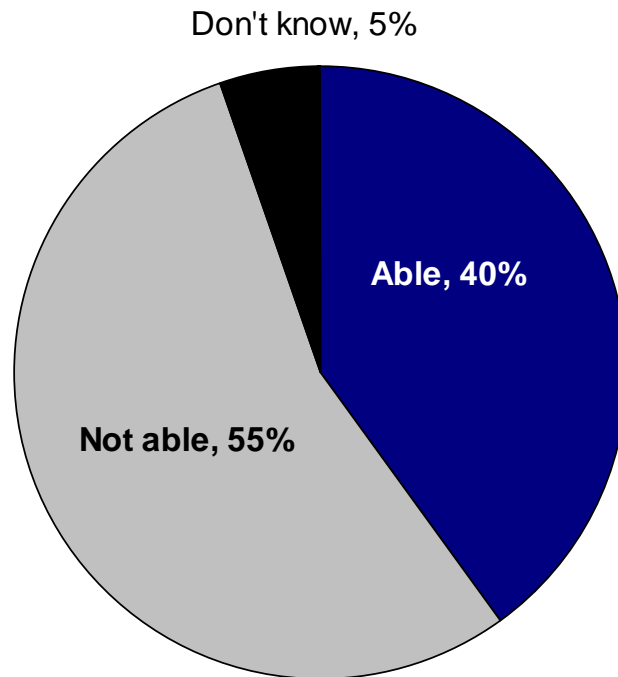
## Perceived Level of Challenge



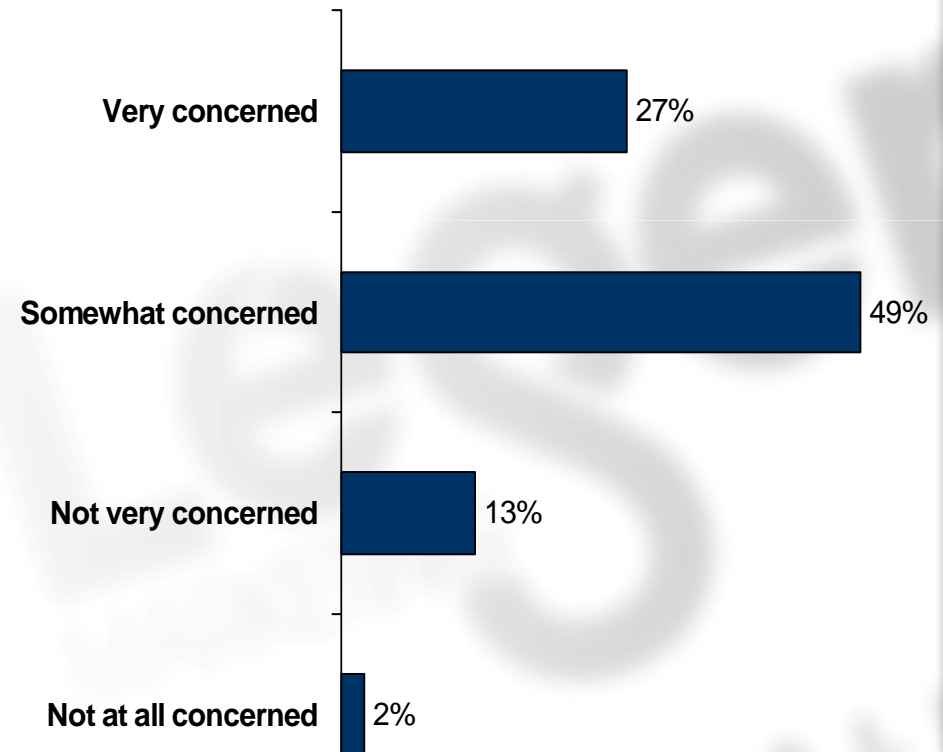
To what extent would you agree that it is challenging to manage the care associated with Palliative/End-Of-Life Care?  
Would you say that it is: (Base: Gen Pop n=2626, Nurses n=237)

# Few Feel Very Able to Provide Palliative Care themselves, and Worry about its State

## Ability to Provide Palliative Care Personally

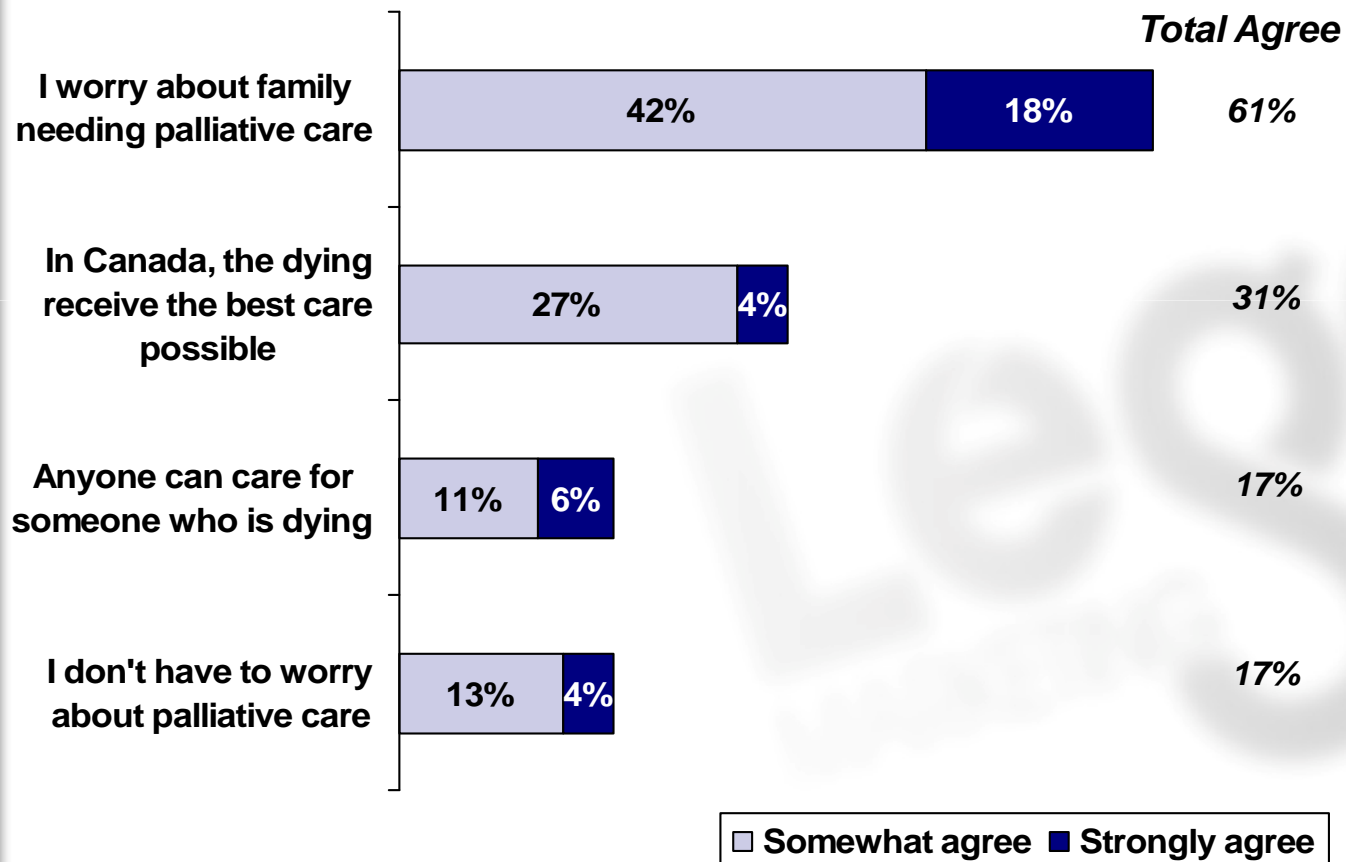


## Concern about State of Palliative Care in Canada



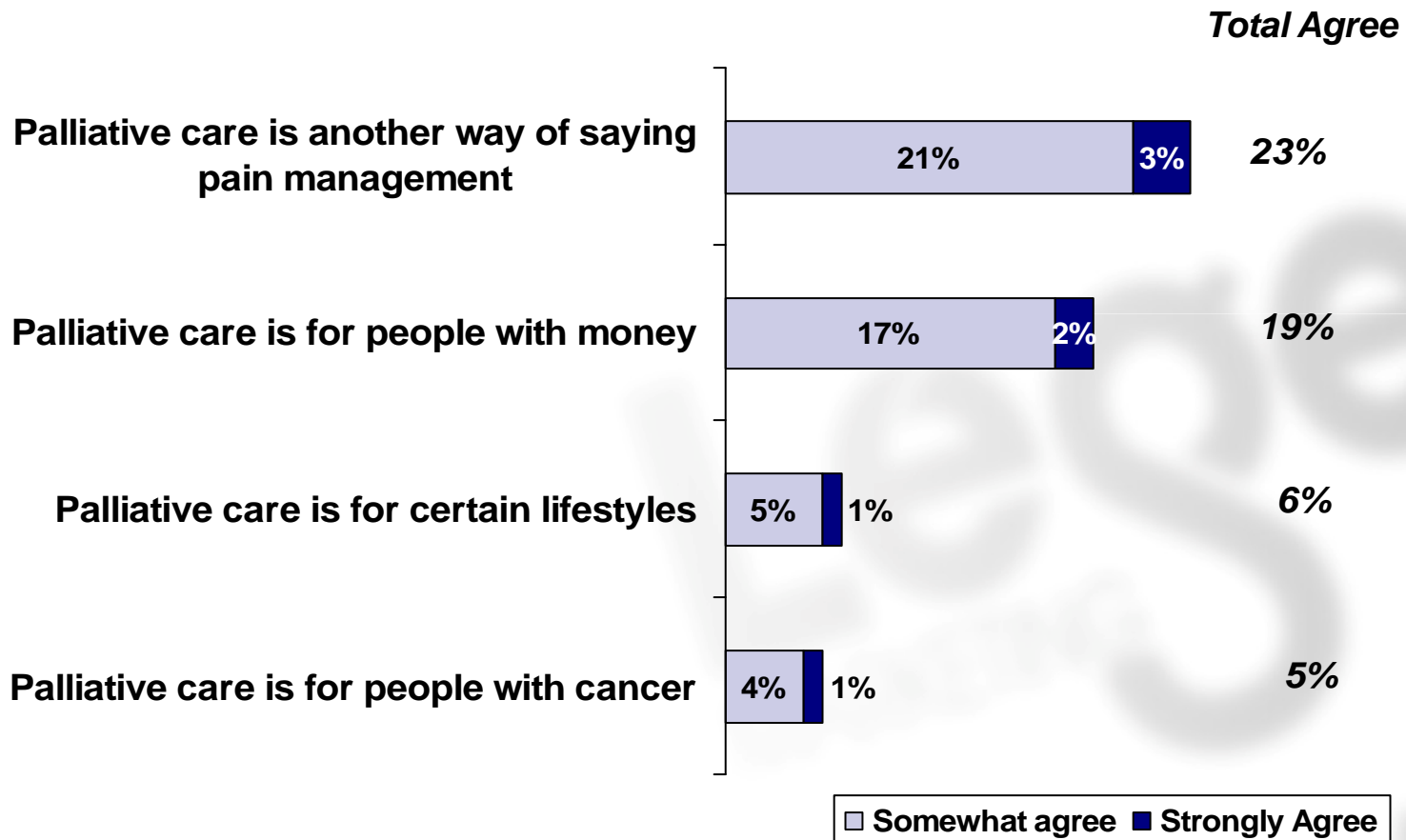
To what extent would you agree that you are able to care for someone needing Palliative/End-Of-Life Care?  
How concerned are you about the state of Palliative/End-Of-Life Care in Canada? (Base: Total n=2626)

