



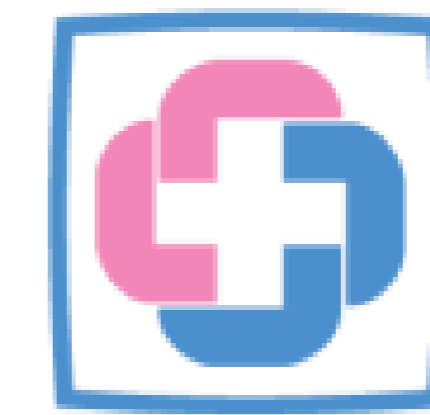
**Singapore Healthcare Management 2017**

# Fear Not!

## Reducing unfounded fears of ultrasound guided breast biopsies in patients



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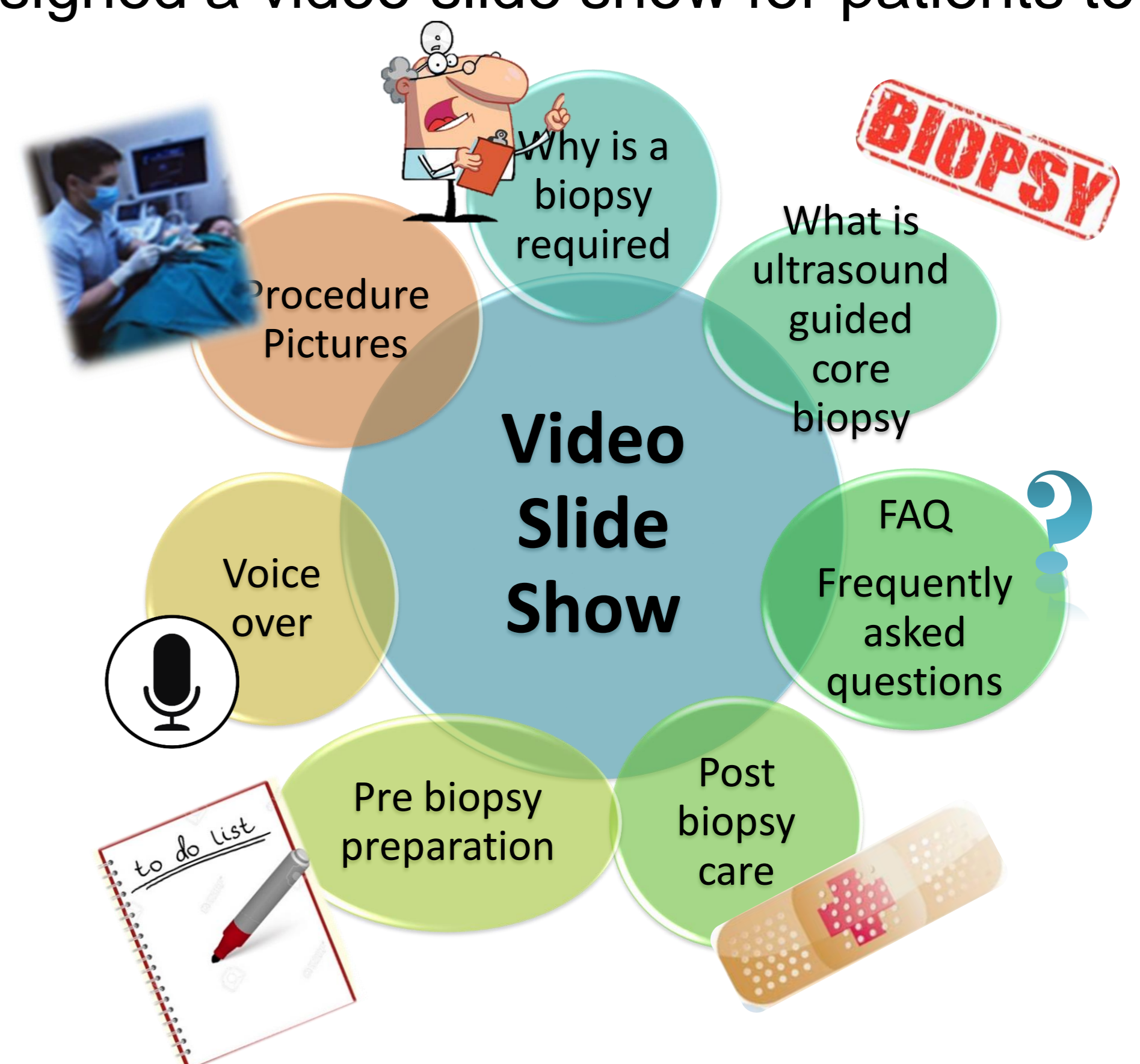
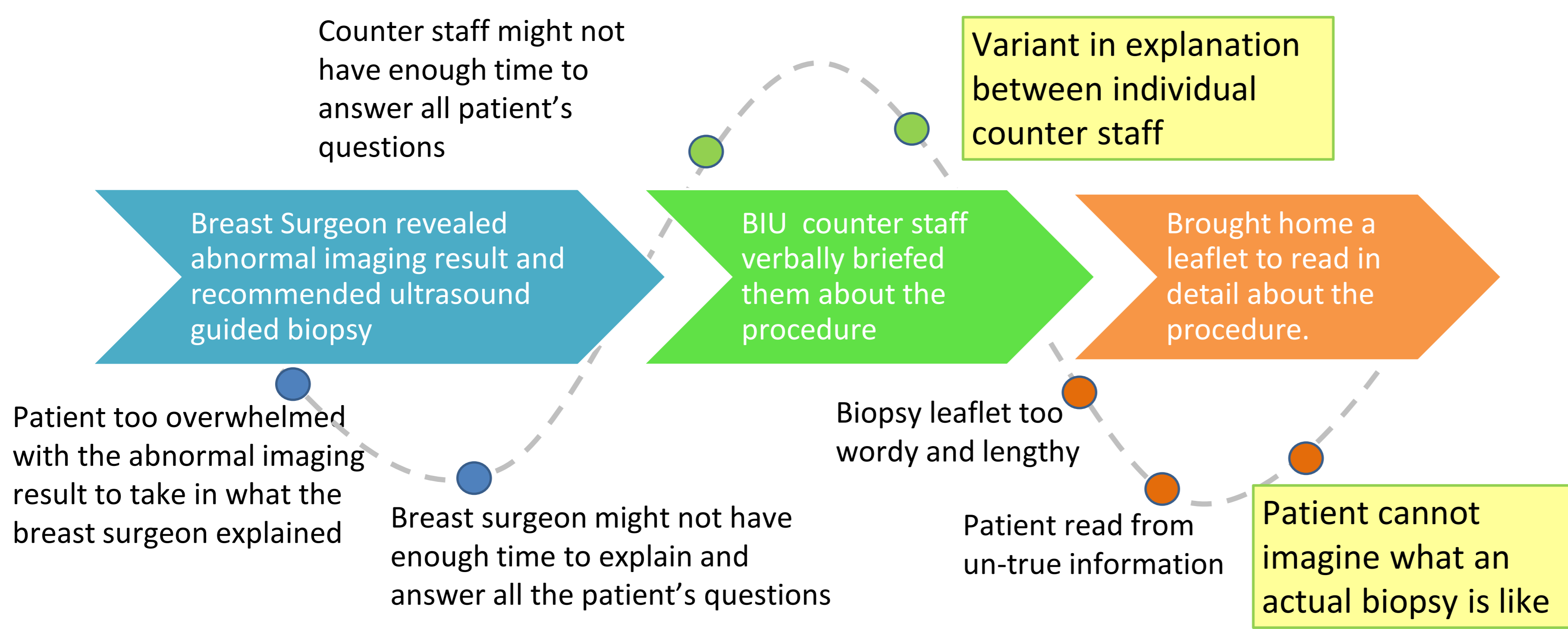
### BACKGROUND

In KK Hospital's Breast Imaging Unit, there are approximately 100 patients going through ultrasound guided breast biopsies in a month. These patients are mostly fearful and anxious. Currently, a minimal verbal explanation and a lengthy pamphlet about the ultrasound guided biopsy procedure are given to the patient. This is found to be insufficient.

Our **AIM** is thus to reduce the unfounded fears of ultrasound guided breast biopsies in patients by effectively yet efficiently providing them with more information.

