

**Truth in Treatment<sup>®</sup>**  
A Social Movement for Patient Empowerment





## **The Need for a Truth in Treatment<sup>®</sup> Movement**

Americans have lost control of their healthcare. Our medical system too often prescribes treatment with a “one-size-fits-all” approach. It robs people of the quality of life they want and deserve, and ignores their closely held values. Lacking clear information about all the treatment options and their outcomes, millions of Americans submit to end-of-life care that inflicts needless pain and suffering. People need to be empowered and educated so they can make fully informed healthcare choices and live their remaining time on their own terms. Americans should not have to wait for the medical system to stumble through incremental improvement.

The time for change is now ...

## Consumer-Driven Action Guided by Research and Experience

Over the last 35 years, Compassion & Choices has led the consumer movement to expand end-of-life care, minimize suffering and maximize quality of life. We invested two years in learning how to ignite a social movement that will empower consumers to make their voice heard in a health system where patients aren't given real choices. We held 165 individual, paired and small-group interviews with patients with chronic or advanced illness, family caregivers and healthcare providers. We conducted a national online survey with 3,520 Americans aged 18+ and a second survey with 1,997 adults age 50+. We completed a review of academic, medical, cultural and consumer research. We also initiated product concept testing.

With the knowledge gained, in 2016, Compassion & Choices rolled out **Truth in Treatment**<sup>®</sup>, an initiative that gives people the support, opportunity and courage to live life to the fullest even as illnesses advance.



# Help People Take Control of Their Healthcare

Based on our extensive research, Compassion & Choices will provide patients with tools to help them work with their doctors to make real-time treatment decisions that puts them in control of their healthcare when they are at their most vulnerable. We will leverage the power of our 450,000 supporters to draw attention to the problem at hand, and we will actively engage with people in their communities to prompt new physician-patient behaviors and habits. Truth in Treatment will help people:

- » **Realize their values and priorities** when there is still time to personally advocate for and receive care that aligns with them.
- » **Take charge** of their own treatment plans, working in collaboration with their doctors.
- » **Ask questions** about the benefits and burdens of tests and treatments.
- » **Factor quality of life** into healthcare decisions.
- » **Engage in ongoing dialogue** with their doctors and support networks about their goals for treatment.

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*Compassion & Choices is dedicated to expanding, respecting and supporting our most precious possession – our power to be our real selves – as we live the final chapter of our lives. Our mission will be achieved only when the care we all receive in our final years honors and reflects our values and beliefs, our treatment options are many, and our choices well-informed and fully respected. It's Compassion & Choices' belief, and our experience, that the path to change starts at the grassroots.*

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Care and Choice at the End of Life

[CompassionAndChoices.org](https://CompassionAndChoices.org)

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treatment

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Truth in Treatment<sup>®</sup> is an initiative of Compassion & Choices