

Setting standards: a qualitative study of what the public expect of doctors' standards of care and practice

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- Providing a good standard of care & keeping up to date - clearly perceived as fundamental to good medical practice
- Communication and interpersonal skills - provide a good experience of the consultation; also aid diagnosis and concordance
- Although doctors are 'only human', public are unhappy about behaviour that affects a doctor's clinical competence or capacity to provide a good standard of care
- There was no clear consensus about the nature of the doctor-patient 'partnership'
- Most research participants did not know about *Good Medical Practice*. Having read it, many saw it as a valuable means by which to hold doctors to account.