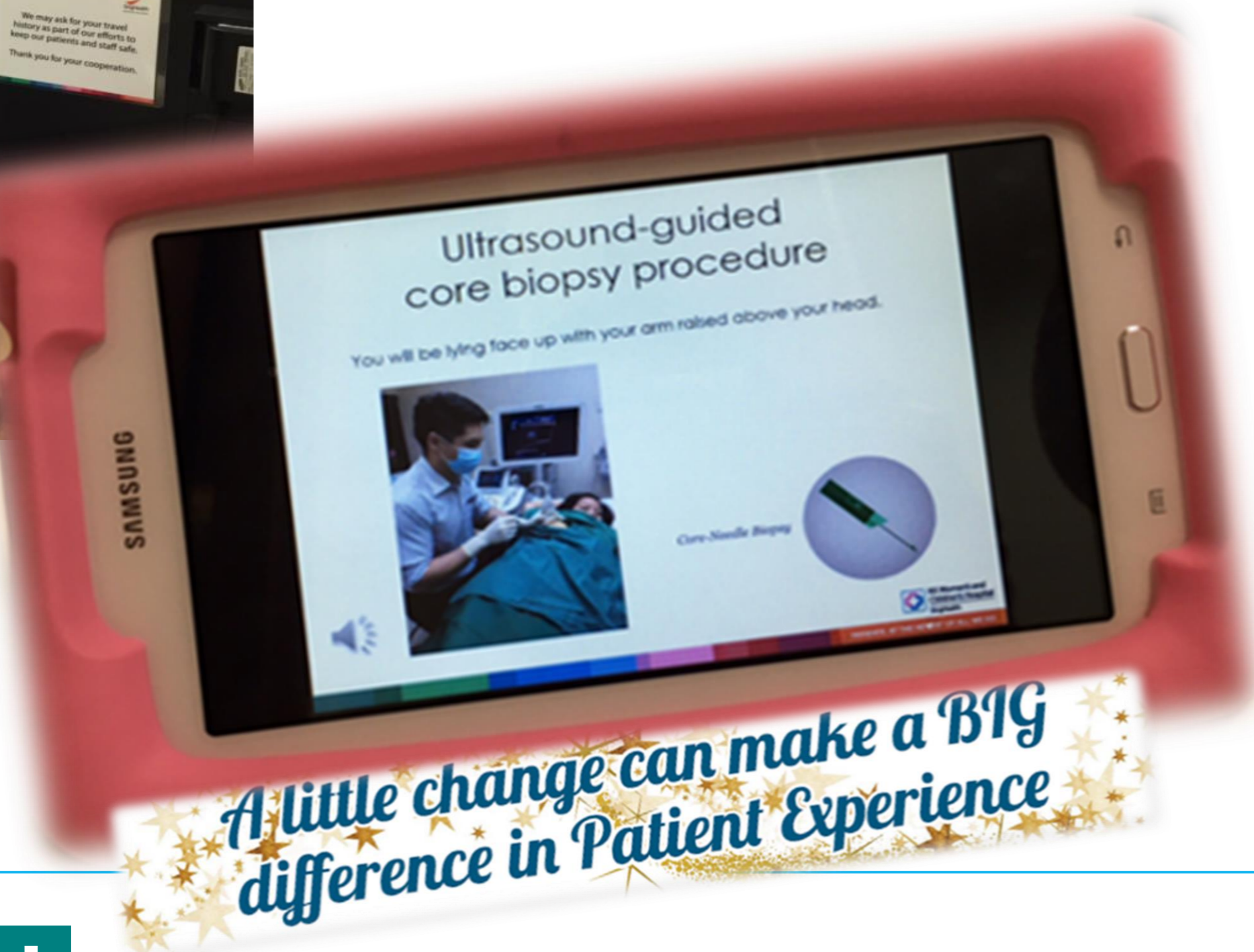
