

# Costs & Benefits of Change

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## Something to consider

- Sometimes, we see that it would be in a client's best interest to change something that she or he either *is doing* or *is not doing*.
- For example, it is usually helpful if a person who has hearing loss will make the following changes:
  1. *Get a hearing evaluation,*
  2. *Acquire a hearing aid, and*
  3. *Wear the hearing aid .*
- As professionals, we believe that it is part of our job to make recommendations concerning such changes.

# Something to consider

- Have you ever had a client fail to comply with a recommendation you have made?

Overall, compliance with medical recommendations is about 25% (DiMatteo, M.R. Medical Care. 2004; 42(3): 200-209)

- Can you think of a recent experience in which you made a recommendation that was not followed? What was it?
- Please turn to the two nearest people and briefly (two minutes) share your recommendation that was not followed. Are there any similarities?

# Why didn't they do what you thought they should do?

- This is a frequently asked question by many professionals working in human services.
- Fortunately, there is a tool or procedure that can be used that is often very helpful in providing ways to get some answers to this question — **The Box**.

# Costs and benefits analysis—basic model

Behavior/attitude: *Wearing a hearing aid*

	<u>Status Quo</u>	<u>Change</u>
<u>Cost(s)</u>		
<u>Benefit(s)</u>		

# Types of costs and benefits

- Money
- Time
- Effort
- Comfort
- Relationship(s)
- Control
- Self-confidence
- Ability/skill
- Reputation
- Satisfaction
- Pleasure
- Goal attainments
- Success/failure
- ? Other ?

## Small group-five-minute task

1. Briefly write down two potential *costs* to a person with hearing loss for wearing his/her hearing aid at the office.
2. Briefly write down two *benefits* to that person for wearing his/her hearing aid at the office.
3. Briefly write down two *costs* to a family member communication partner, if the person with hearing loss wears his/her hearing aid at home.
4. Briefly write down two *benefits* to that communication partner, if the person with hearing loss wears his/her hearing aid at home.

## Benefit for client of using the box

The Box (*cost-benefit analysis*) is a valuable tool for helping clients weigh the drawbacks or **costs** and merits or **benefits** *for themselves* of complying with the recommendation.

The Box is also useful when clients use it to consider the **costs** and **benefits** to their *communication partners* of complying with the recommendation.



# Ways to Increase compliance with a recommendation

Costs Benefits

What is the balance?

We can help people focus on:

1. Increasing their benefits,
  2. Reducing their costs, or
  3. Both 1 and 2
- to make changes and increase compliance with recommendations.

# Benefits of using the Box for the audiologist

The Box (*cost-benefit analysis*) can also be very helpful for the audiologist, by:

1. Reducing value judgments and negative emotional reactions in regard to a client's non-compliance, and
2. Providing a better understanding of what might be most helpful in solving the problem, i.e. increasing compliance.

## Small group task—4-5 minutes

Referring to the list of costs and benefits provided previously, list three potential costs and three potential benefits for the audiologist for including information obtained from the client's communication partner.

Overall, can the benefits outweigh the costs, or *vice versa*?

Yes \_\_\_\_\_ No \_\_\_\_\_ Not sure \_\_\_\_\_

# Benefit of focus on the longer-term

- Research indicates that people who can *imagine themselves* attaining their longer term goal(s) are better able to persist in doing *now* what is in their best interest *later*, i.e., in the longer-term.
- Helping clients focus attention on their *goals* and on their *longer-term benefits*, and on those of their communication partner(s), of following your recommendations is also likely to improve compliance.

# Benefit of focus on the longer-term

Examples:

- 1. For CP:** Short and long term costs and benefits of going to where the person is and getting her/his attention before speaking.

## **Costs now**

Attention

Time

Effort

## **Long-term benefits**

Becomes habitual – requiring little thought

Less time than repeating/ being misunderstood

Less effort than repeating/ being misunderstood

## Benefit of focus on the longer-term

**2. For person with hearing loss:** Short and long term potential costs and benefits of informing others about one's hearing loss and what to do to be better understood.

### **Costs now**

Admitting loss

Fear of rejection

Job/status loss

Discomfort

### **Long-term benefits**

Correct attribution—not stupid/lazy

Increases self-efficacy/esteem

Prevents/reduces communication problems

Reduces need to ask for repeats

# Extending the basic model to include a time dimension

Behavior/attitude \_\_\_\_\_

Short-term

Long-term

Status Quo    Change

Status Quo    Change

Costs



Benefits

## Small-group task—3-4 people

Based on your experience, does helping a client focus on the benefits related to his/her longer-term goal(s) increase compliance with a recommendation?

Yes\_\_\_ No\_\_\_

Based on your experience, do you think that helping a client focus on the benefits related to his/her communication partner's longer-term goals(s) might help increase compliance with a recommendation?

Yes\_\_\_ No\_\_\_