# Canadians Do Worry about Palliative Care



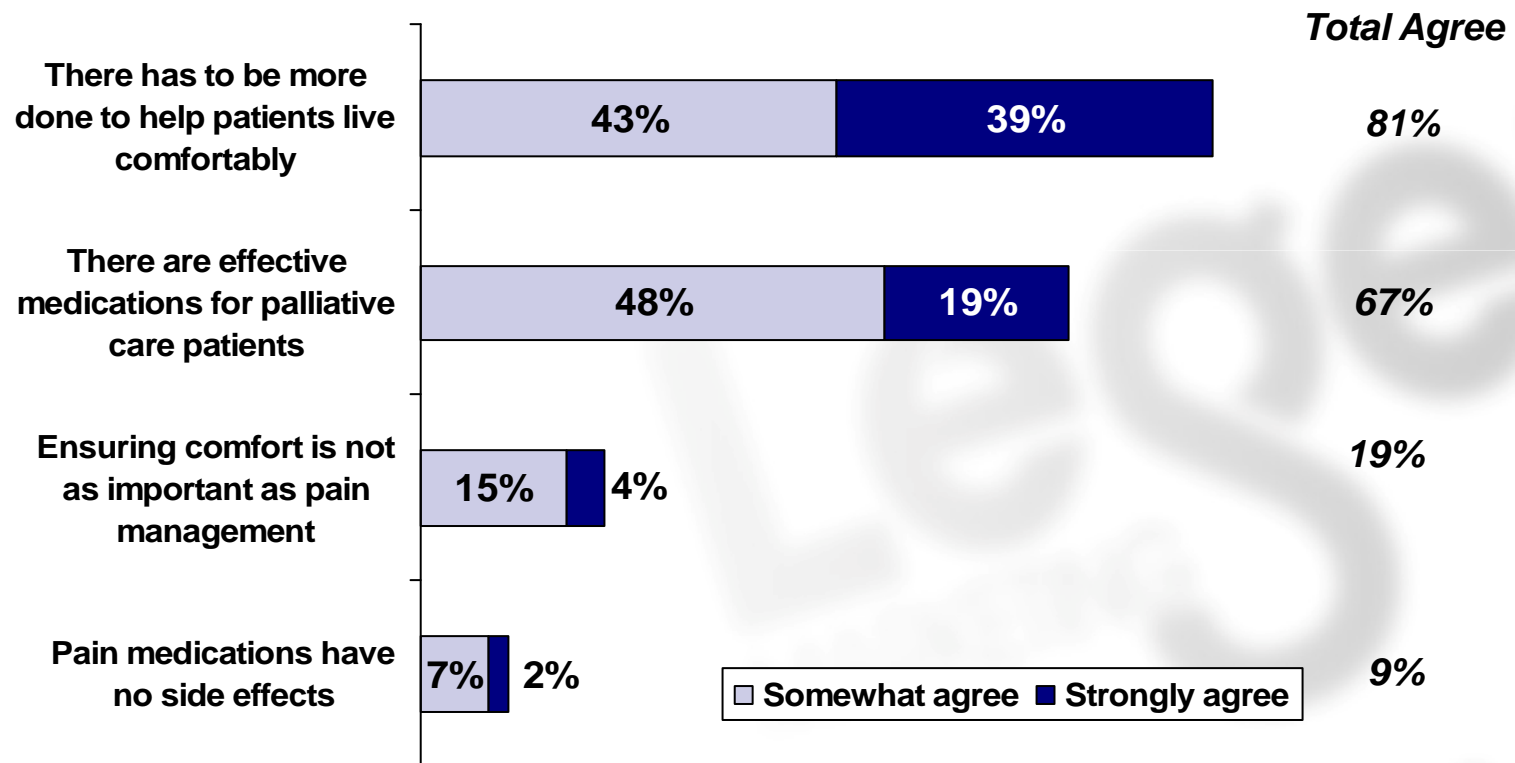
For each of the following statements, please tell me if you agree or disagree? (Base: Total n=2626)

# Palliative Care is for Everyone



For each of the following statements, please tell me if you agree or disagree? (Base: Total n=2626)

# Palliative Care Has Issues that Could be Improved



For each of the following statements, please tell me if you agree or disagree? (Base: Total n=2626)

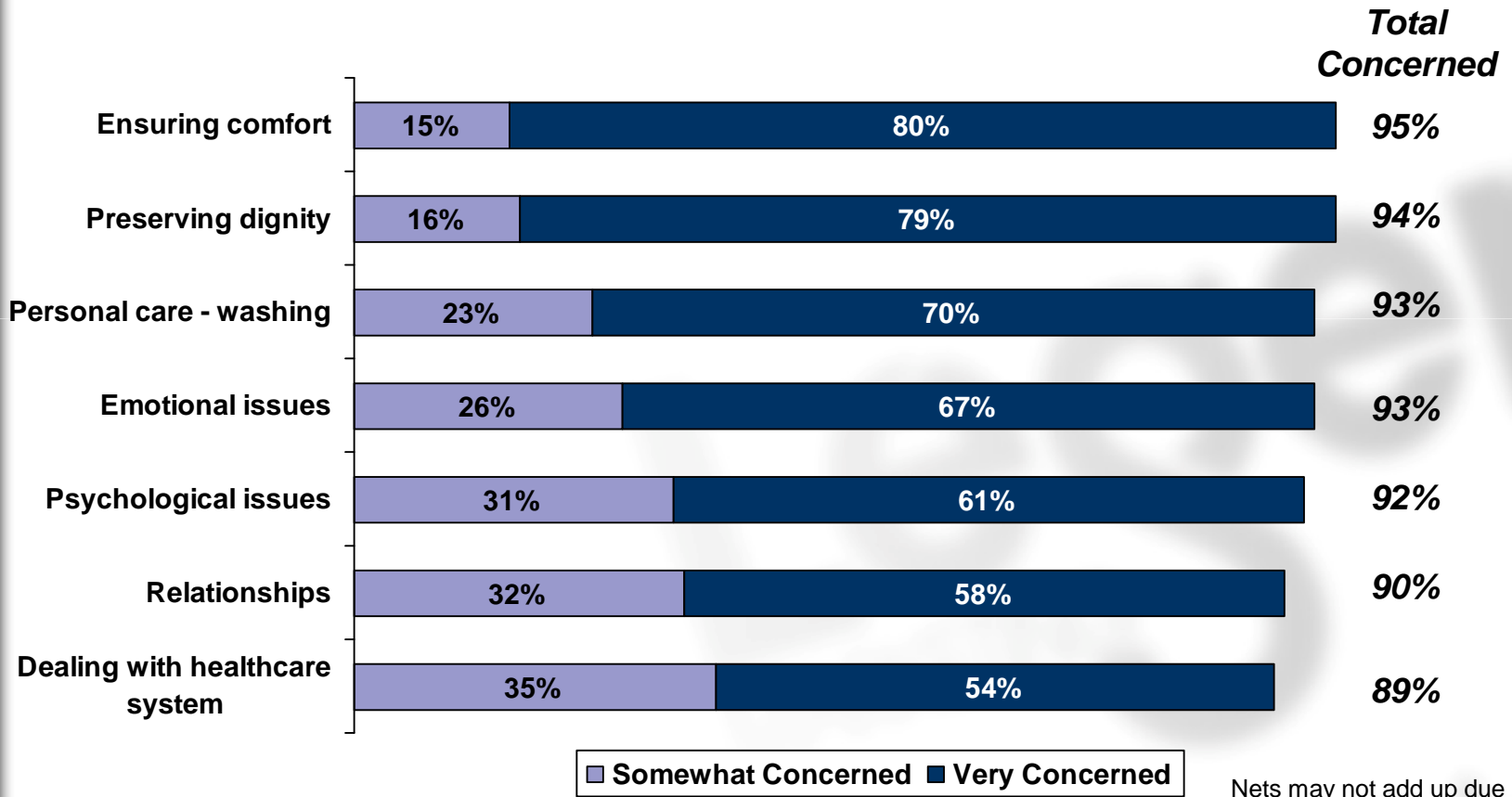
# Palliative Care Concerns

## **Canadians are More Concerned with Comfort and Dignity than Constipation and Side Effects**

- ▶ Ensuring comfort and preserving dignity are of the utmost concern when it comes to Palliative Care.
- ▶ While drug side effects and constipation are also a concern, they are secondary, with only half of Canadians saying they are very concerned about these aspects.
- ▶ Canadians are more concerned with emotional issues, psychological issues and relationships than they are with drug side effects or constipation.
- ▶ However, when examining potential side effects, constipation elicits the highest level of concerns, with approximately one-third being very concerned about nausea, headaches or anemia.
- ▶ Even when examining those who are close to palliative care, 57% are very concerned with constipation, compared to the 88% who are very concerned with ensuring comfort.

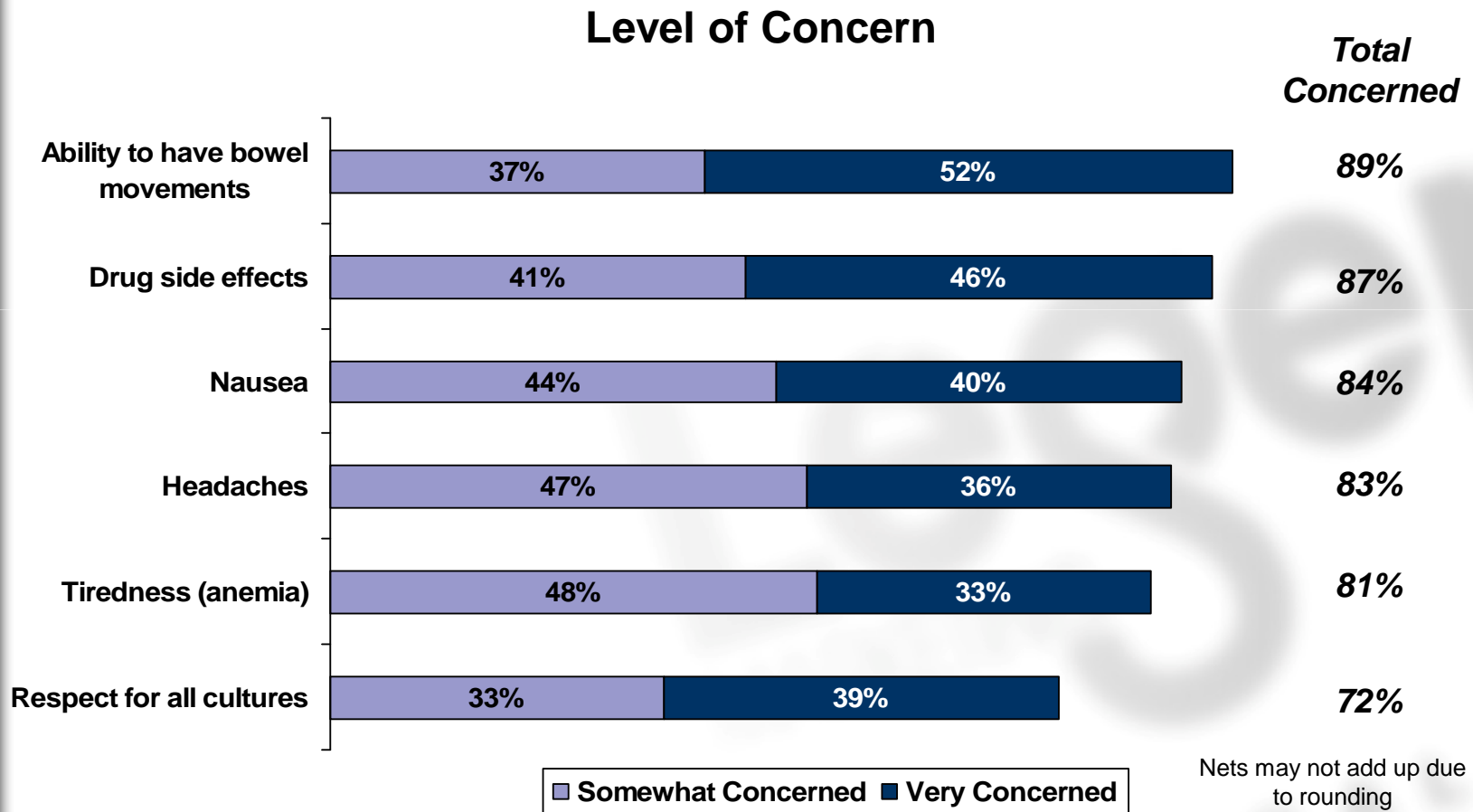
# Comfort and Dignity are of Utmost Importance

## Level of Concern



When it comes to Palliative/End-Of-Life Care for a family member, how concerned would you be about each of the following? (Base: Total n=2626)

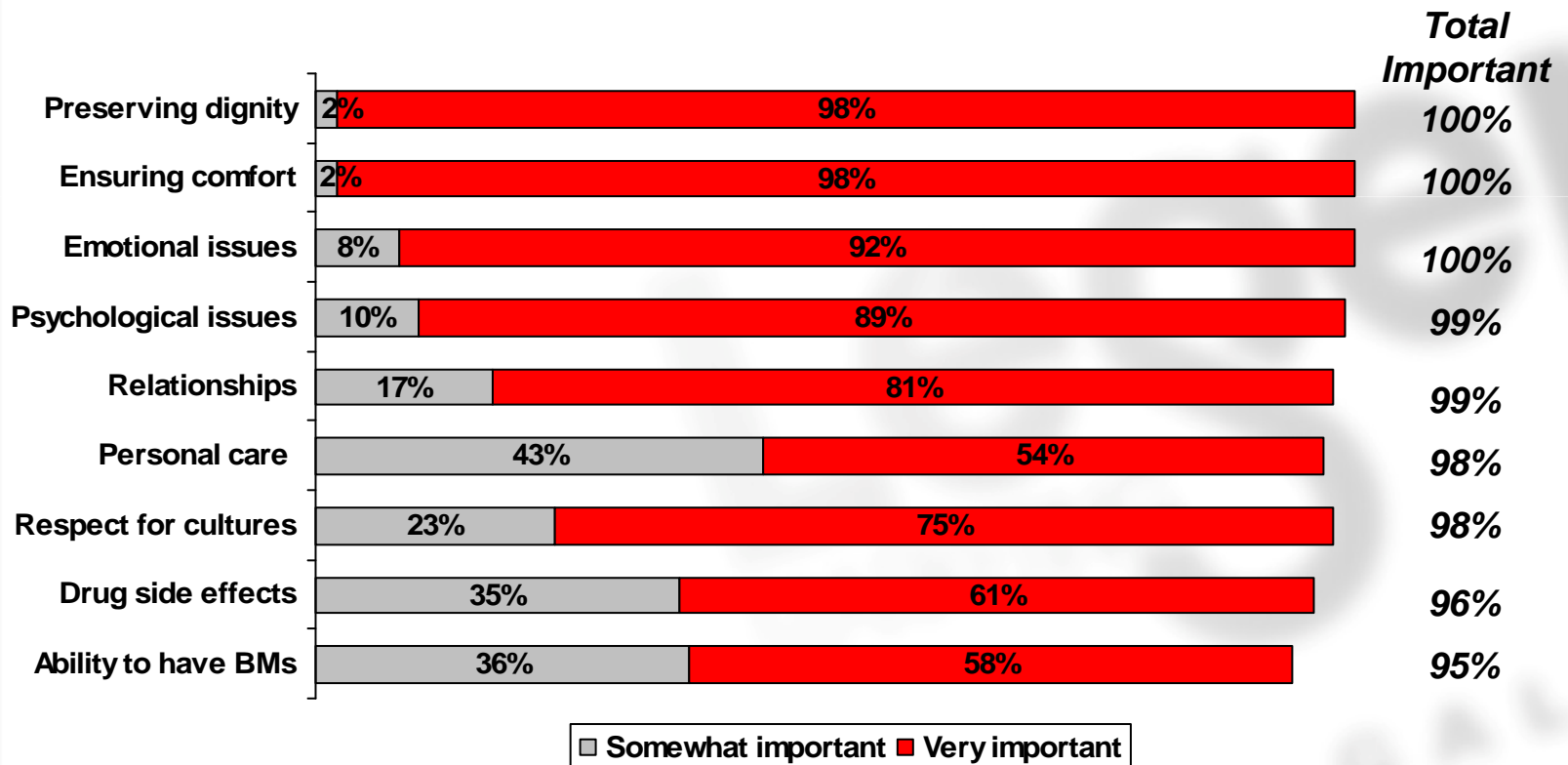
# Physical Side Effects are Somewhat Less Concerning than Psychological Issues



