

IMPACT OF WORD CHOICES ON PERSON SATISFACTION AND COMPLIANCE BEHAVIOR USING AI-POWERED HCP TOOL CONVERSATIONALLY™

Kalra S¹, Mallabadi R²

1 Department of Endocrinology, Bharti Hospital, Karnal, India. 2 Medical Affairs, SigmaMozak Solutions, Hyderabad, India

Background and Aims

Appropriate word choices during in-clinic medical encounters influence reaction of persons to diagnosis and treatment recommendations and drive compliance behavior. We report the impact of word choices before and after availability of ConversationAlly™, a novel artificial intelligence (AI)-powered tool that suggests conversation cues to optimize in-clinic conversations in persons with type 2 diabetes mellitus (PwD) on insulin.

Methods

This pilot involved 15 PwD with an average duration of diabetes of 6 years. All PwD were on insulin for the last 12 months and control was sub-optimal in this cohort. Before using ConversationAlly™, the in-clinic conversations with all 15 PwD were driven by open-ended questions and elicited negative responses for a significant number of these questions.

Table 1: Before and after word choices using ConversationAlly™

Communication element	Before ConversationAlly™	With ConversationAlly™	Impact of satisfaction and compliance
Timing of insulin	"Are you taking your insulin at the same time daily?"	"Consistent timing helps insulin work well for you. Choosing a convenient, undisturbed time for daily use can keep you healthy"	Instead of "presumptive" timing instructions, the "participatory" format set the tone for consistent insulin administration
Technique of administration	"Do you use the correct technique for taking insulin?"	"Let us revisit the technique you use to take insulin. One more practice session will help you refine the technique."	"Collaborative" word choices moved the onus from a perceived "failure" to a "supportive context" and helped PwD willingly adopt the correct technique of insulin administration.
Dose adjustments	"How do you feel about frequent adjustments to get the correct dose of insulin?"	"You need to get comfortable adjusting your dose. Understanding this will help you get healthier with insulin."	Person-centered "task enablement" made the PwD feel more involved in their care and resulted in better titration of insulin.
Handling hypoglycemia	"Incorrect insulin timing may lead to your blood sugar getting too low."	" Awareness that you might experience low sugars sometimes is important. Let us discuss some common signs and some measures to manage the lows if they happen."	Detailing the possible "experiences" by making it a part of the health journey increased the awareness about hypoglycemia and induced active participation in managing it.

Results

With ConversationAlly™, task-oriented word choices dominated the in-clinic conversations for 4 communication elements – timing of insulin, technique of administration, dose adjustment and handling hypoglycemia. Table 1 details the before and after differences in word

choices and the outcomes in this cohort. All PwD agreed that compared with presumptive instructions, use of motivational words during their in-clinic conversation with their provider aligned them better with their insulin journey.

Conclusions

The impact of participatory, collaborative, and person-centered word choices plays an important role in triggering compliance behaviors in PwD on insulin. ConversationAlly™ is a useful addition to the in-clinic environment in this context.