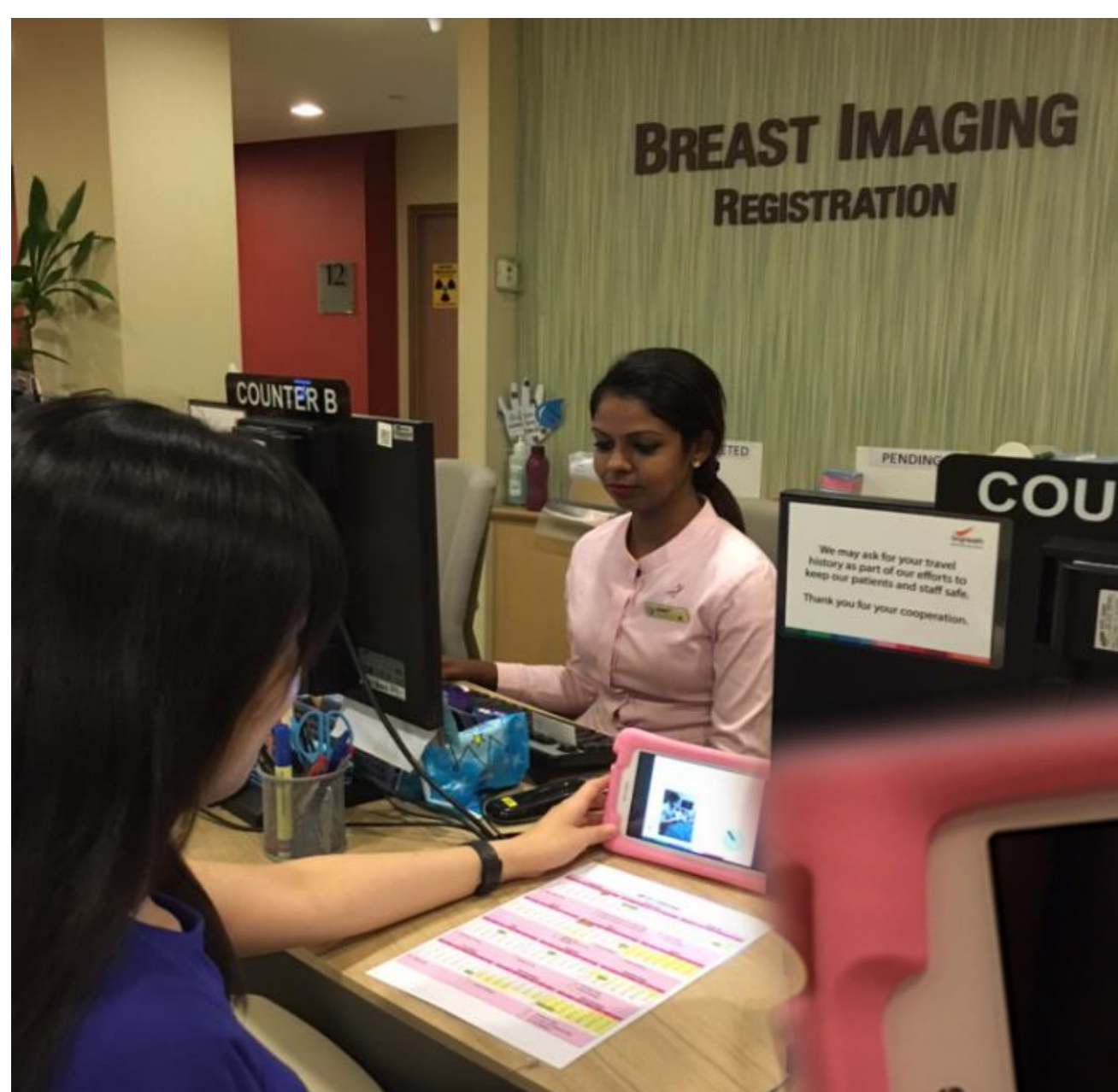
### METHODOLOGY

