

Developing Information Aids to Help Consumers and Providers with Decisions Concerning Treatment of Anxiety or Depression

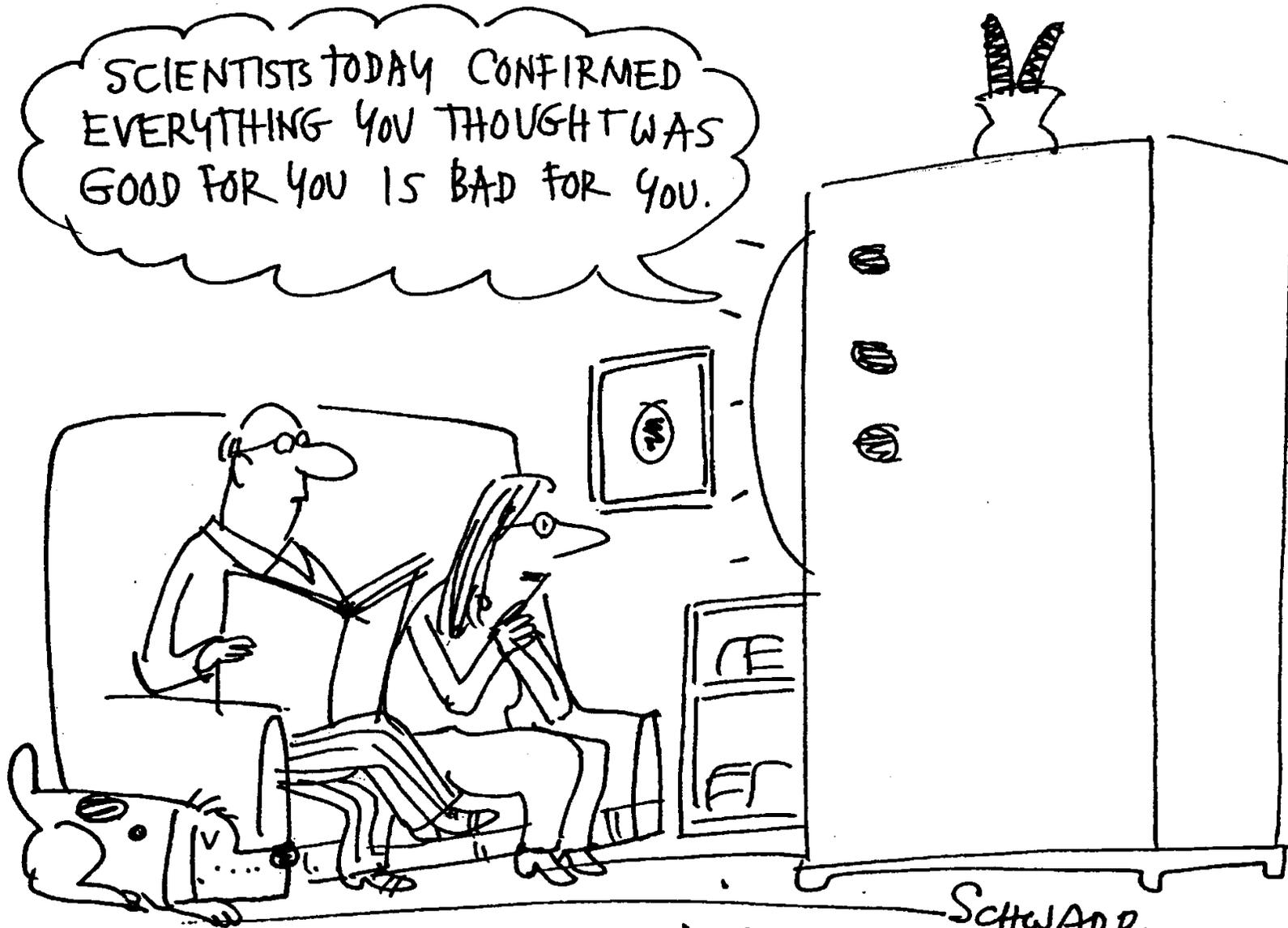
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What information do consumers usually have in making decisions concerning treatment for anxiety?

Our Impressions

- Consumers have very little information
- The treatment provided may be more dependent on the provider than the preferences of the consumer
- Providers often have limited information about treatment options also
- When we talk about patients or clients providing consent – is this informed consent?

SCIENTISTS TODAY CONFIRMED
EVERYTHING YOU THOUGHT WAS
GOOD FOR YOU IS BAD FOR YOU.



