Magically Improving the Patient Experience

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Magician/Family Entertainer

Zoom Chat vs. Q&A

- Submit any technical issues via the chat function.
- Use the Q&A function to submit questions you would like the speaker to address at the end of the webinar.
Disclosures

Relevant Financial Relationship(s):
Nothing to Disclose

Off Label Usage:
Nothing to Disclose

Who Am I?
Goals

• How the secrets of magicians can be used to decrease fear and anxiety felt by patients.
• How audience management techniques, used by performers, can help guide patients actions and behaviors during exams.
• Tips and Tricks which can be used to help you leave patients with a smile and positive memory of their medical experience.
Why Magic?

Thumbs Down
When anxiety is alleviated, children are more likely to engage with clinicians and follow instructions, which makes it easier for the clinician to perform the procedure or physical examination and to obtain accurate and complete diagnostic information.

- Arousing Curiosity
- Using Desensitization
- Shifting Awareness

Building Rapport

- By introducing your self by performing a magic trick first you are able to quickly become someone of interest and fun instead of someone to be feared.
- A child is more likely to follow your direction during playful interaction. (coloring book)
- Once you have broken down the wall interacting with the child should be easier.
Magic coloring book

Images courtesy of Matthew C. Meyer Editorial Photographer

Magic Misdirection while starting IV’s

Magic Misdirection while starting IV’s

“I just wanted to tell you about the experience I had with using the magic tricks. The first experience was when a fellow co-worker was starting an IV on a 5-year-old pt. The IV tech was looking for an IV while the nurse was asking questions and I heard the little girl cry. Just then I thought about the coloring book so I sat in front of the child and we proceeded to have some fun with the book. She was smiling and didn’t even realize how fast the IV was over with. I really impressed mom and dad too.”

Teri Young RN

Magic Misdirection while starting IV’s

“A little girl came back for an IV with her mom and her grandmother. While the IV tech was looking at the patient’s arm for an IV, I was able to show her the coloring book while another RN was using the blue lights. The girl had a huge smile on her face and her mom and grandmother were also smiling. The little girl didn’t seem to notice or care that we were putting an IV in her arm. Her mother thanked us for the good job we did. It was a lot of fun to do that for our patients and to make them smile.”

Beth Swanson RN
Hi Joe! I wanted to thank you again for **alleviating some stress for me** on Monday. I **had a very scary week** and to be able to laugh and smile while doing something uncomfortable really changed the whole experience for me. I am writing up some very positive comments to Mayo to encourage your work for patients. We will also mention Nurse Dave and how awesome it was for him to think of you for me. I hope you’re not busy on November 12th when I’m having my surgery. I’ll need some **distraction as they put the IV in**, that’s the worst part for me! Anyway, it was great to **see you do your thing**, it make a big difference.

- Patient’s in her 30’s
Magically Improving the Patient Experience

Naomi Loukilin, a member of her care team, Jessica Frinick, put it. If something could go wrong during Naomi’s treatment for cholangiocarcinoma, it did. “She’s had complications after complication,” Herpin, a physician assistant at Mayo Clinic’s Rochester campus, tells us. Complications that included “vomiting, infections,” and “nadir blood,” which led to “prolonged stays” in the intensive care unit at Mayo Clinic Hospital’s Saint Mary campus. Herpin and other members of Naomi’s care team have had to deploy “remarkable efforts” just to keep her alive.

But even when Naomi’s condition had finally stabilized, Herpin tells us the emotional strain those rough patches placed upon her was real. “Her spirit had completely died,” Herpin says. After having grown close to Naomi and

Focusing your audience’s / patient’s attention on one thing in order to distract their attention from another.

Misdirection (Distraction)
Making your audience comfortable using subconscious reactions to stimuli.

Environment (Staging)

By changing our environment, we can misdirect patient’s thoughts away from fear and anxiety by using factors they are conditioned to feel comfortable in.
What a Needle Might Look Like to a Child.

What a CT Scanner Might Look Like to a Child.
What Ultrasound Might Look Like to a Child.

What an X-ray Might Look Like to a Child.
Or...It Could Look Like This.

Why stop there?

Portable X-ray Machine by Gilson Graphics
The Adventure Series Program at The Children's Hospital of Pittsburgh

- The number of sedations for pediatric CT procedures fell by 99 percent—from 354 cases to just 4—between 2005 and 2007

Logistical Issues

- Not every imaging room scans only pediatric patients.
- By the time we decorated a CT scanner there would be a newer scanner available that would be faster and less dose for the child.
- We scan peds in different areas around the Mayo campus
- Cost
Use Magic to Make Equipment Fun!

Projection System
Projection System

- Kids Cup Grant
- Pediatric immersive sensory experience

Pre-Procedure Distraction
Post-Procedure Distraction

Audience Management
The Importance of Language With Kids

• Term Confusion: X-ray? (it’s a picture)
• Use honest, simple terms when discussing medical tests, procedures and diagnosis.
• Lying to protect is rarely successful, it builds distrust and ruins rapport.
The Importance of Language With Adults

• Term Confusion: X-ray? (it’s a picture)
• Use honest, simple terms when discussing medical tests, procedures and diagnosis.
• Lying to protect is rarely successful, it builds distrust and ruins rapport.

What Color is the Circle?
What Does a Cow Drink?

They Drink

WATER!
Move on Foot in a Circle - Clockwise Direction

With Your Finger Draw the Number in the Air

6
Adding Something Special
Happy Staff = Happy Patients
• Hi my name is Joe and I am going to be giving you a hand today…No Pun Intended!

• Patient sits up say “Take your time there is no rush…and no pun intended”

• If a patient apologizes for having to sit for a minute to regain their bearings say – “No problem, take your time…I get paid by the hour”

• Patient tells you wrong name and birthday to be funny. You reply “don’t lie, you know x-ray techs can see right through you”
HIPAA Joke

KNOCK KNOCK
Who is there?
HIPAA
HIPAA who?
Sorry, I can’t tell you that!

I Know What You Are Thinking!

• You are thinking we don’t have time for this stuff.

You should be thinking, we are wasting time because we are not doing more of it!
Magic Trick: A behavioral strategy for the management of strong-willed children.

- Objective – To compare the effectiveness of using a magic trick to persuade strong-willed children cooperate with more conventional methods like Tell-Show-Do

- Conclusion – This study demonstrates that a magic trick is able to facilitate two types of cooperative behavior: (1) it expedites the movement of the child into the dental chair and (2) it enables the dentist to take radiographs more easily.

- Radiographs performed: Magic + 91% verses Magic – 54%


The Magic Coloring Book
The Magic Thumb Light

The Squeaker
Showing Magic Don’ts

• Assess your audience. If your patient is timid and looks like they are scared to participate don’t make them, and don’t let the parents make them. Simply perform the trick yourself and/or have their parent help.
Smiling is infectious,

by Karen McLendon-Laumann

Questions & Discussion