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## Introduction

- While the importance of patient-centred care (PCC) has gained recognition in dietetics, understanding patients' perspectives remains challenging.
- To date, there has not been a quantitative examination of the emotional signatures and perceptions towards dietitians in Canadian adults.

## Objective

- To understand the mind and emotional signatures of Canadians when thinking about, or interacting with, a dietitian.

## Methodology

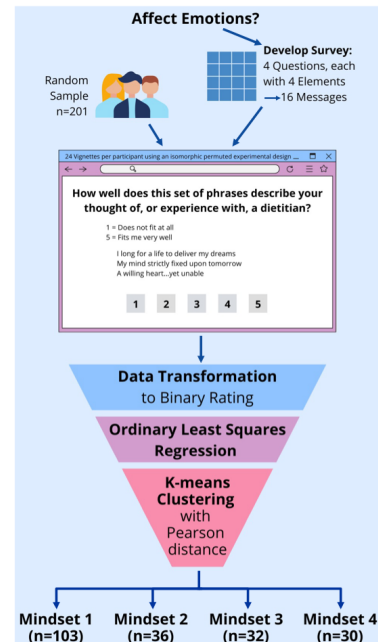


Figure 1. Methods Protocol.

## Methodology

- A random sample of Canadian adults evaluated a set of 24 systematically varied messages (16 messages in total) regarding their affect emotions when thinking about, or interacting with, a dietitian on a 5-point scale (1 = does not fit at all, 5 = fits very well).
- Rule-developing experimentation was used to identify mindset clusters of people who value different aspects of test stimuli.

## Results

- 201 Canadian adults (93 males, 108 females) aged 18-44 years (33.6 ± 6.8 years) participated in the study.

Effect	Fits Very Well						
	Total Panel	Mindset 1	Mindset 2	Mindset 3	Mindset 4	Male	Female
<b>Sample Size</b>	201	103	36	32	30	93	108
<b>Additive Constant</b>	43	66	25	11	26	44	43
<b>Question 1: Action vs. Thought; Adventure vs. Relicent</b>							
Do it...go...Surprise yourself	-1	-6	-9	29	-4	-1	-1
"Think...interpret... & fear not"	2	-0	-9	25	-1	1	3
I long for a life to deliver my dreams	1	-4	-7	28	-1	-1	2
I shall perhaps try the fair adventure...but tomorrow	2	-5	5	26	-3	2	2
<b>Question 2: Past vs. Future; Outside vs. Inside</b>							
I summon the remembrance of things past	-3	-7	-4	16	-6	-4	-1
My mind strictly fixed upon tomorrow	-2	-9	-3	20	-2	-6	1
To the world...my smile...my only thing shown	-3	-11	-4	19	-0	-5	-2
My heart...knows the depth of my feelings	-6	-12	-6	11	-2	-6	-6
<b>Question 3: Inadequate vs. Excellence; Spiritual vs. Physical</b>							
A willing heart...yet unable	4	-3	6	-4	27	6	2
My desires caught within my grasp	1	-4	7	-7	18	4	-2
Awareness in oneself...the soul sees deepest	0	-5	1	-7	20	1	-0
I celebrate the body...the physical...the real	3	-2	5	-7	23	5	1
<b>Question 4: Free vs. Constrained; Connected vs. Disconnected</b>							
Having my freedom...boasting nothing else	1	-6	25	1	-7	2	0
Let me obey that which has been imposed upon me	-2	-9	20	-2	-5	-3	-2
My bonds in thee...connect each other	-1	-6	21	-6	-3	-0	-1
Like islands in the sea...separate	-0	-7	24	1	-7	-1	-0

Table 1. Regression coefficient for models relating the presence of the elements to the rating of "Fits Very Well". Green corresponds to significant positive elements (p<0.05).

## Discussion

<b>Mindset 1</b>	→	Generally interested in dietitians but did not have any specific affect emotions when thinking about dietitians.
<b>Mindset 2</b>	→	Responded to messages about the interplay between being free vs. constrained and connected vs. disconnected.
<b>Mindset 3</b>	→	Responded to messages about adventure, taking action, and the interaction between the affect feelings about the past/future, and feelings about their inner and outer self.
<b>Mindset 4</b>	→	Responded to messages about adequacy/inadequacy, and the interplay between the spiritual and physical.

Table 2. Interpretation of findings related to mindsets.

- When stratifying the results by sex and age group, there were no statements that the groups resonated with, suggesting that sex and age do not have a significant influence on feelings and emotions towards dietitians.

## Conclusion

- The emerging mindsets transcend "who" the person is and are created directly according to the specific topic of "how the person thinks" about dietitians.
- By developing a series of mindset typing tools on a broad spectrum of topic areas valued by dietitians, this work has the potential to support dietetic practice by individualizing PCC and shedding light on factors influencing patient interest, retention, and turnover.
- Future studies will explore other factors relevant to dietetic practitioners, including identifying patient mindsets and messaging to enhance adherence to dietary advice.

## Acknowledgements