SCHWADRON

Benefits of Meeting the Challenge

- Supporting informed decision-making by consumers will probably produce more effective treatment in the end
- Informed decision-making by consumers and policy makers is likely more economically efficient for our health care systems
- Adequate information supports consumer choice and truly informed consent.

Survey of Experiences

Areas of Interest:

- How much information have they received in the past?
- How was the information provided?

What questions to include when asking patients about their information preferences?

- Experienced providers (psychology, psychiatry, family medicine) generated the questions
- Considered the treatment process from initiation to termination.
- Considered the areas patients often ask about during the course of treatment.

Survey: Specialty Anxiety Disorders Program

- 202 respondents with diverse anxiety problems, 69% female, average age 37
- Program was known for research and service on both pharmacological and psychological treatments
- Completed the survey before the intake interview – had not received assessment or treatment choices/ recommendations

Survey

- Respondents were asked whether they had received previous treatment – questioned separately for psychological and pharmacological treatments
- Most had received previous treatment
- Question: “When you were deciding whether to start the treatment, how much information did you receive about the following areas?”

Figure 5a: Percentage of individuals with previous medication treatment who report that they received “none” or “a little” versus a “just right” amount of information concerning specific aspects of treatment (N = 167)

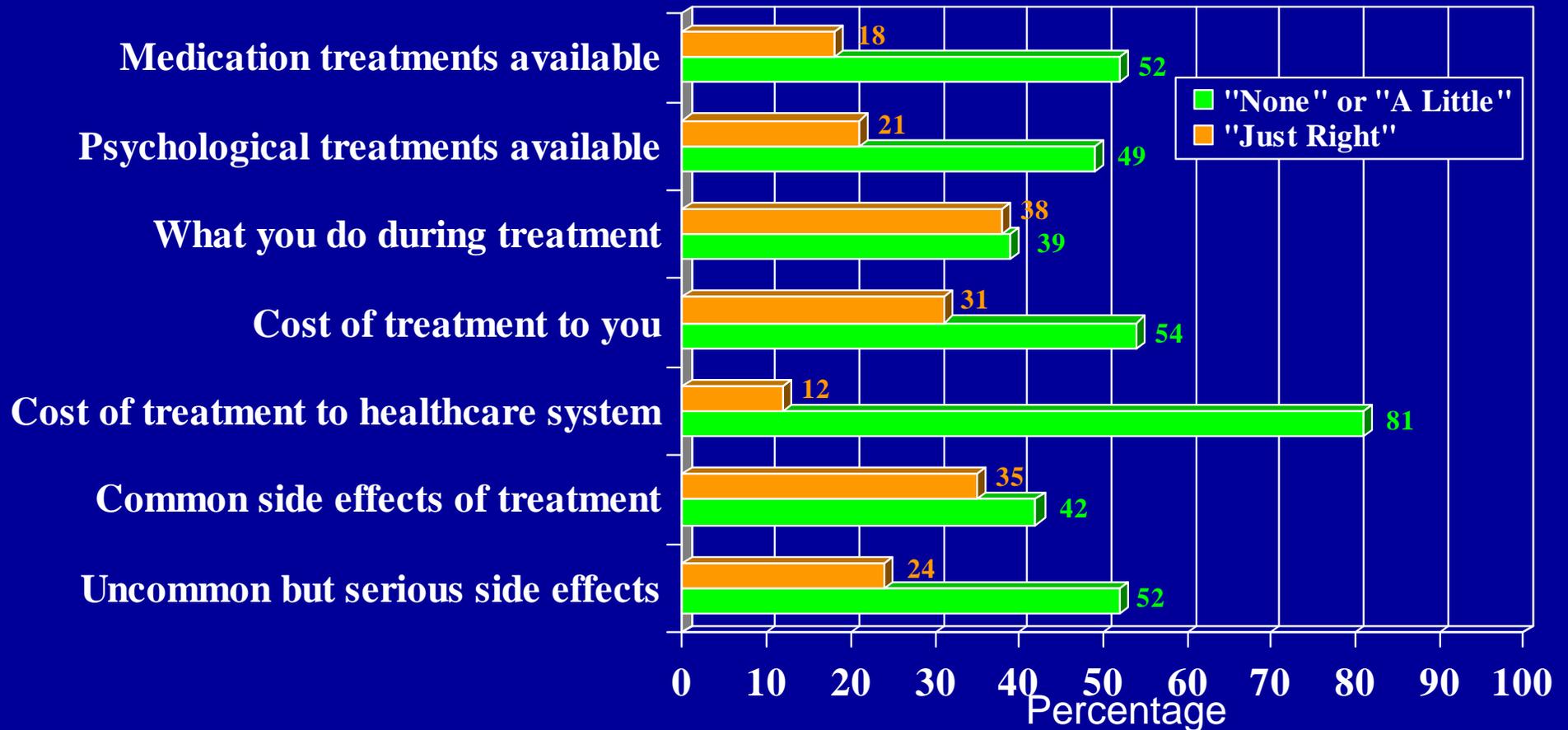


Figure 5b: Percentage of individuals with previous medication treatment who report that they received “none” or “a little” versus a “just right” amount of information concerning specific aspects of treatment (N = 167)

