

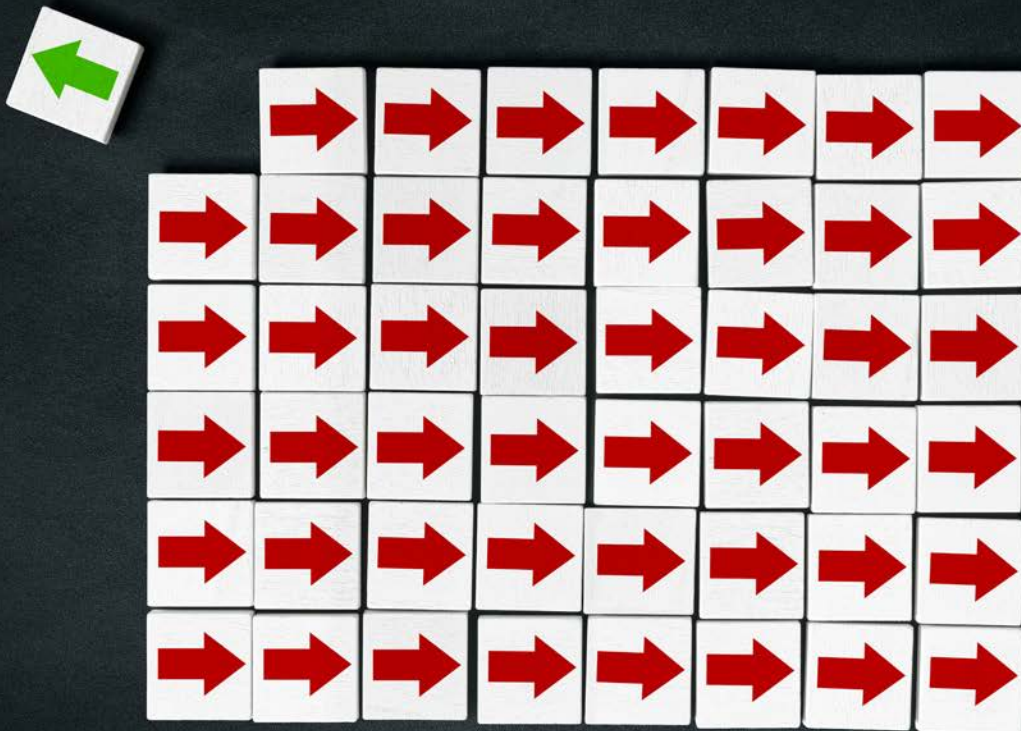
**EXTREME HUMANISM**

A Photo, A Button, A Tiny Mirror,

# A “Trivial”

Courtesy Make All The

# Difference



# #1



## **AN 80 PERCENT (!!)** DIFFERENCE: Patient Photo Leads To Dramatically Better Radiological Analysis

FROM A STUDY TITLED “Patient Photos Spur Radiologist Empathy and Eye for Detail,” presented at the Annual Meeting of the Radiological Society of North America:

The experiment. (Note: Typically radiologists interpreting results have no direct patient contact—often they are a continent or so away.)

“For the study, 318 patients referred for CT agreed to be photographed prior to the exam. . . The photo appeared automatically when a patient’s file was opened.

“After interpreting the results of the exams, 15 radiologists were given questionnaires. . . All 15 radiologists admitted feeling more

empathy towards the patients after viewing their photos. . . . More importantly, the results showed that radiologists provided a more meticulous reading of the medical image results when a photo of the patient accompanied the file.

“Incidental findings are unexpected abnormalities found on an image that may have health implications beyond the scope of the original exam. In order to assess the effect of the photographs on interpretation, 81 examinations with incidental findings were shown in a blinded fashion to the same radiologists three months later but without the photos. *Approximately 80 percent of the radiologic incidental findings reported originally were not reported when the photograph was omitted from the file.*”

# #2



## THE POWER OF PERCEIVED SELF-CONTROL. Nobody Pressed The Button!

A SOCIAL-PSYCHOLOGICAL EXPERIMENT REPORTED IN  
*IN SEARCH OF EXCELLENCE:*

“Adult subjects were given some complex puzzles to solve and a proofreading chore. In the background was a loud, randomly occurring distracting noise; to be specific, it was a ‘combination of two people speaking Spanish, one speaking Armenian, a mimeograph machine running, a desk calculator, and a typewriter, and street noise—producing a composite, nondistinguishable roar.’

“The subjects were split into two groups. Individuals in one set were just told to work at the task. Individuals in the other were provided with a button to push to turn off the noise, a ‘modern analog of control—the off switch.’ The group with the off switch solved five times the number of puzzles as their cohorts and made but a tiny fraction of the number of proofreading errors. *Now for the kicker ‘. . . none of the subjects in the off switch group ever used the switch. The mere knowledge that one can exert control made the difference.’*”

# #3

## A TINY MIRROR AS BIG AS A BAND-AID

“JANET DUGAN, A HEALTHCARE ARCHITECT, took inspiration from her recent experience having an MRI (Magnetic Resonance Image) scan. While she was lying still and waiting, she noticed a small mirror that had been placed below the head support piece. It was angled so that she could see through the barrel to the radiology technician and make eye contact with him. ‘What a small thing,’ she told me. ‘And yet what a difference it made. I felt less alone. I was connected to another person at the very moment I needed support. And even though I’m not claustrophobic, it calmed me some to be able to see out of the barrel ... I [saw] that the technician was friendly and that the nurse went out of her way to make me laugh. ... I firmly believe in the power of design to contribute to the healing process—that architecture can shape events and transform lives. But that day, in that experience, the thing that really gave me comfort was a tiny mirror about as big as a Band-Aid.’”

—Tim Leberecht, *The Business Romantic: Give Everything, Quantify Nothing, and Create Something Greater Than Yourself*

\*I trust that these three micro-studies do not require explanation. The message is loud and clear. The tiniest of human touches can make mind-blowing differences in results—in experiment #1, lifesaving differences. My bigger point and constant harangue: S>B=Small > Big—Forget “disruptions.” Give ‘em a photo or a button or a tiny mirror.

# #4

## **EXTREME HUMANISM: “TRIVIAL” COURTESY**

**“Courtesies of a small and trivial character are the ones which strike deepest to the grateful and appreciating heart.”**

—Henry Clay

\* There are 5,000+ PowerPoint slides in my library. This ranks #1.

**EXTREME HUMANISM:**

**Life A-Z**



**“Courtesies of a small and trivial character are the ones which strike deepest to the grateful and appreciating heart.”**

—Henry Clay

**“Let’s not forget that small emotions are the great captains of our lives.”**

—Vincent van Gogh

**“We don’t remember the days, we remember the moments.”**

—Cesare Pavese

**“Personal relationships are the fertile soil from which all advancement, all success, all achievement in real life grows.”**

—Ben Stein

**“The best way to persuade others is with your ears, by listening to them.”**

—Dean Rusk

**“Three things in human life are important  
The first is to be kind.  
The second is to be kind.  
And the third is to be kind.”**

—Henry James