

# CASE STUDY:

## Using behavioural science methods to explore patient and health care professional perceptions



A client wanted to gain insight into the experience and perceptions of elderly patients and health care professionals regarding swallowing difficulties and medication administration issues. The client approached YHEC to develop an analytical approach to enable exploration of these issues.

YHEC designed and conducted a study using behavioural science methods. An initial pragmatic review of the literature identified articles exploring patients' and health professionals' experiences and perceptions of swallowing difficulties and medication administration issues. Following this, themes identified from the papers were coded against a theoretical framework summarising over-arching domains proposed to influence patients' and health professionals' behaviours.

Finally, the domains were mapped to recommendations for techniques that can be used to try to change patients' and health professionals' perceptions and behaviours.



Using this approach, YHEC was able to provide insight into patients' and health professionals' experience and perceptions and derive targeted recommendations for the client underpinned by an evidence-base from behavioural science.

Read more about this research and other recent projects at YHEC <http://www.yhec.co.uk/recent-publications>



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