Through touch point analysis, our team brainstormed the possible root causes and designed a video slide show for patients to view in order to supplement the current verbal-only pre-biopsy counselling.

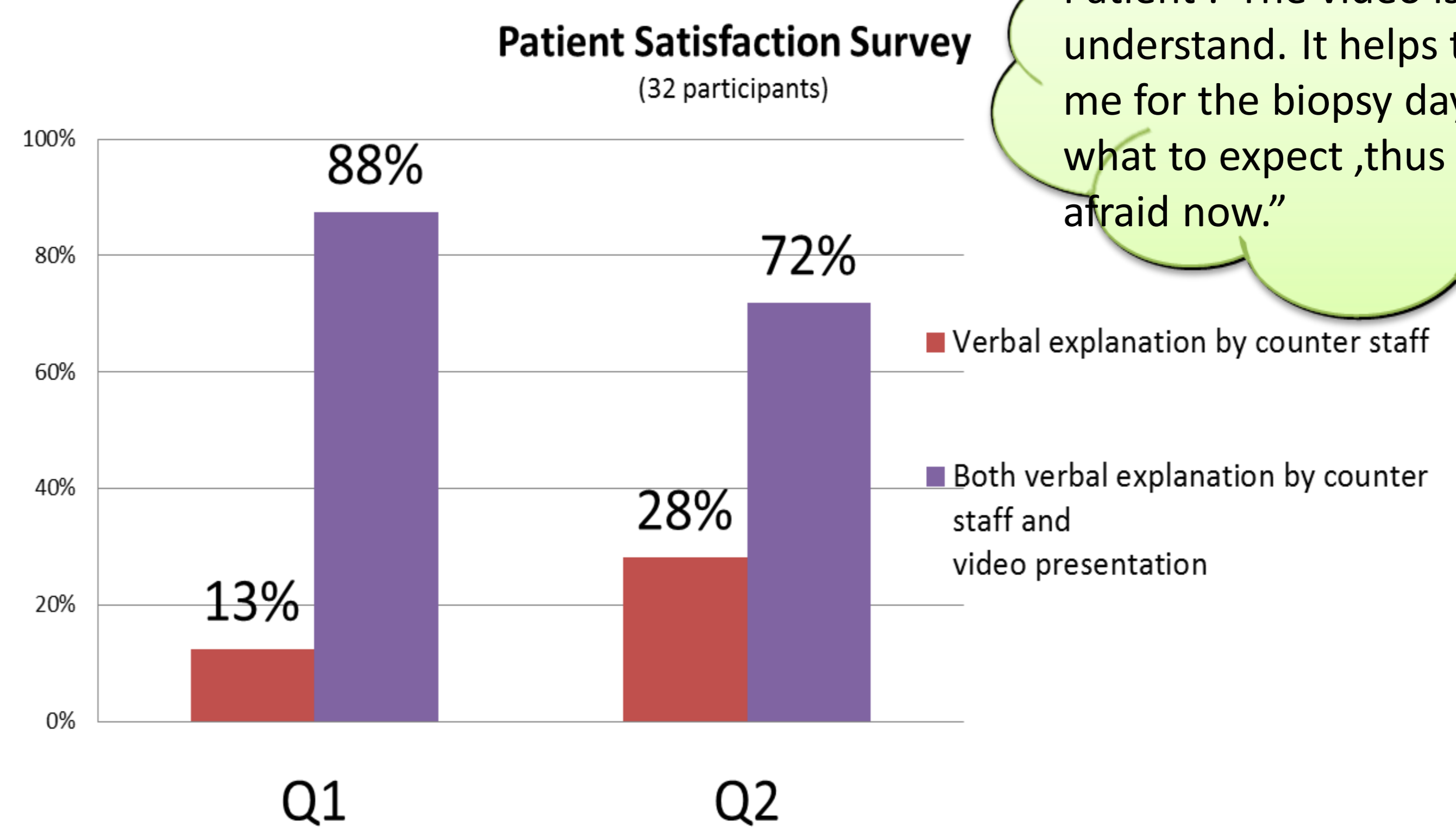


### RESULT

88% of the participants agreed that it made it easier for them to understand the procedure, and 72% of them said that it helped them to feel less fear before undergoing the procedure by supplementing current verbal-only pre-biopsy counselling with video slide show. Binomial tests were performed, and the chance of random sampling error on both results were found to be statistically insignificant.



*A little change can make a BIG difference in Patient Experience*



Patient: "The video is easy to understand. It helps to prepare me for the biopsy day, I know what to expect, thus feeling less afraid now."

Q1. Which made it easier for you to understand the ultrasound-guided biopsy procedure?  
 Q2. Which made you less fearful on going for the ultrasound-guided biopsy procedure?

### CONCLUSION

We can confidently conclude that the additional presentation truly made a difference in helping patients better understand the biopsy procedure and thereby reduce their anxiety.

This project has also proven to be low cost yet effective, requiring only a tablet as a viewing platform. It however, goes a long way in putting patients' unfounded fears to rest and thereby improving patient satisfaction and the biopsy procedure experience.

### TO SUSTAIN AND SPREAD

- Translation into other languages
- Review and improve on the written leaflet
- Development into a smart phone app
- Upload to KKH internet for patient to review at home anytime
- Possibility of being used for counselling in other services (eg. ST guided procedure)