When it comes to Palliative/End-Of-Life Care for a family member, how concerned would you be about each of the following? (Base: Total n=2626)

# Nurses Also Find Comfort and Dignity More Important than Physical Side Effects

## Perceived Importance

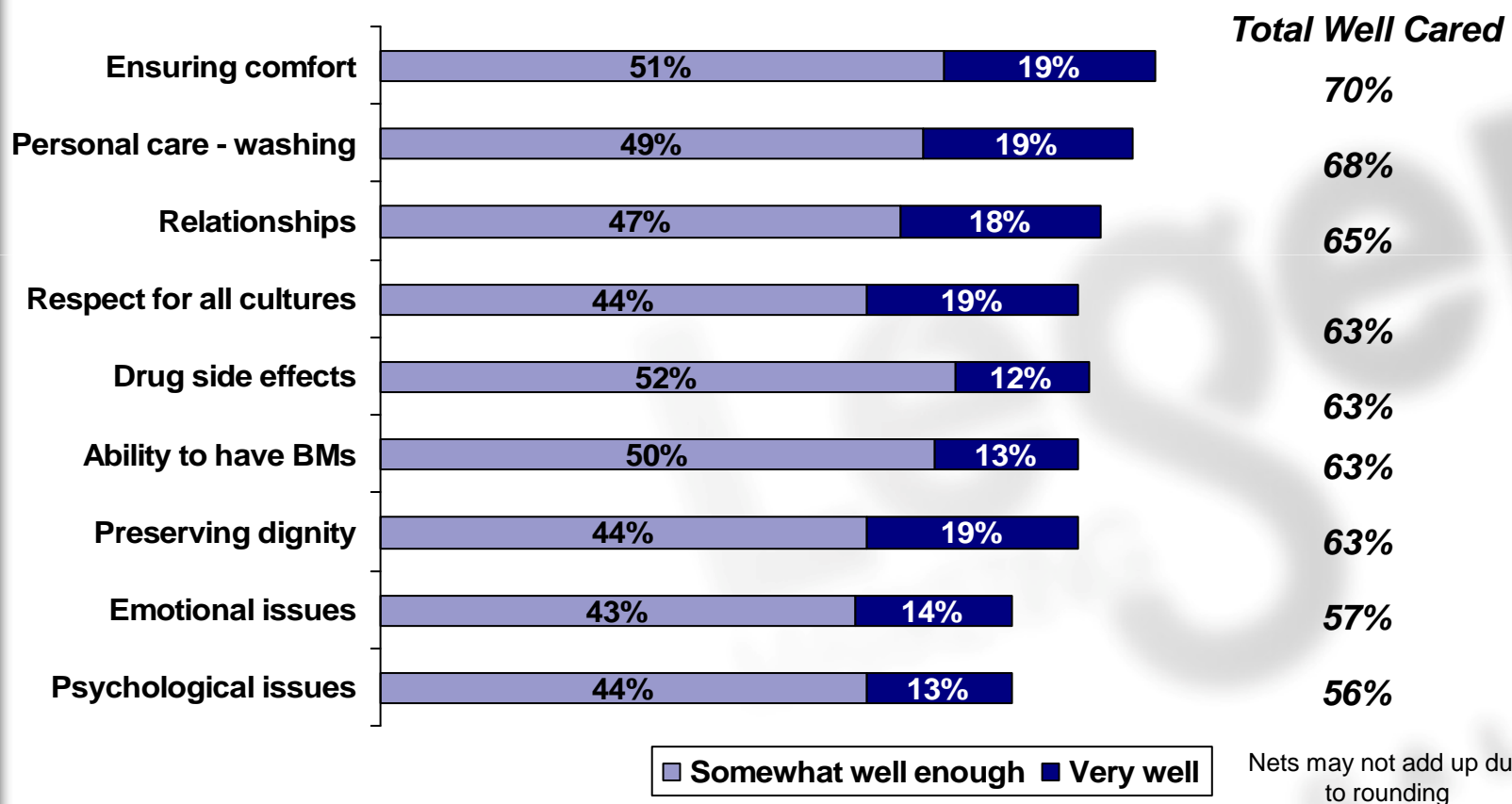


Please tell me how important each of the following aspects are in a Palliative/End-Of-Life Care? (Base: Total n=237)

Montréal   Québec   Edmonton   Toronto   Calgary   Philadelphie   New York

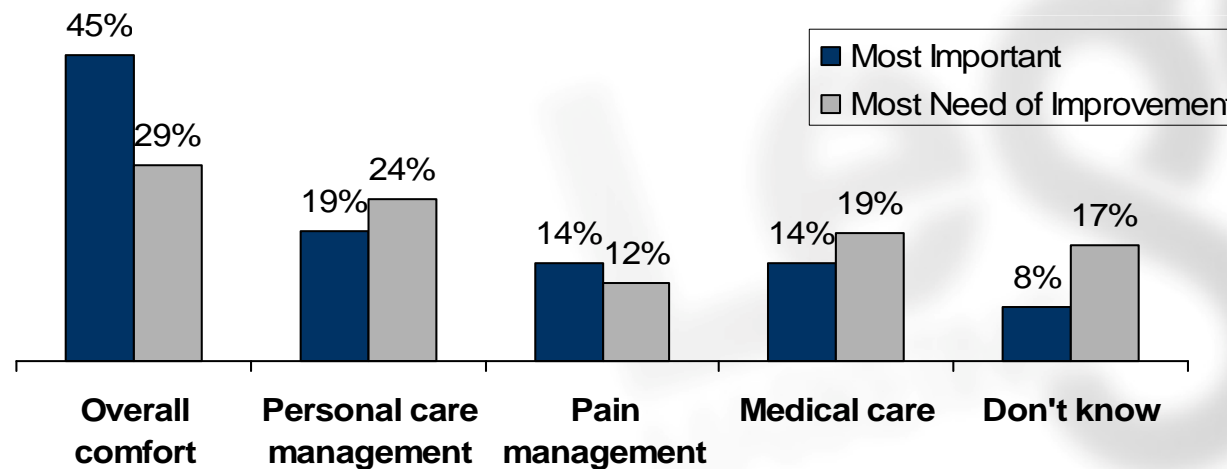
# Canadians Lack Confidence in Potential Care

## Perceived Level of Care



Personally, how well do you think you would be taken care of in terms of the following? (Base: Total n=2626)

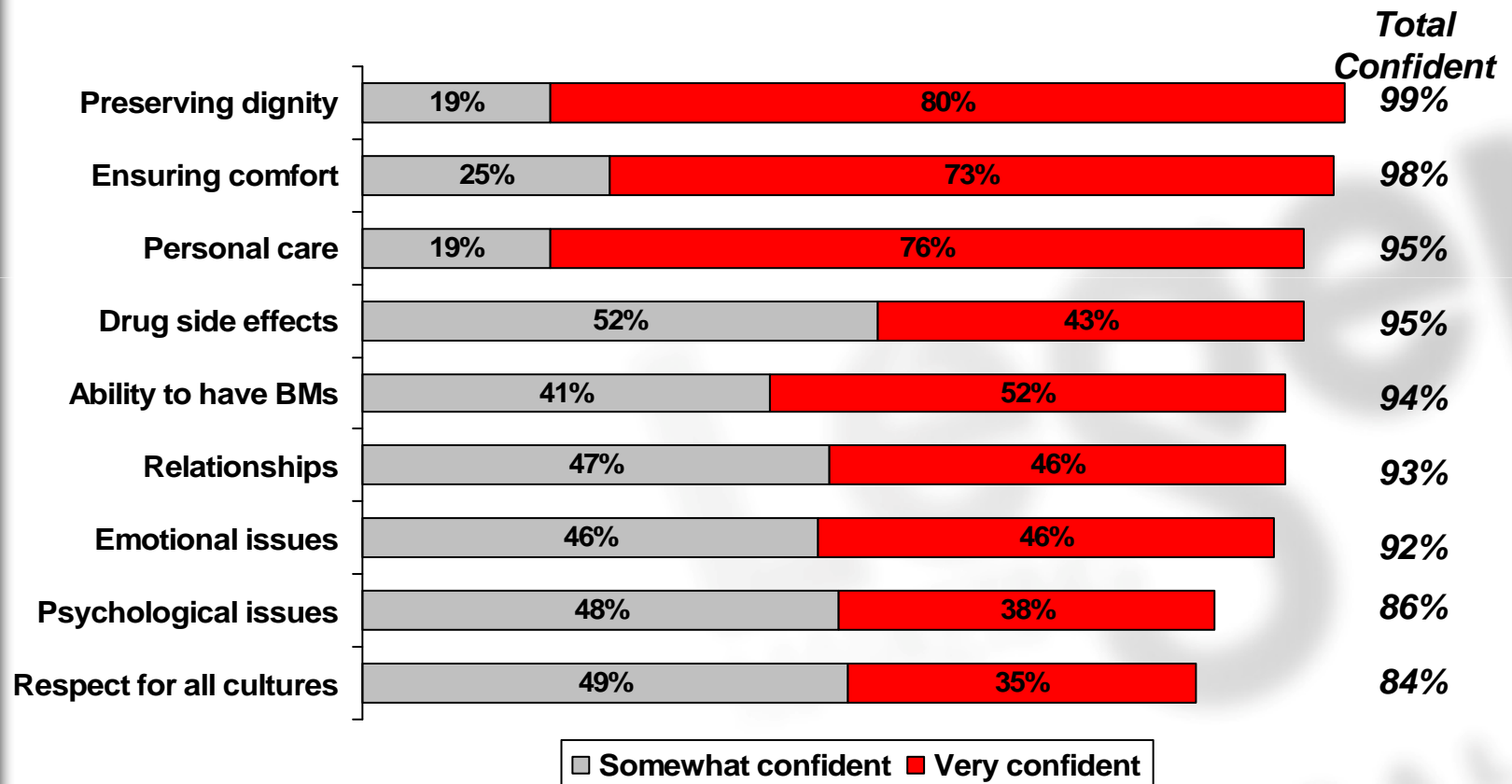
# Canadians feel Overall Comfort is Most Important as well as Needs Improvement



Of these four broad categories, if one could be improved to result in better/more care, which one is MOST IMPORTANT/In MOST NEED of Improvement? (Base: Total n=2626)

