

PATIENT SATISFACTION: A FACTOR TO CONSIDER FOR IMPROVING ADHERENCE

CTaieb¹, Ann Laure Demessant², CRibeyre³, C Skayem^{4,5}

¹ European Market Maintenance Assessment, Fontenay sous-Bois, France. ² La Roche Posay International, Levallois-Perret, France. ³ La Roche Posay, Levallois-Perret, France, ⁴Hôpitaux de Paris (AP-HP), Paris Saclay University, Ambroise Paré Hospital, Boulogne Billancourt. ⁵.Sorbonne University, Faculty of Medicine, Paris, France

INTRODUCTION AND OBJECTIVES:

Patient satisfaction is important as it can improve motivation and the ability to follow treatment instructions, which may lead to better long-term health outcomes. Dry skin remains one of the most common reasons for dermatological consultations. The Objectifs Peau project suggests that 23.83% of the French have dry skin: 20% in people with no related skin condition and 32.5% in those with one.

MATERIALS AND METHOD:

In the context of patient centricity, we wanted to better understand patients' expectations in order to evaluate their level of satisfaction. Satisfaction can be objectively described as the difference between the expected and the observed.

All 300 GPs who agreed to take part in the evaluation gave a two-part questionnaire to patients who had been prescribed an emollient [a dermocosmetic containing shea butter, niacinamide, LRP thermal spring water (TSW), APF (a biomass of VF grown in TSW) and microresyl] for xerosis and informed of the diagnosis that prompted the treatment.

One questionnaire focused on patients' expectations; the second concentrated on patients' experiences.

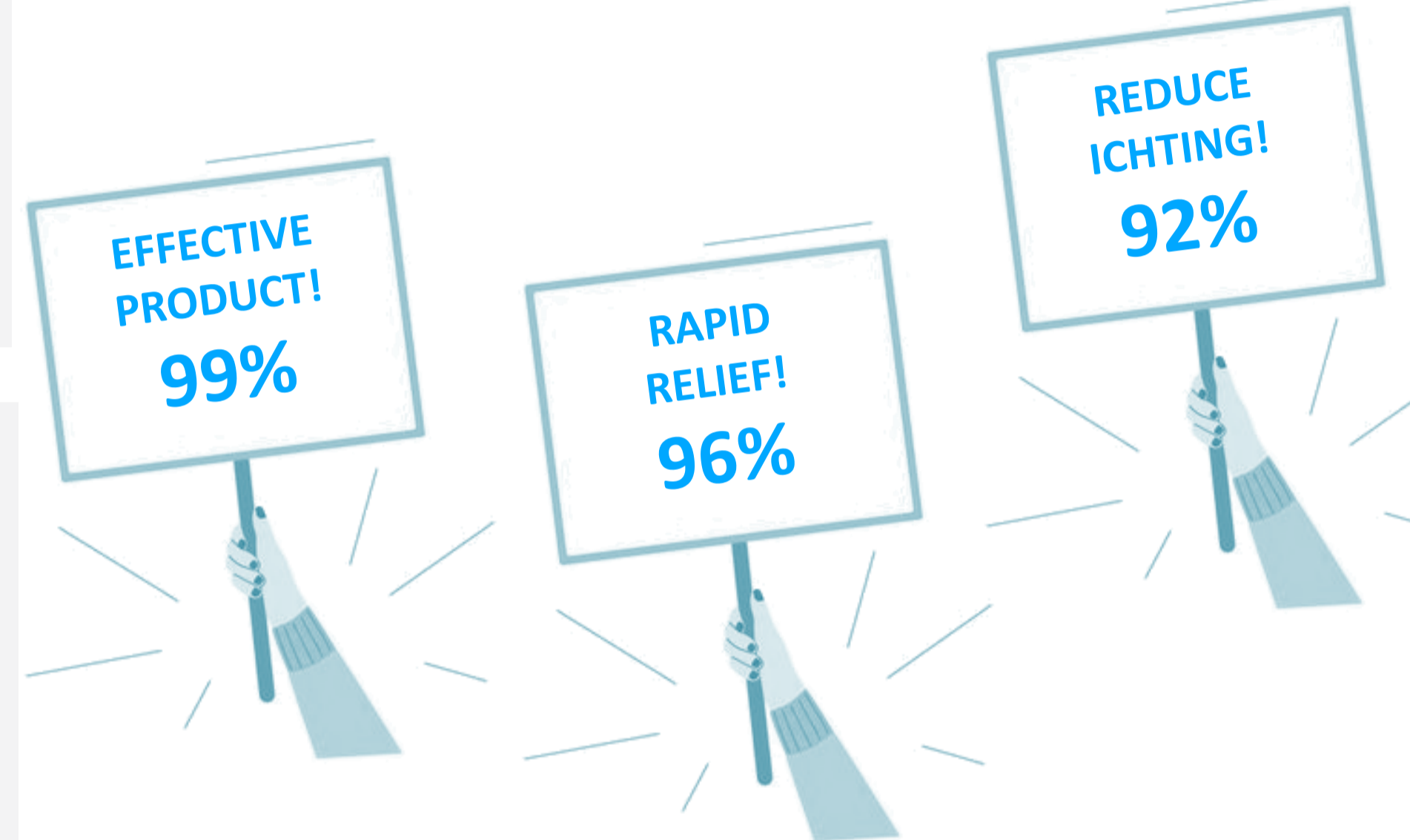
RESULTS:

The study included 2,723 patients, of whom 2,386 completed questionnaire Day 1 and 1,348 questionnaire Day 15. To evaluate their satisfaction, the patients had to complete both questionnaires, giving 1,009 evaluable responses. The patients' priority expectations identified in questionnaire Day 1 were clear: 99% wanted the product to be effective, 96% to provide rapid relief for their skin and 92% to reduce itching.

Following 15 days of use, the study's results can be summarized as follows: 98% of the patients felt that the product was effective, 97% that it was easy to use, and 96% that it reduced sensations of tightness and itching.

87% of the patients also reported an improvement in the intensity of their skin's dryness, 84% in the intensity of the itching and 77% in the intensity of the redness.

THE PATIENTS' PRIORITY EXPECTATIONS



CONCLUSION:

This study made it possible to:

- ▶ suggest that the emollient is effective at relieving the symptoms of skin dryness, itching and redness, thereby meeting patients' priority expectations.
- ▶ better understand xerosis patients' expectations of treatment and measure their level of satisfaction after 15 days of using an emollient prescribed by their doctor.

Furthermore, the results show that patients have clear expectations of treatment efficacy, rapidity of action and reduction of itching sensations. The patients also expressed a high level of satisfaction with the prescribed emollient, with significant improvements in their skin's dryness, itching and redness.

These results emphasize the importance of considering patients' expectations when prescribing treatments and working to maintain a high level of satisfaction in order to improve treatment adherence and long-term health outcomes.