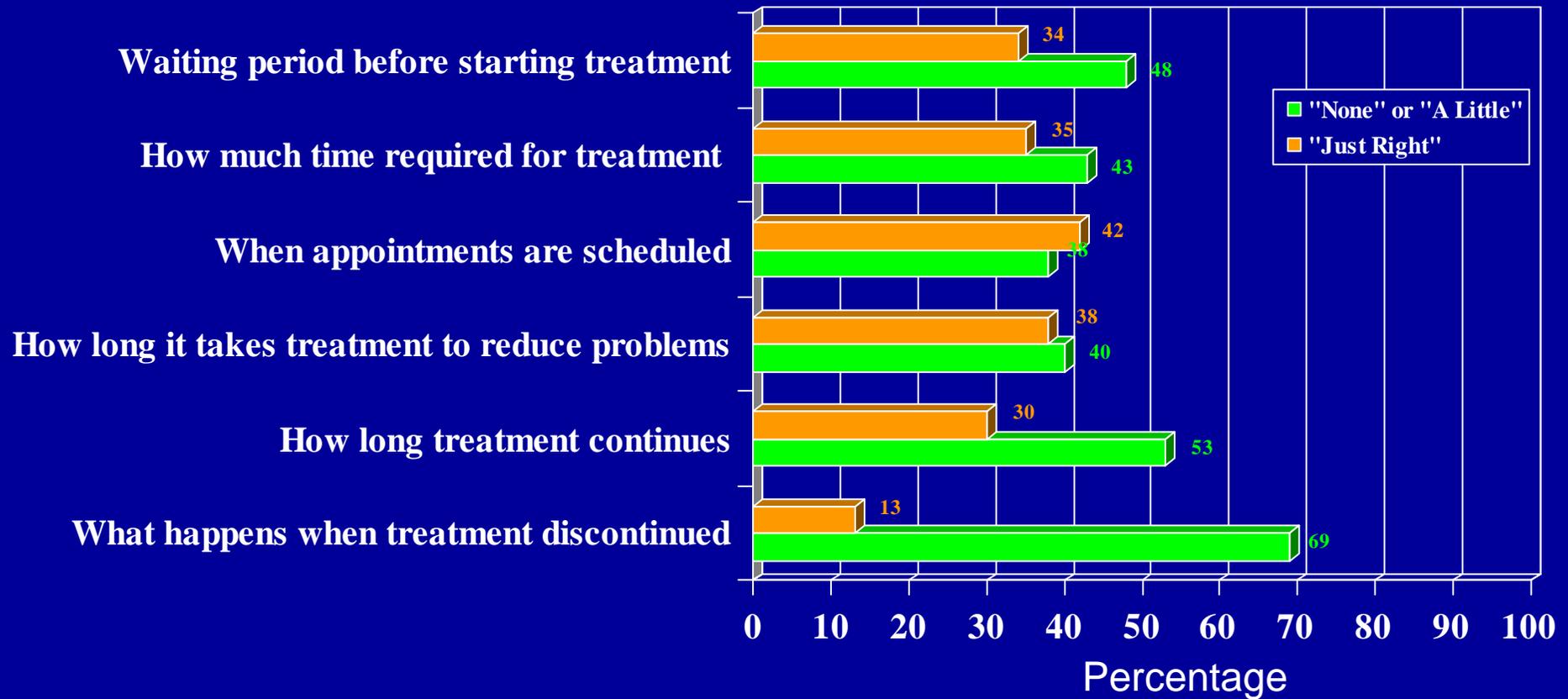


Figure 6a: Percentage of individuals with previous psychological treatment who report that they received “none” or “a little” versus a “just right” amount of information concerning specific aspects of treatment (N = 167)