# Nurses Have Some Confidence in Dealing with Constipation

## Confidence in Providing Care



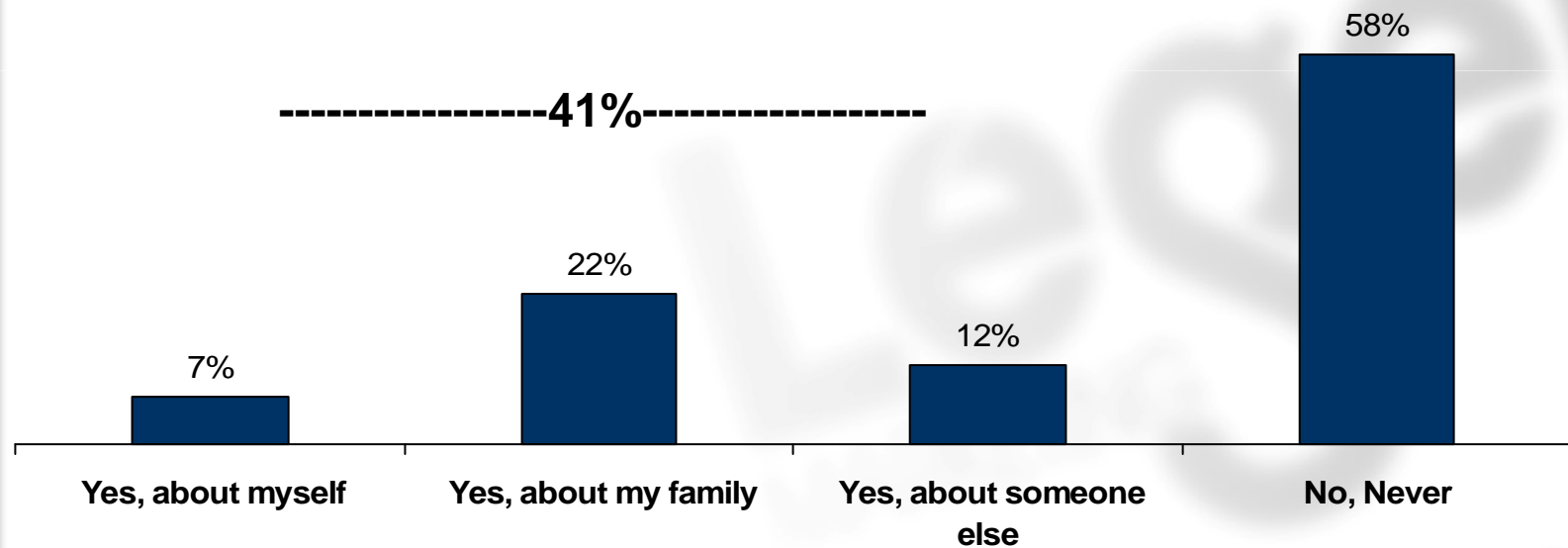
Please tell me, how confident are you in providing your Palliative/End-Of-Life Care patients with the best possible care available on each of the following? (Base: Total n=237)

Montréal   Québec   Edmonton   Toronto   Calgary   Philadelphie   New York

# Discussing Palliative Care

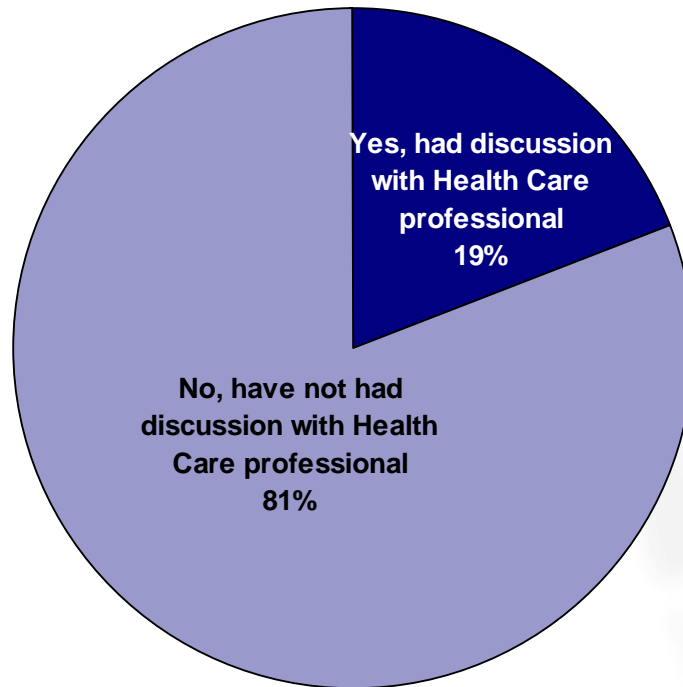
# Many Canadians Never Discussed Palliative Care

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Have you ever had a discussion about Palliative/End-Of-Life Care for yourself, a close family member or anyone else close to you? (Base: Total n=2626)

# Few Have Discussed Palliative Care with a Healthcare Professional



Why Discussed with Healthcare Professional	N=496
Ill family member	45%
Work in hospital	17%
Needed advice	10%
For future care	10%

Have you ever had a discussion about Palliative/End-Of-Life Care with a Healthcare Professional? (Base: Total n=2626)

# Discussions Regarding General Care are Harder than OIC

**Personal discomfort discussing care**  
57%

Easier for caregiver than patient

**Patient discomfort discussing care**  
79%

Easier to discuss OIC than care

Easier to discuss OIC than care

**Personal discomfort discussing OIC**  
37%

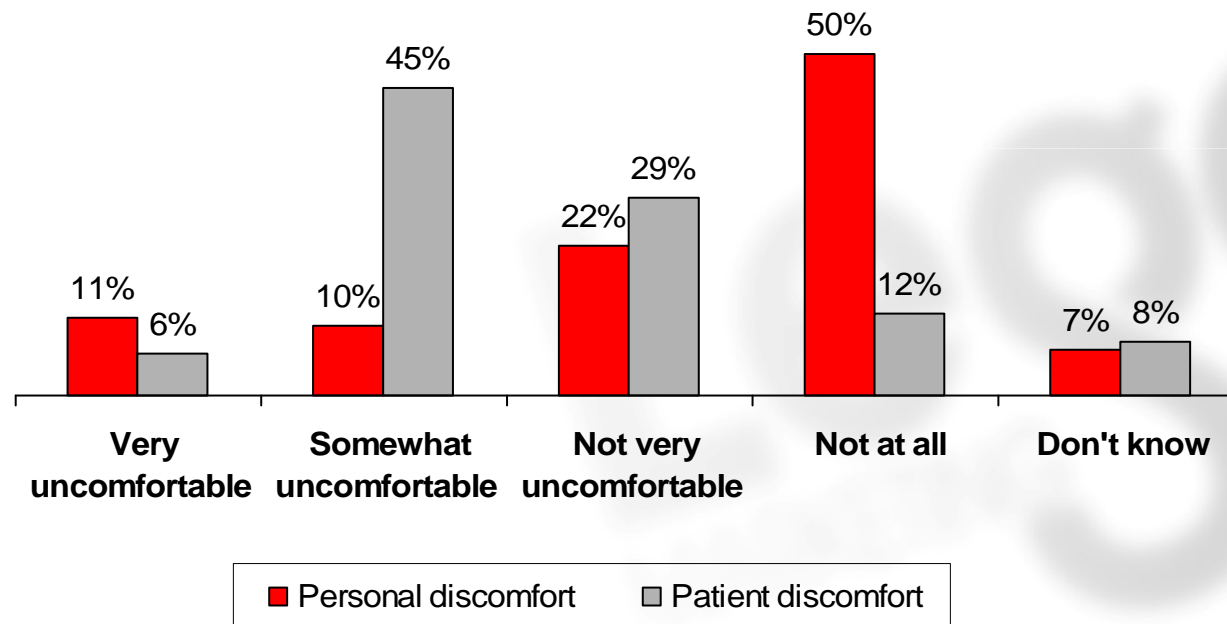
Easier for caregiver than patient

**Patient discomfort discussing OIC**  
57%

To what extent would you agree that it is uncomfortable for a PATIENT/YOU to discuss certain aspects of the care? How comfortable would you be/ would most patients be in discussing Opioid-Induced Constipation with someone (including family members) in Palliative/End-Of-Life Care? (Base: Total n=2626)

# Nurses are More Comfortable Discussing OIC, but Feel Patients May Not Be

## Personal and Patient Discomfort Discussing OIC

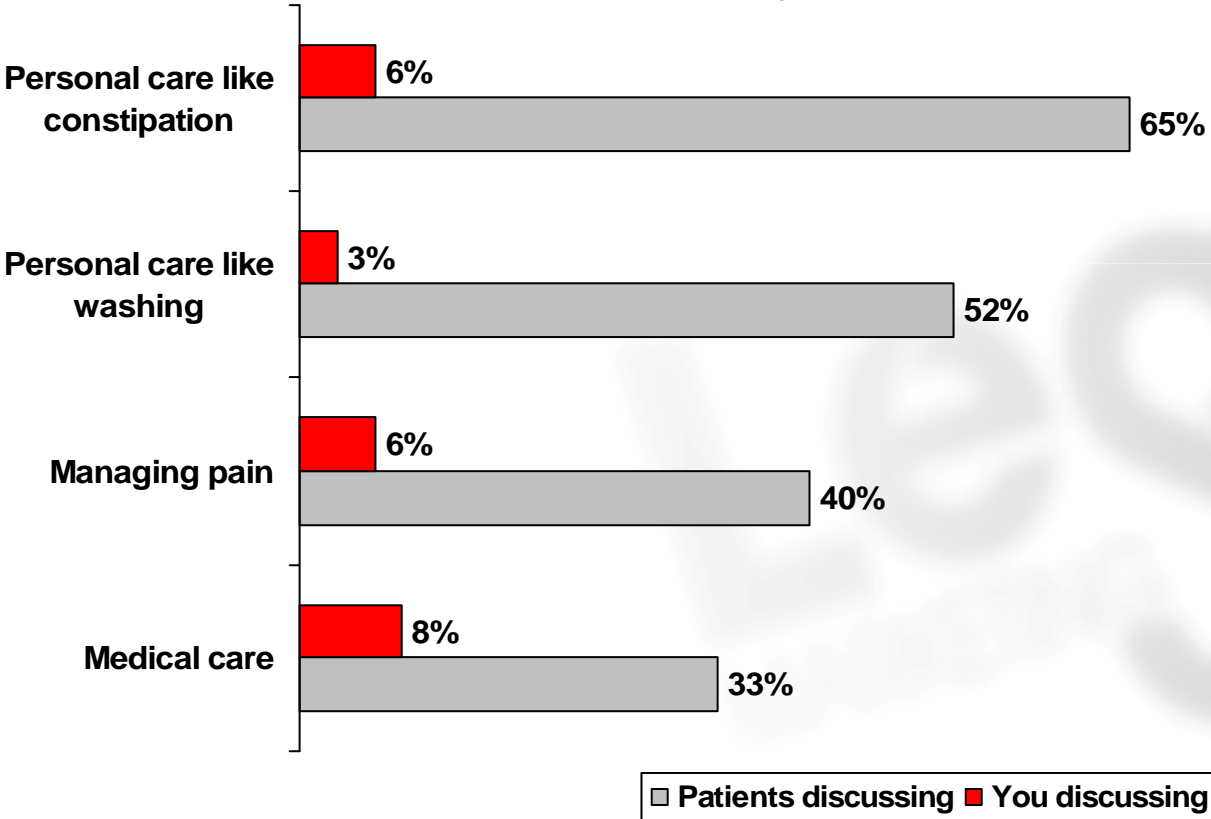


How comfortable are you/patients in discussing Opioid-Induced Constipation with someone in Palliative/End-Of-Life Care? (Base: Total n=237)

# Nurses Comfortable Discussing All Care, but Patients May Not Be

## Personal and Patient Discomfort Discussing Care

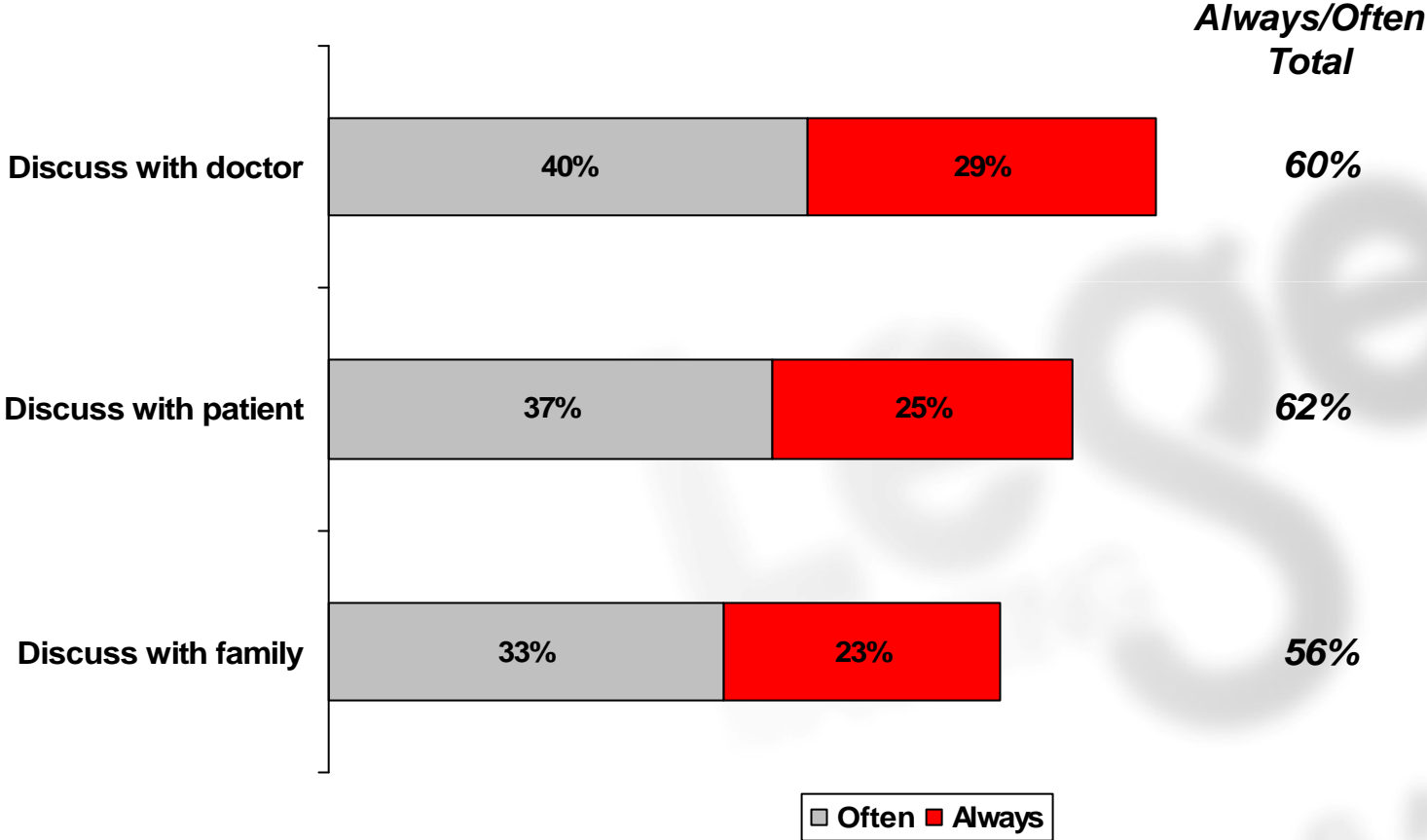
### *Rated Somewhat/Very Uncomfortable*



To what extent would you agree that it is uncomfortable for YOU/ the PATIENT to discuss: (Base: Total n=237)

