



# Making a point to address needle phobia

Fear of needles is common, but you have the power to help improve patient comfort.<sup>1</sup>

Almost every patient experiences IV access or blood draws,<sup>2,3</sup> and these procedures can be complicated by needle phobia:



63% of children<sup>4</sup>



24% of adults<sup>5</sup>

Experience needle phobia

## Identifying the underlying cause

Pain is one of the main causes of needle phobia for patients.<sup>3,4</sup> Other contributing factors include anxiety, lack of knowledge, and fear of fainting.<sup>6,7</sup>

## The impact of needle phobia.

If your patients have needle phobia, it could lead to avoidance behavior. This includes avoidance of medical care — which may negatively impact patient care.<sup>7,8</sup>

## Easing fears and minimizing pain with the goal of improving outcomes.

Various approaches to needle phobia may help patients cope.

Strategies		Goal
Non-device related	Psychotherapy <sup>9</sup>	Reduce anxiety <sup>9</sup>
	Education and training <sup>9</sup>	
Device related	Smaller, thinner needles <sup>10,11</sup>	Minimize pain <sup>12,13,14</sup>
	Needle-free options	

It's important to consider both device and non-device strategies to help patients cope with the status quo by helping to reduce pain and anxiety, but what if the needle was removed from the blood draw procedure completely?

Reimagine blood draws with the needle-free BD Peripheral Line Draw Solution.

Get started at [bd.com/PIVO](https://bd.com/PIVO)





# Help patients by removing the needle from blood draws

## Introducing the BD Peripheral Line Draw Solution.

By accessing optimal draw conditions through an existing PIVC, you can help improve patient satisfaction and achieve reliable high-quality blood samples.<sup>15</sup>

### The right treatment at the right time may lead to better outcomes.

With the PIVO™ Needle-free Blood Collection Device and the ExT™ Stabilized Extension Set with NearPort™ IV Access, you can help:



#### Elevate the standard of care\*

- Alleviate anxiety and fear associated with repetitive needlesticks<sup>6</sup>
- Collect samples that are significantly less painful than venipuncture<sup>6,15,16</sup>
- Minimize disruption to patient's sleep and healing process<sup>17,18</sup>



#### Streamline clinical efficiency\*

- Decrease the number of needlesticks needed<sup>16</sup>
- Enable a reliable venous blood draw on the first attempt<sup>16</sup>
- Reduce the risk of preanalytical errors and sample re-collects<sup>16</sup>

### Tackle needle phobia head on with confidence in preanalytical quality and enhanced patient comfort.

Improve confidence with a 56% reduction in preanalytical errors compared to conventional blood draws, helping ensure your patients receive the right treatment at the right time.<sup>16</sup>

\*Compared to traditional blood draws techniques

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