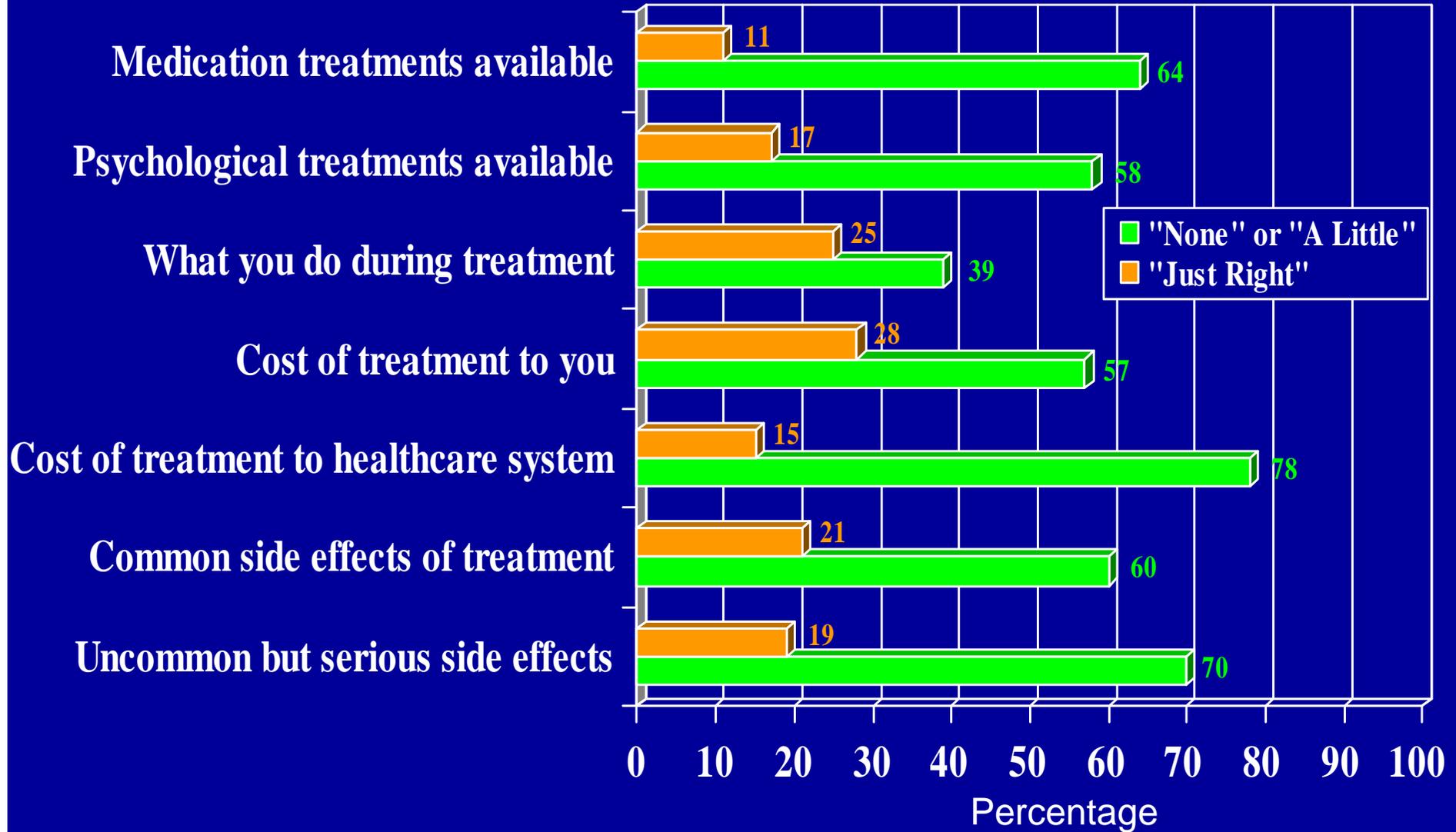
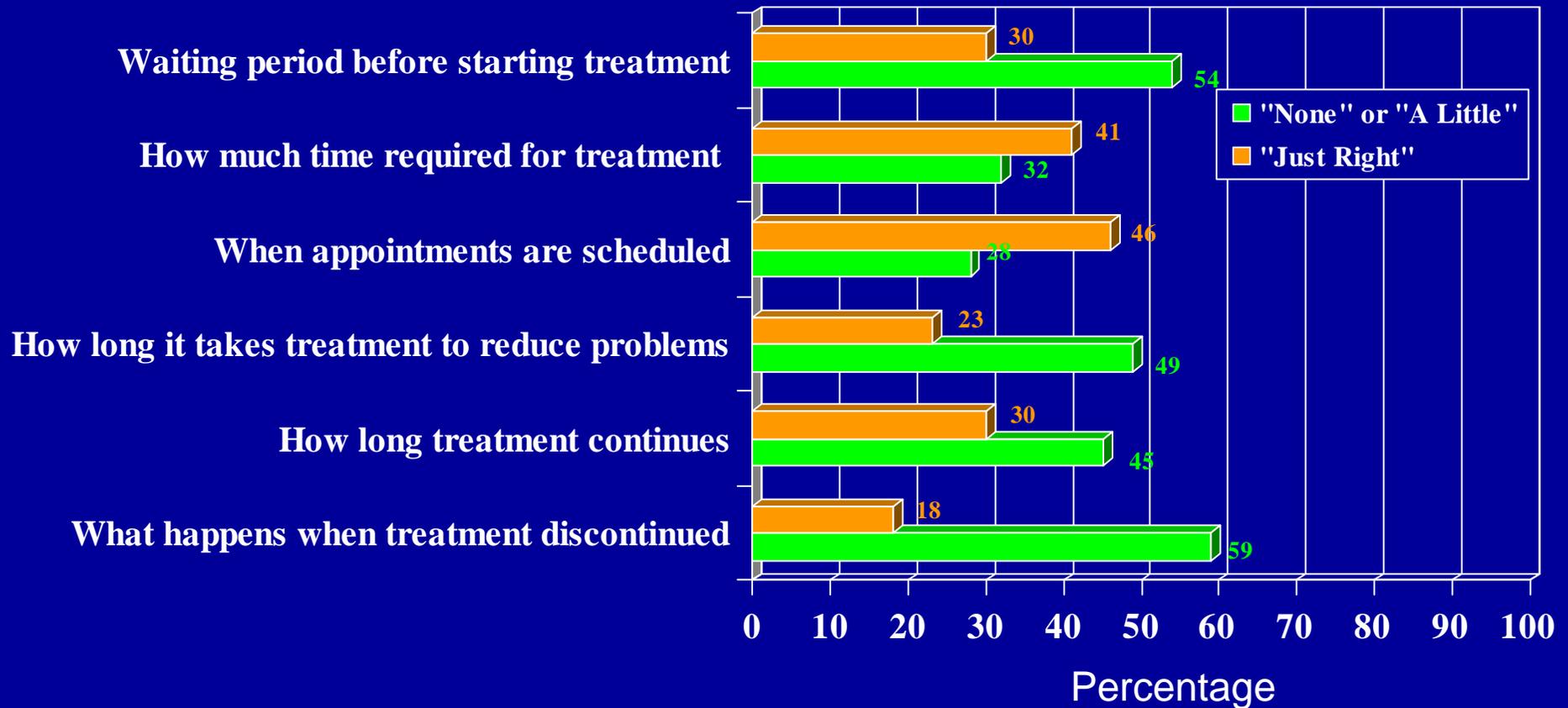