# Nurses Often Discuss OIC

## Frequency of Discussing OIC

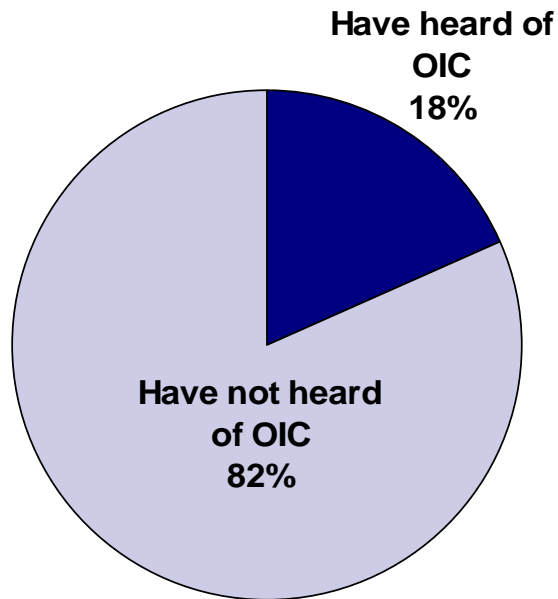


How often do you discuss Opioid-Induced Constipation with: (Base: Total n=237)

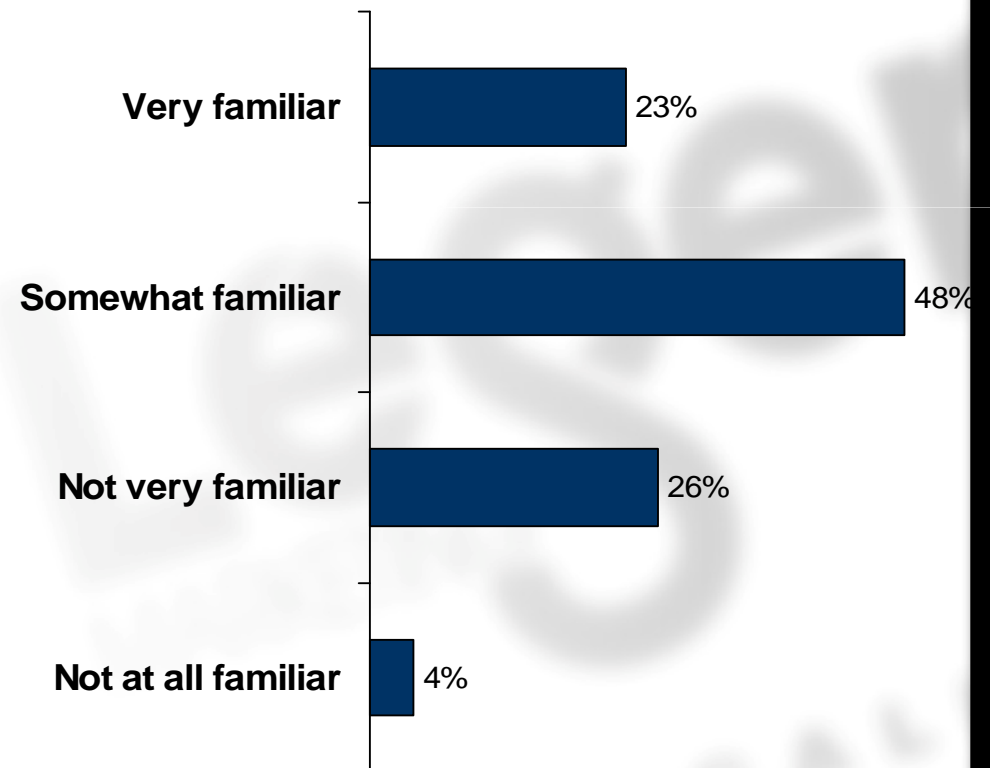
# Awareness of Opioid-Induced Constipation

# Canadians Unaware of OIC but Those who are Aware are also Familiar

### Awareness of OIC

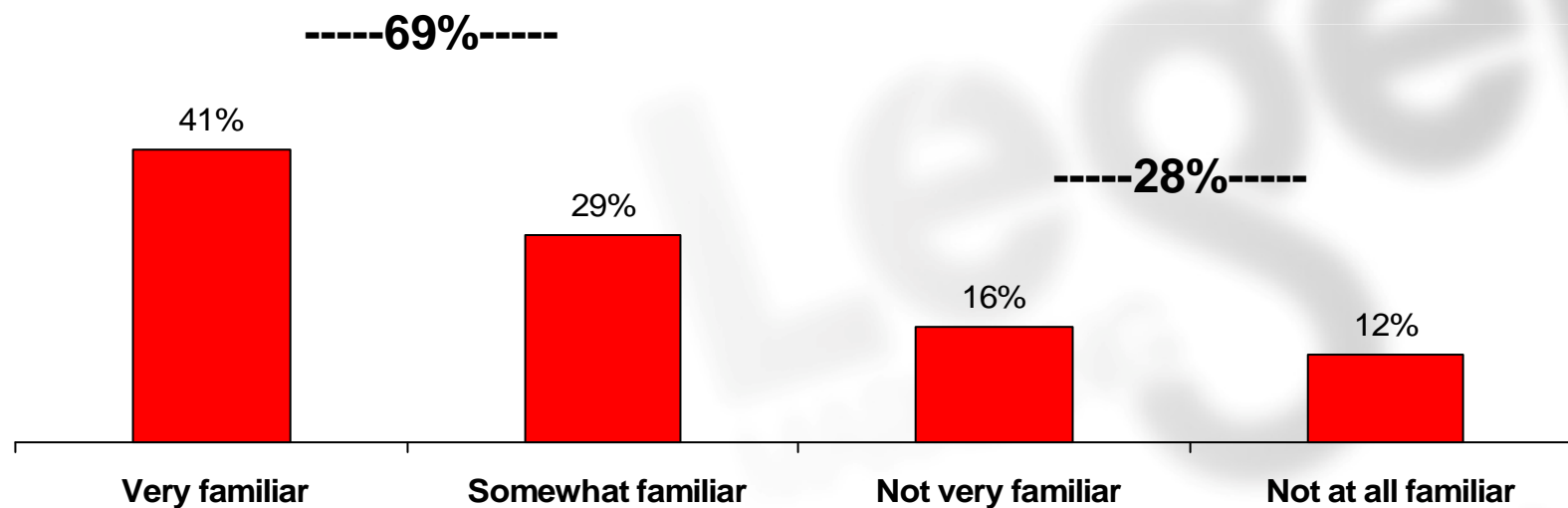


### Familiarity with OIC



Have you ever heard of the term Opioid-Induced Constipation? (Base: Total n=2626) How familiar are you with the term Opioid-Induced Constipation? (Base: Those aware of OIC n=479)

## Some Nurses Not Familiar with OIC

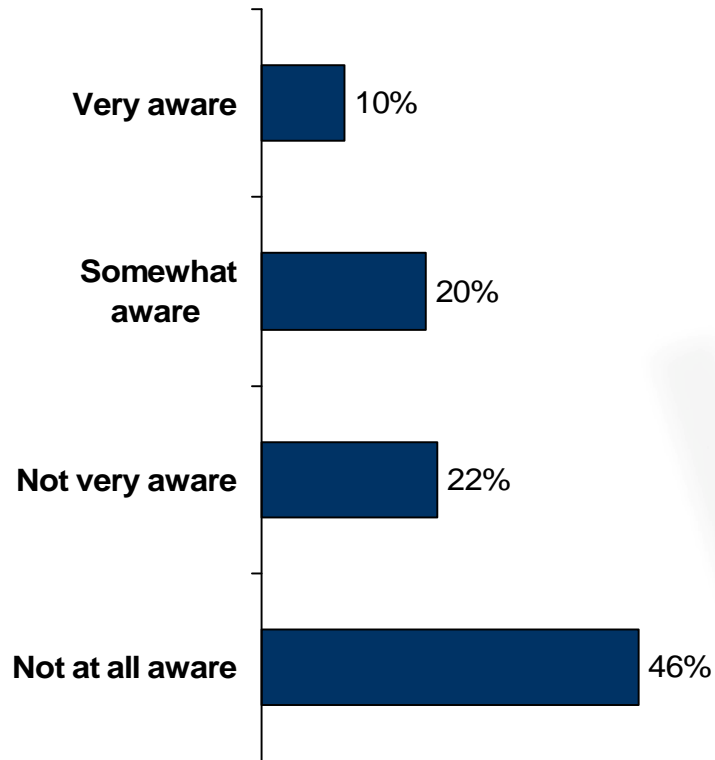


Nets may not add up due to rounding

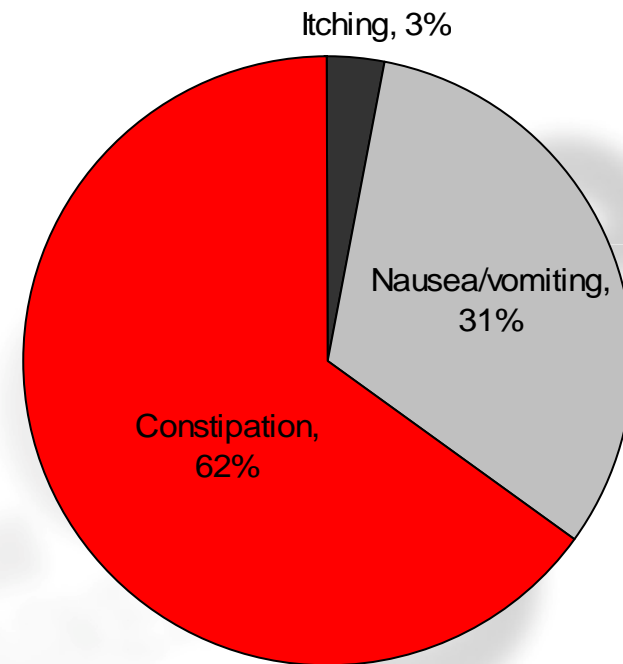
How familiar are you with Opioid-Induced Constipation? (Base: Total n=237)

