THE ROLE OF COMMUNICATION IN THE PEDIATRICIAN-PARENTS RELATIONSHIP: A BETTER COMMUNICATION FOR A BETTER PRESCRIPTION OF DRUGS

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The communicative-relational factors influence the pediatrician-parents encounter and the various phases of the visit comprised the therapy’s choice: the prescriptive moment could be influenced by the parental idea about the clinical aspects of the situation, as referred by some researchers that focused their attention on prescriptive habits of antibiotics (1). In this work we report and discuss the data of a survey involving all 527 family pediatricians of Veneto region and 5270 mothers of their little patients (all under 6 years of age), that received an anonymous questionnaire about clinical-therapeutic and relational-communicative aspects of the visit. Descriptive analysis of the data was performed using DELPHI TM7 professional study program. A total of 276/527 family pediatricians (52.37%) and 2567 mothers completed and returned the questionnaire. The 70.11% of pediatricians reported that mothers are too much anxious during the visit and require a therapy, especially antibiotics, but also NSAIDs and sometimes an alternative treatment (mainly homeopathy). At the same questions, only 9.74% of mothers confirmed to require a therapy. A clear difference is evident in the percentage of mothers requesting a therapy if you consider the pediatricians’ and the mothers’ answers. These differences seem to confirm what previously observed by other authors (2): physicians are often not good predictors of parental expectations or mothers do not always have the clear perception to require a therapy. Another interesting point is that about 20% pediatricians admit their lack of knowledges and education about alternative treatments, while talking about this argument with parents could have important implications and may help to minimise the risks (3) since the use of such treatments is widespread. Educational interventions about communicative competences and strategies could contribute to maintain a feeling of satisfaction, with a greater compliance and a reduction in drug administration.

References