



Innovation Research Seminar

Antje Hütten, M.Sc.

Professional or Personal? It Depends! Examining the Nature of Patients' Relationships with their Physicians, their Antecedents and their Consequences



Summary: Individuals' most private concern is undoubtedly their own healthiness. Nevertheless, hospitals and other clinical facilities that exclusively exist to restore and conserve patients' well-being are oftentimes characterized by their professionalism rather than their primary goal to facilitate personal comfort, healthiness, and security. Owing to patients' professional and complex perception of clinical vicinities, they feel exposed to a multitude of unfamiliar impressions. Unfamiliar impressions and the associated cognitive overload cause them to apply previously known patterns (i.e., stereotypes) to guide the bilateral interactions with their physicians. Therefore, interactions between patients and physicians may lead to relationships that are either professional or personal, conditional to patients' prior stereotypes towards doctors. The study that is presented examines these two patient-centered factors that influence patients' experience of a hospital stay, i.e. patients' stereotypes towards doctors and the patient-physician relationship. Furthermore, it provides first evidence of the differing consequences of patients' relationships with their physicians, i.e. patients' satisfaction and patients' participation.

When and where:

29 October 2015

12 to 2 pm

TIM Social Area

Kackertstraße 7

3rd Floor



Find Antje
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Speaker Bio: Antje Hütten is a research associate and doctoral student at the Innovation, Strategy and Organisation Group. She studied business administration at RWTH Aachen University, the Ruhr-University Bochum, and the Maastricht University. Antje Hütten conducts her doctoral studies in the field of relationship marketing and tries to shed further light on the dialectical tensions that characterize the relationship between a company and its customers. Based on this, she examines the diverse tensions that may emerge between employees and patients in the hospital context.

Explorative Format: Seminar participants are invited to discuss the presented research results and contribute positive ideas with emphasis on the methods and data sections.