# Nurses, but not Canadians, are Aware of the Problem of Constipation

## Awareness of Constipation Side Effect – Gen Pop

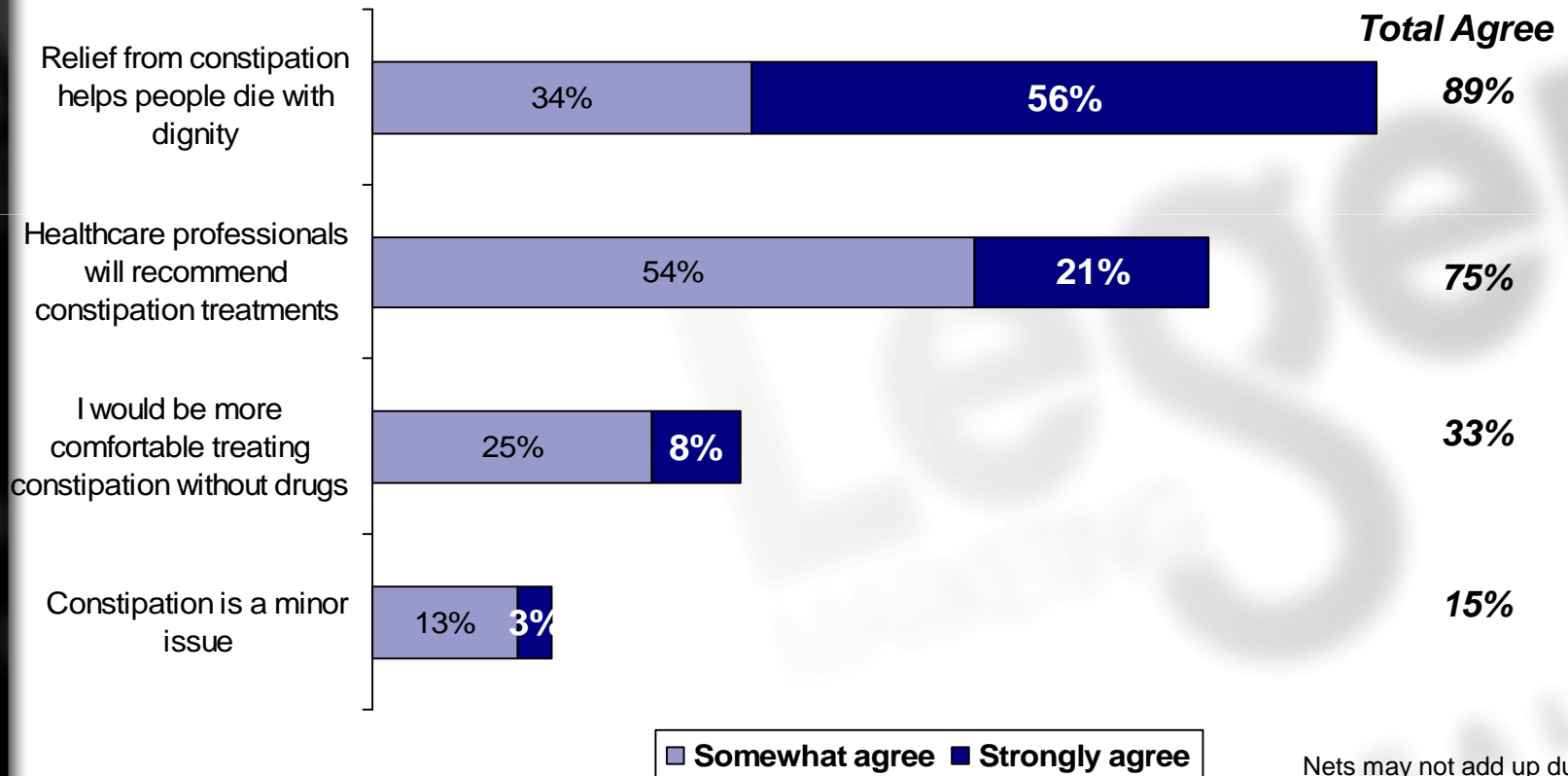


## Most Common Side Effect of Pain Meds - Nurses



Were you aware that constipation due to medication is one of the common symptoms among Palliative/End-Of-Life Care patients? (Base: Gen Pop n=2626) Based on your experience, what is the most common side effect of the pain medications given in Palliative/End-Of-Life Care? (Base: Total n=237)

# While Awareness is Low, Constipation is Seen as a Major Issue to Canadians



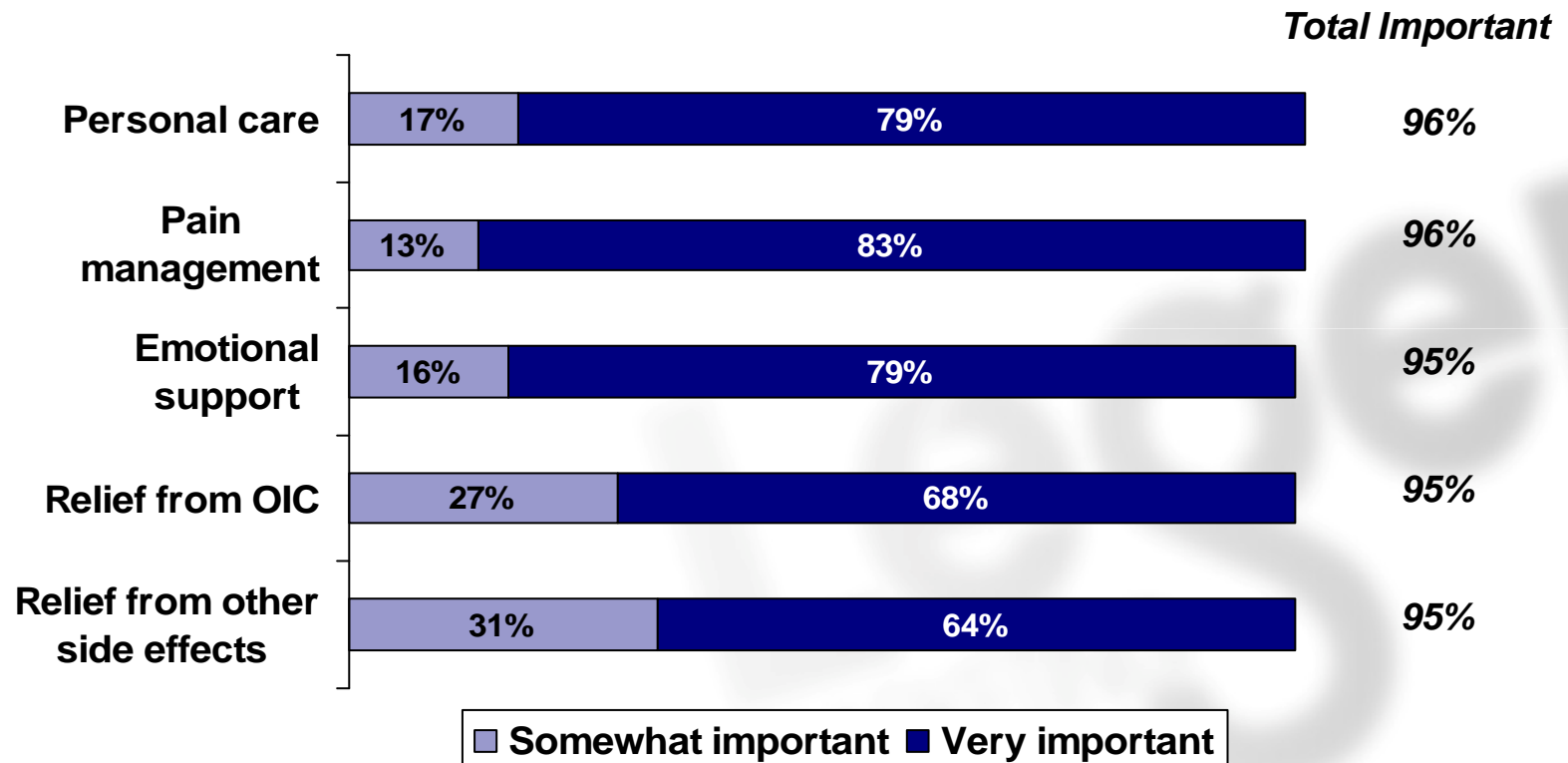
Please tell me to what extent you agree or disagree with the following: (Base: Total n=2626)

Montréal Québec Edmonton Toronto Calgary Philadelphie New York

# Treatment of Palliative Care

# Importance of OIC Relief Considered Less Important

## Perceived Importance to Provide



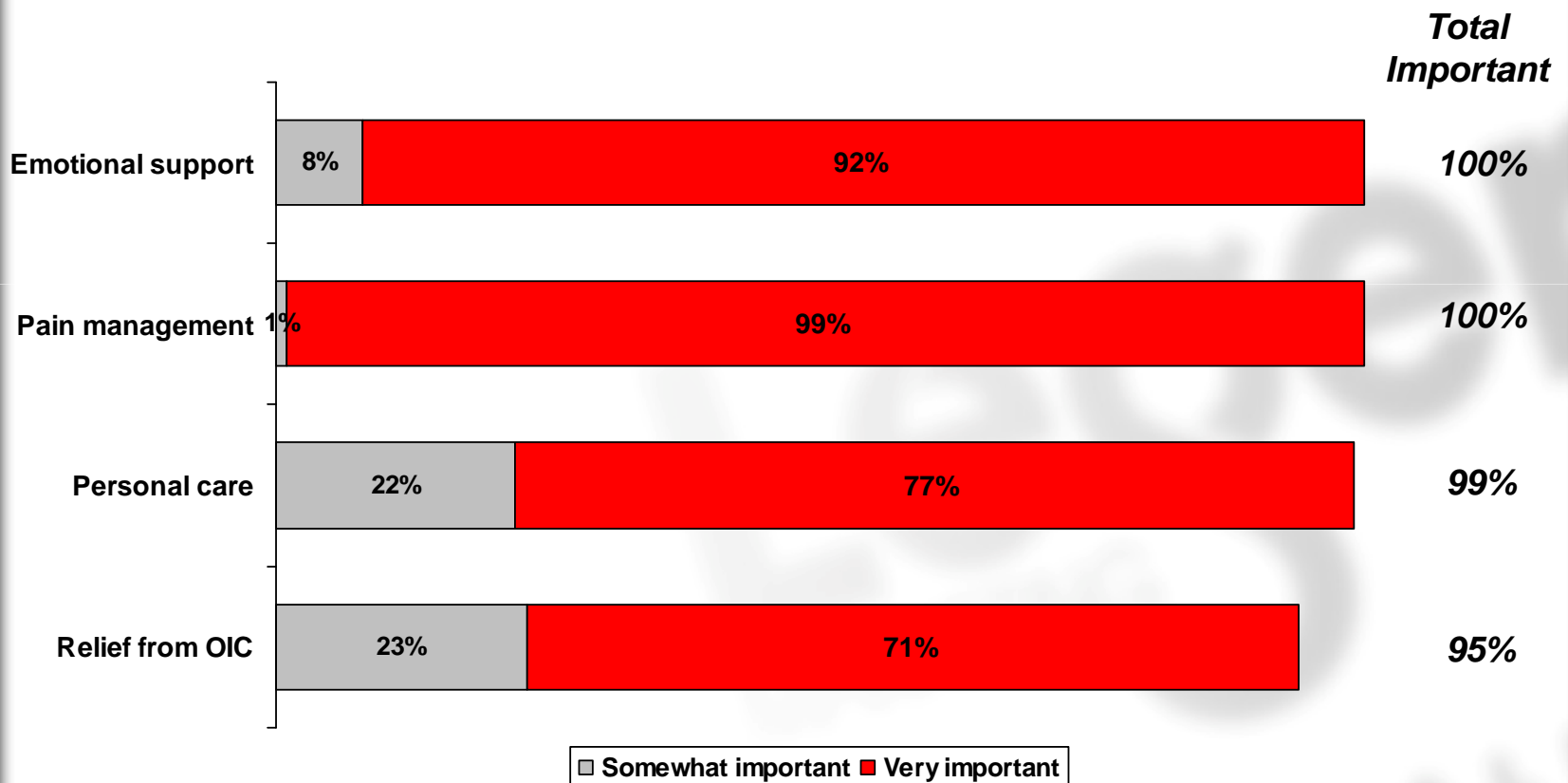
Nets may not add up due to rounding

How important do you think it is to provide... (Base: Total n=2626)

Montréal Québec Edmonton Toronto Calgary Philadelphie New York

# Relief from OIC Somewhat Less Important for Nurses

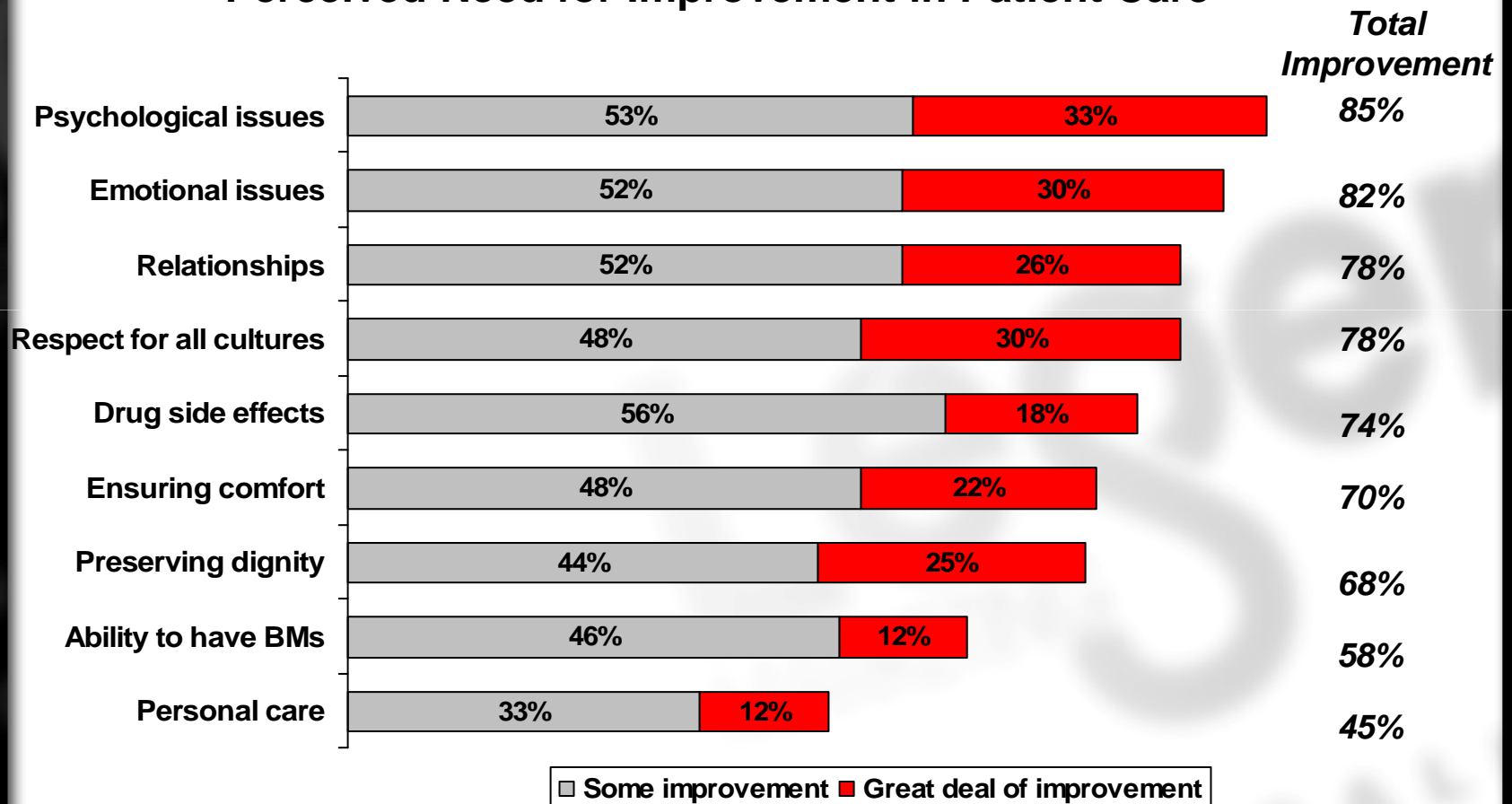
## Perceived Importance to Provide



How important do you think it is to provide : (Base: Total n=237)

