Efficacy v. Effectiveness: Patient and Practitioner Perspectives

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• Delivery of healthcare services outside clinical settings will rapidly expand
  • Blurred line between medical care, promotion of physical fitness, predictive / preventative medicine, mental health, and subjective well-being
• Efficacy vs. effectiveness gives rise to different dynamics outside the clinic
  • Cost effectiveness differs for patient versus practitioner
  • Overall effectiveness more determined by personal compliance outside the clinic
Subjective well-being is based on a circumplex model
- Valence and activation

Primary Components
- Affective experience
- Cognitive appraisal
- Global life judgment
- Domain-specific satisfaction
• Standard of living is based on objective measures
  • Material wealth
    • Personal financial assets
    • Resistance to spending “too much” on healthcare services but eagerness to spend on other aspects of extra-clinical care

• Quality of life
  • Basic needs
    • Food, water, shelter, clothing, health
  • Personal, society, and environmental needs
    • Education, community, and safety
  • Recreation, leisure, interpersonal relations
  • Quality of life relative to others
• Patient (individual) perspective is focused on subjective well-being and impact on standard of living (or quality of life)
  • Efficacy is expected for interventions provided or recommended by the practitioner
  • Effectiveness is judged in the larger context of the person’s life
• Practitioner perspective starts with focus on (possibly questionable) efficacy
  • Judgment of effectiveness for different treatment options much more impacted by differences in cost, time, and risk