Figure 6b: Percentage of individuals with previous psychological treatment who report that they received “none” or “a little” versus a “just right” amount of information concerning specific aspects of treatment (N = 167)



Conclusions

- Information in all of the areas considered was judged important to decision making by individuals in both samples
- Respondents in the Anxiety Program reported that they had received little information in most areas when making previous decisions
- Respondents were receptive to information provided in various formats
- Currently most information is provided in discussion with providers



*"The only side-effect from this procedure will be
a lingering distrust of doctors."*

Key Tasks In Knowledge Translation

- What information do people want?
- Find the information (knowledge synthesis)
- Put the core information into plain language
- Format information for different media and different audiences
- Evaluate core and formatted information.
- Disseminate products on a wide scale.



*"That pill they advertise all the time on TV —
I'm not sure what it is, but I want it!"*

Treatments for Depression

Brainwave Optimization with RealTime Balancing™



Brainwave Optimization with RTB™ is a unique computer based healing modality that balances and harmonizes brainwave activity. This technology has helped thousands of people around the world to enhance performance, improve focus and concentration, while also reducing anxiety, depression, and a host of other neurological conditions.

Our method is completely non-invasive, drug-free, and individually tailored to your unique brainwave pattern.

Challenges (1)

- Much of current decision making is strongly influenced by marketing activities
- Many of the issues are quite complex – it is difficult (and probably not efficient) for the information to be provided exclusively in discussions with providers even though patients are very receptive to receiving information this way
- Research on treatment adherence suggests rapid loss of information provided verbally without written instructions

Challenges (2)

- Written materials provide a cost-effective alternative
- Materials provided on the web can be widely available and allow for branching

Challenges (3)

- Most of the written material available at this point does not address some of the most important questions
- Current materials on the web do not answer many of the important questions people have identified.
- Information to answer some of the questions is not widely available

Challenges (4)

- Who will pull together the most important information for consumers, providers, and policy makers?
- How will these efforts be financed?
- How will we insure balance?
 - Much of the written material available is focused on marketing specific products.
 - Balance is a challenge for clinicians

- Sample Information Aid
(Beta Version)