# Nurses Feel Patient Care of OIC Needs Minor Improvement

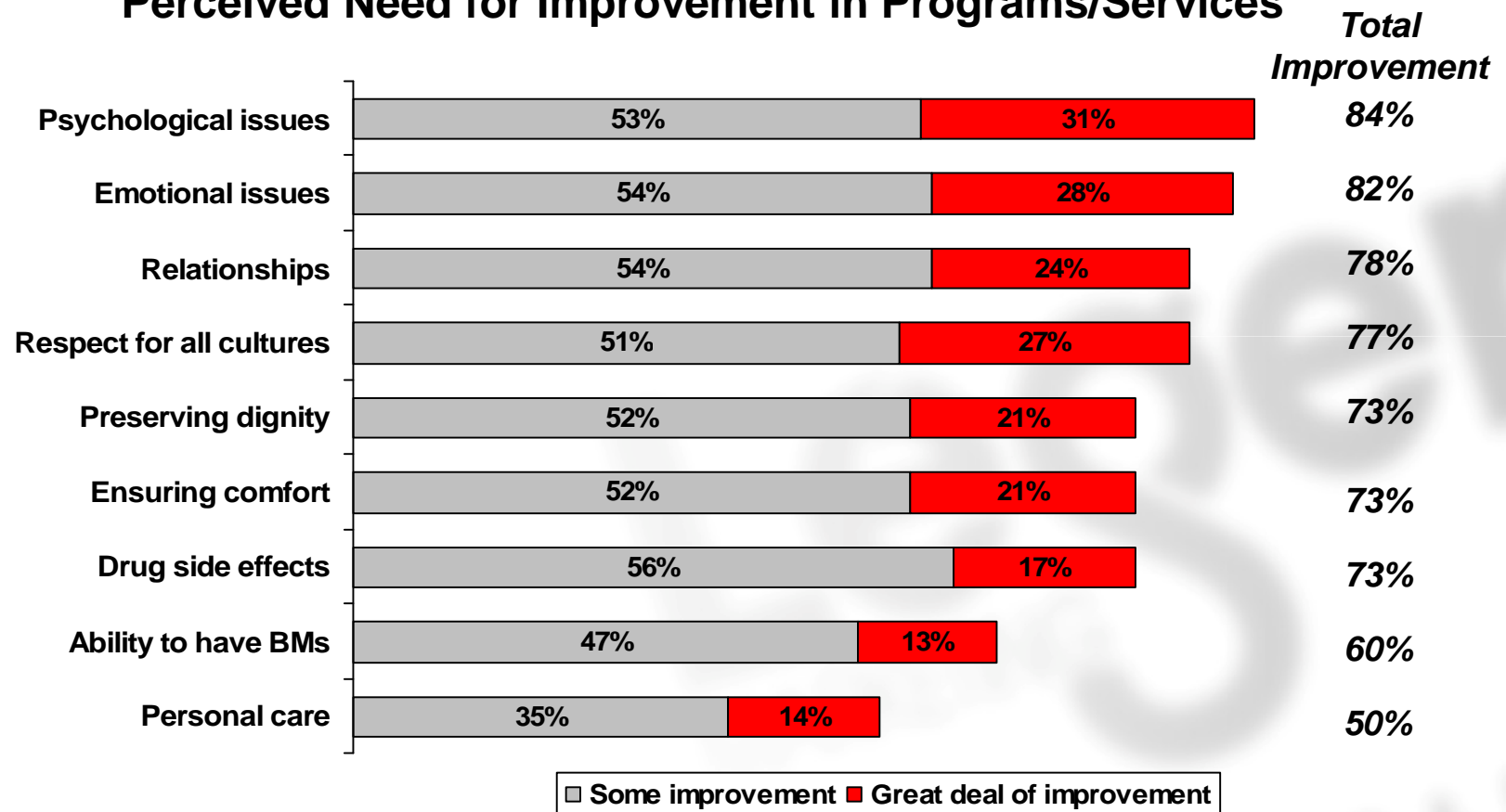
## Perceived Need for Improvement in Patient Care



Please tell me, if any, how much improvement is needed in caring for a palliative care PATIENT in each of the following aspects? (Base: Total n=237)

# Nurses Feel Treatment Programs for OIC Needs Minor Improvement

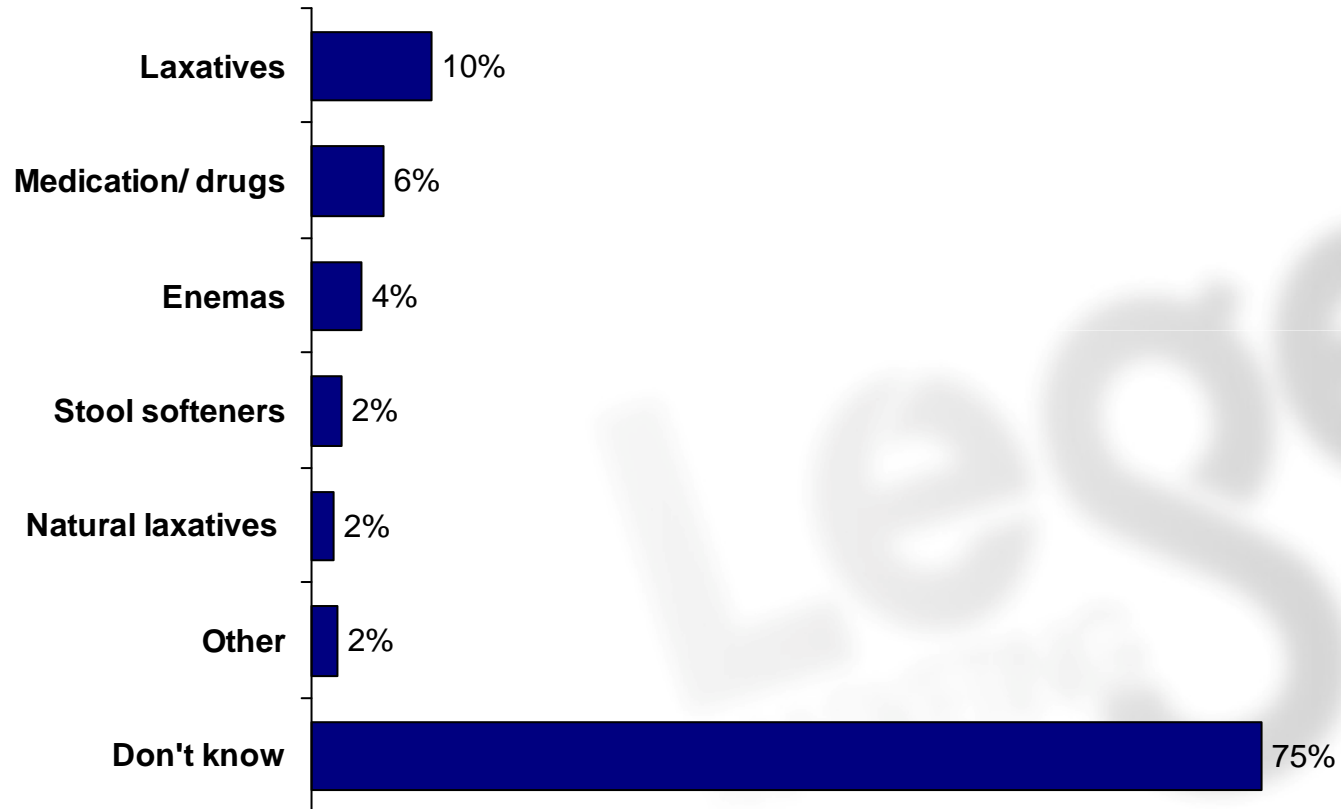
## Perceived Need for Improvement in Programs/Services



Please tell me how much, if any improvement is needed in Palliative/End-Of-Life Care PROGRAMS AND SERVICES for each of the following aspects? (Base: Total n=237)

# Canadians are Unsure How OIC is Treated

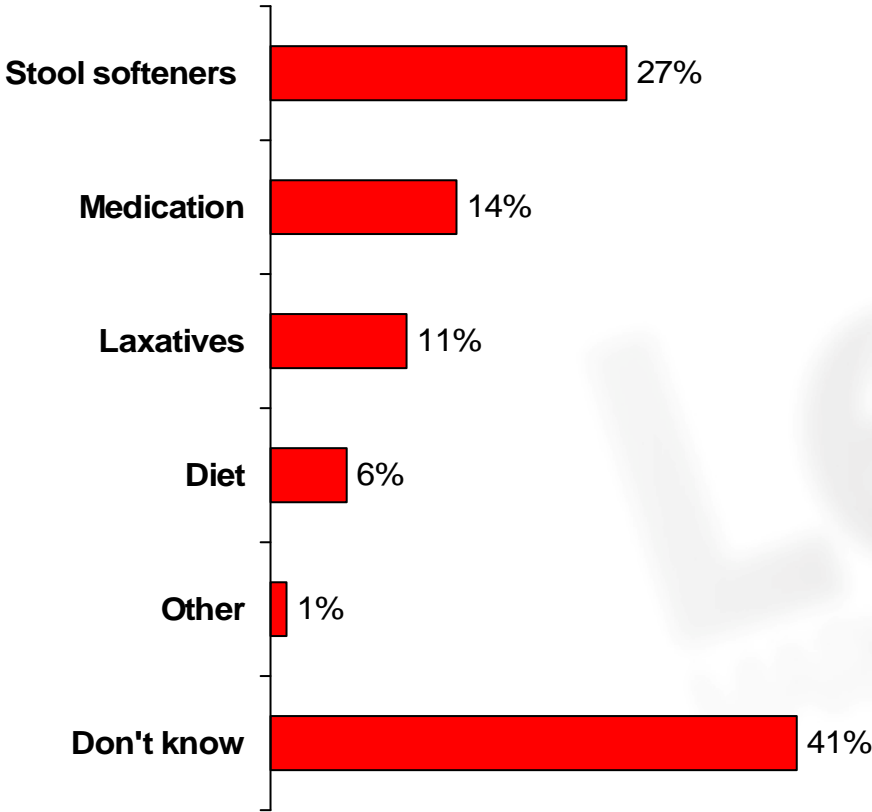
## OIC Treatments



How do you think Opioid-Induced Constipation is treated currently? (Base: Total n=2626)

# Nurses Unsure of OIC Treatments

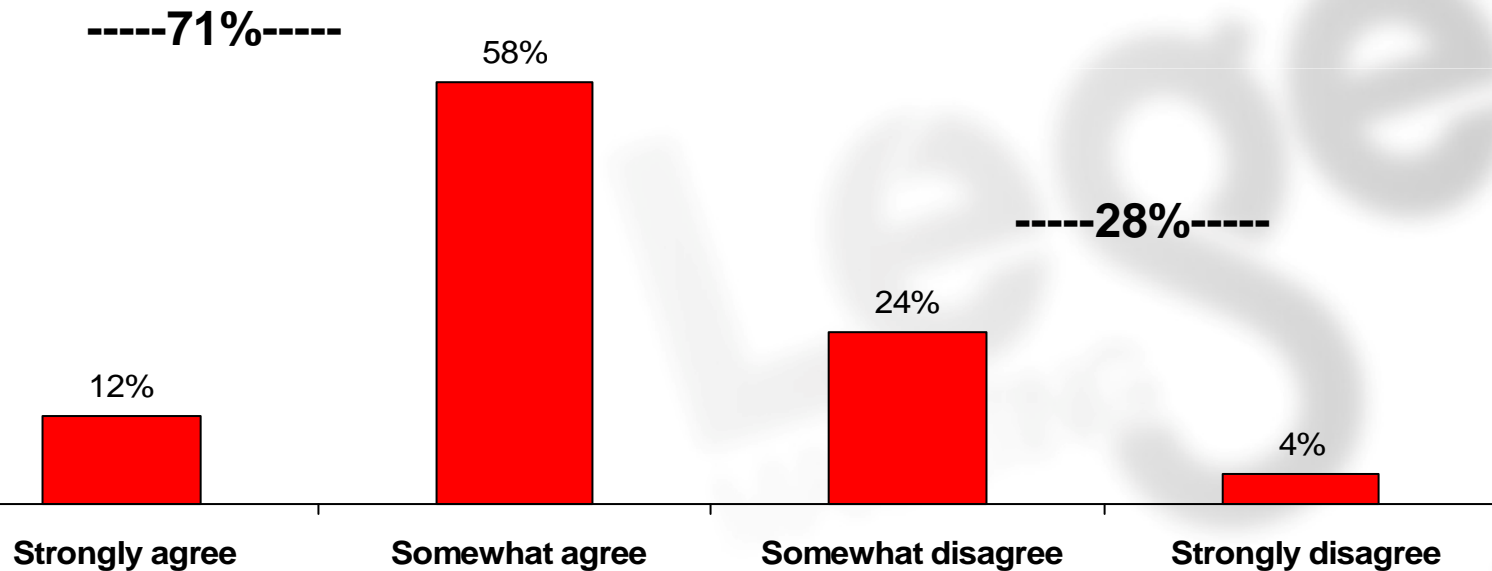
## OIC Treatments



How do you currently treat for Opioid-Induced Constipation? (Base: Total n=237)

