

Database Provides Insights



Challenge & Solution

Research Using SeniorTalk® Database Provides Insights To Communication Barriers Between Healthcare Professionals and Consumers

Lack of communication between healthcare providers and senior consumers is a common issue, leading to under-utilization of treatments, prolonged suffering, and isolation. Loss of bladder control, or incontinence, is one such condition for which patients often fail to seek treatment.

Researcher Diane Newman is a nurse practitioner and co-director of the Penn Center for Continence and Pelvic Floor Disorders, Division of Urology, University of Pennsylvania, Philadelphia. For her research into strategies that might effectively increase communication between patients with incontinence and their healthcare providers, we provided sample selection services and survey implementation. The sample was selected by gender and age, so that benchmarking against existing data could be accomplished.

In addition to survey administration, **SeniorTalk** tabulated the data and performed the preliminary analysis. The survey findings included new information regarding:

- Language and terminology respondents found acceptable in talking about their condition
- Types of information related to their condition that respondents wanted to obtain
- Preferred methods for initiating conversations and delivering patient education
- Elements of their condition that respondents found most frustrating

The results also gave new insight into marketing services and products; for example, they demonstrated the importance of privacy and discretion to this population.

The study was presented in poster format at the annual symposium of the Society of Urologic Nurses and Associates. It was published in the peer-reviewed *Journal of Urologic Nursing*, and reprinted as an abstract in several online and offline publications.

A research study using subjects sampled from **SeniorTalk**’s database of individuals with incontinence found it to be a reliable source of demographic, lifestyle, and behavioral data.