# Some Nurses Need More Treatment Options

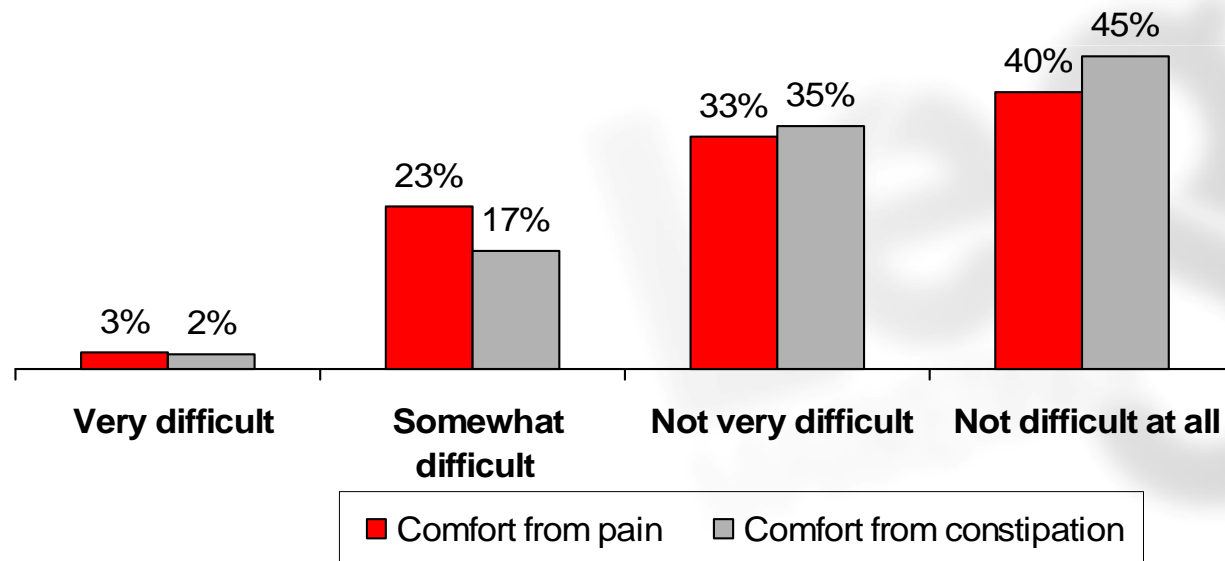
## Agreement that Nurses Have Sufficient Options to Treat Palliative Care Patients



To what extent would you agree that you have sufficient treatment options available to care for someone needing Palliative/End-Of-Life Care? (Base: Total n=237)

# Nurses Can Receive Medication to Comfort Pain and Constipation

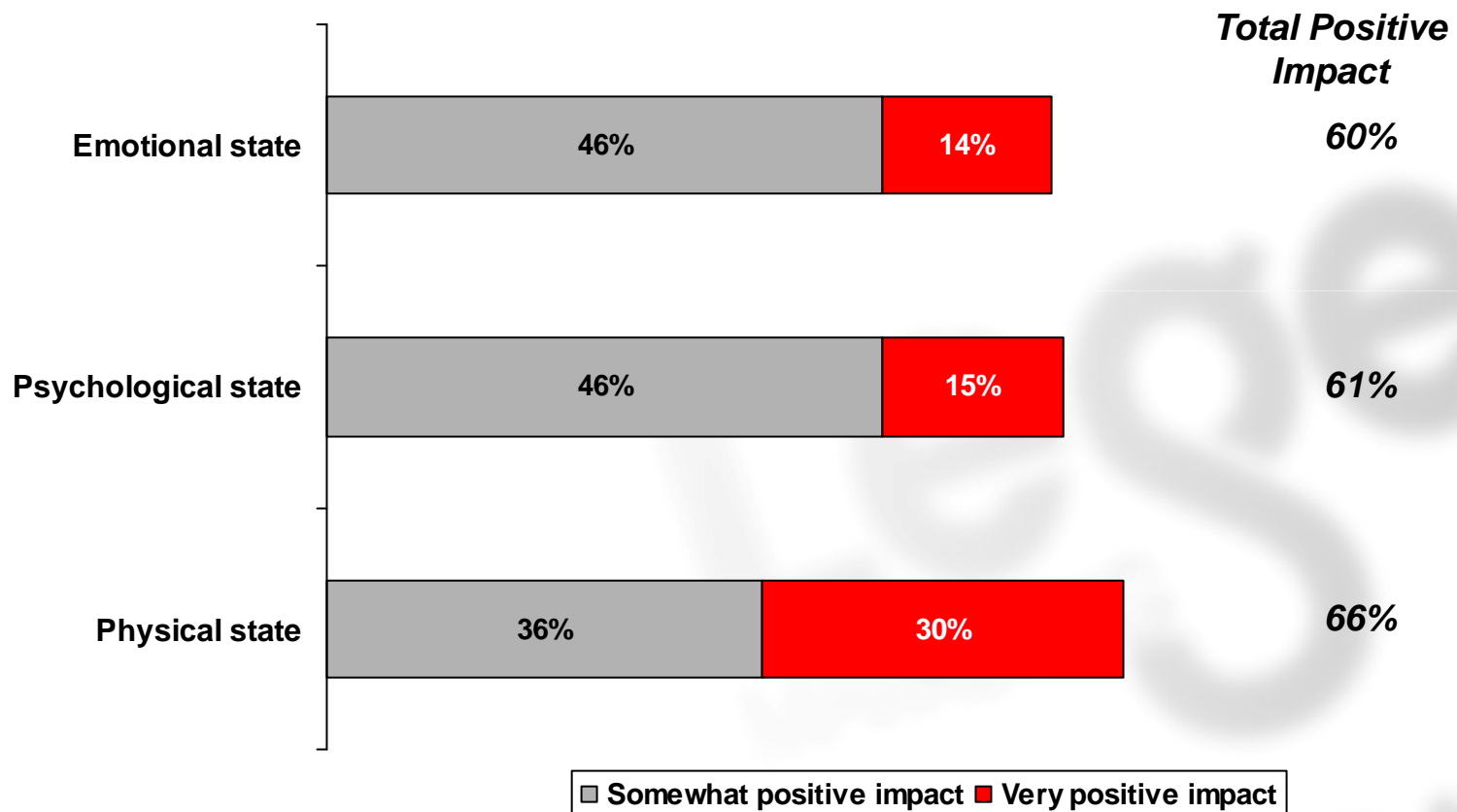
## Perceived Difficulty in Accessing Medications



How difficult is it for you to have access to the medications that provide: comfort from pain/constipation for Palliative/End-Of-Life Care patients? (Base: Total n=237)

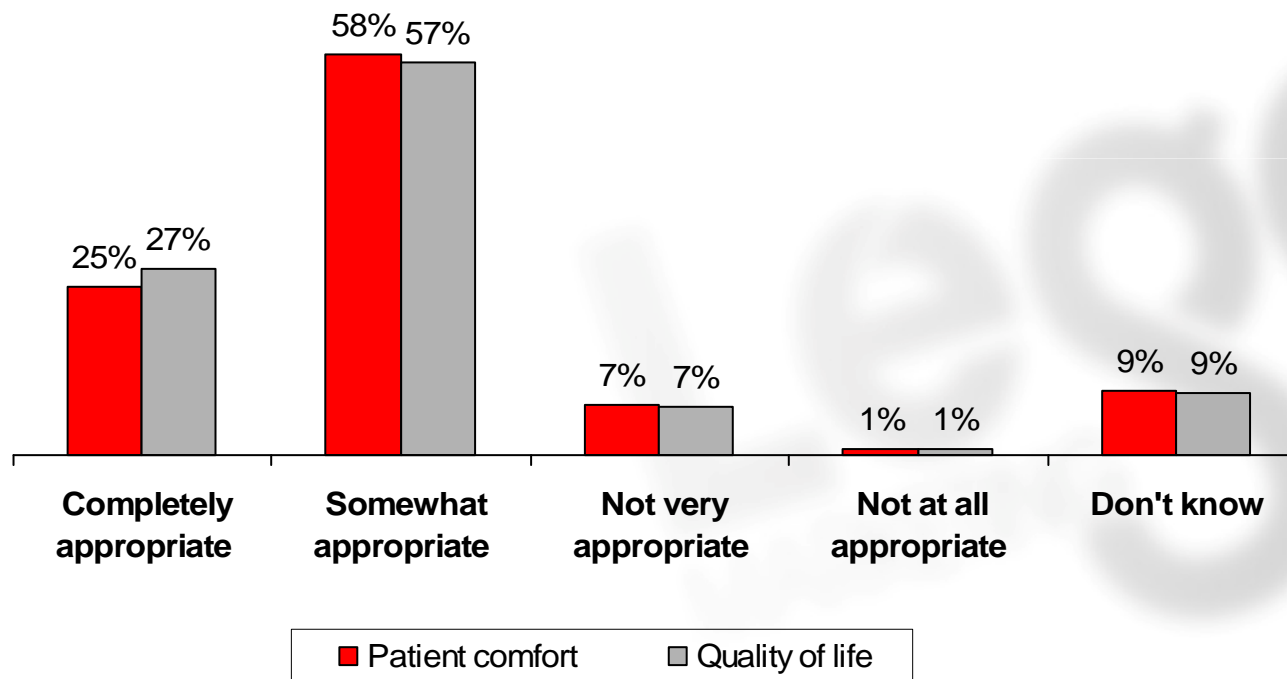
# OIC Treatments have Somewhat Positive Impact

## Impact of OIC Treatment



Talking specifically about how of Opioid-Induced Constipation is treated currently, how do you think the current method of treating impacts: (Base: Total n=237)

# Nurses Feel OIC Treatments are Appropriate for Comfort and Quality of Life



Overall, do you think the current method of treatment ensures patient comfort/quality of life? (Base: Total n=237)

Montréal Québec Edmonton Toronto Calgary Philadelphie New York

# Summary of Findings

# There is a Gap in Knowledge of Palliative Care

- ▶ **Canadians understand the importance of Palliative Care:**
  - ▶ Have heard of it;
  - ▶ Are aware it is needed by all people, regardless of lifestyle, income or disease;
  - ▶ If they have not been touched by it already, they know they will be someday;
  - ▶ Do worry about the state of care in Canada and the level of care they or their family will receive;
  - ▶ Know they do not have the ability to, nor do they feel they should provide it themselves.
- ▶ **However, Canadians are lacking in knowledge about Palliative Care and do not try to gain more knowledge:**
  - ▶ Are not knowledgeable about issues surrounding it, even though they think this knowledge is important;
  - ▶ Do not discuss it with family or medical professionals;
  - ▶ Have not heard about it in the media.

## **Palliative Care is about Comfort and Dignity – However, Not Linked to Constipation**

- ▶ Both Nurses and the General Public believe Palliative Care to be a challenge and feel that more needs to be done to help patients live comfortably.
- ▶ While all aspects of Palliative Care are important, to both the Canadian General Public and Nurses, ensuring comfort and providing dignity are the most important factors.
- ▶ There is a disconnect with what comfort and dignity entails, as both the Canadian Public and Nurses perceive drug side effects and constipation as of less importance, even though it will greatly effect both comfort and dignity.
- ▶ When asked, Canadians can understand that constipation is an issue that needs to be addressed to allow patients to die with dignity. However, there is not a strong top-of-mind link between constipation and patient comfort.
- ▶ Both Nurses and the Canadian Public are more concerned about the ability to deal with psychological issue than they are concerned about the ability to deal with physical issues such as constipation.

## **OIC Has Lower Significance in Minds of Nurses and Canadians in General**

- ▶ **Most Canadians are not aware of Opioid-Induced Constipation (OIC), do not realize that constipation is a side-effect of Palliative Care medications, and are unsure how it is treated.**
- ▶ **While the majority of Nurses are familiar with OIC, there is a portion who are not aware of it, and who do not consider constipation to be the most common side effect of Opioids. Some are also unsure of how it is treated.**
- ▶ **Reflective of the views of the General Public, while the treatment of OIC is important to Nurses, it is somewhat less so than emotional support and pain management.**
- ▶ **While Nurses are less confident about treating drug side effects and constipation than they are about providing comfort and dignity, many will still say that they are currently equipped to deal with OIC and that current treatment methods are appropriate to provide patient comfort and quality of life.**
- ▶ **Both Nurses and Canadians in general feel that patients would experience some embarrassment talking about the issue of constipation.**

**Leger**  
MARKETING

THE Canadian  
Way  
to do  
Market  
Research

**Expertise**

**Efficiency**

**Excellence**

**Economy**

Montréal

Québec

Edmonton

Toronto

Calgary

Philadelphie

New York