Humanization in the health segment: A focus on the management of Primary Health Care

Joelma Veras Será Silva[1], Hermaiza Angélica do Bonfim Loiola[2], Fabiana da Ascenção Monteiro Ferreira[3], Josuel Carlos Oliveira[4], Renata Gabriela Soares Teixeira[5], Alana Fernanda Silva de Aquino[6], Jefferson Anderson Araújo da Cunha[7], Barbara Maria Mendes Farias Braga[8], Sheila Almeida do Nascimento[9], Jonas Rodrigues Sanches[10], Ana Carla Dias Rodrigues[11].

[1] Master in Urban Environmental Sanitation - UFPA and PhD student in Family Health UNESA
UNESA
E-mail: joelma.veras@ufma.br
ORCID: https://orcid.org/0000-0001-6647-8865
[2] Academic Master of Science in Nursing
CHU – University Hospital Complex of UFPA
E-mail: hermaizaloiola@hotmail.com
ORCID: https://orcid.org/0000-0003-4838-2848
[3] Bachelor of Nursing from the Federal University of Maranhão
UFMA
E-mail: fabianamferreira00@gmail.com
ORCID: 0000-0002-3429-6896
[4] Bachelor of Nursing from the Federal University of Maranhão
UFMA
E-mail: josuelcarlosoliveira@gmail.com
ORCID: 0000-0002-4964-5374
[5] Undergraduate student in Nursing, Federal University of Maranhão
UFMA
Email: renata.gst@discente.ufma.br
ORCID: 0000-0001-7207-6045
[6] Master in Parasitic Biology
Federal University of Maranhão UFMA
E-mail: alanafernandaprofessora@gmail.com
[7] Specialization in Multidisciplinary Nephrology
UFMA
Email: jefferson.aac1@gmail.com
[8] Post-Graduation in Neo-Pediatrics from ESAMAZ
CHU – University Hospital Complex of UFPA
E-mail: barbarafarias.enf@gmail.com
ORCID: https://orcid.org/0009-0003-3625-8038
[9] Specialist in Health Services Management, Master's student in Collective Health
UFMA
E-mail: snascimento1512@gmail.com
[10] PhD in Health Sciences
University Center Dom Bosco Higher Education Unit - UNDB
Email: jonas.sanches.js@gmail.com
[11] Specialization in Nursing - Pediatrics and Neonatology / Women's and Children's Health in the Multiprofessional Residency Modality
CHU – University Hospital Complex of UFPA, JOÃO DE BARROS BARRETO HOSPITAL
E-mail: anacarladr@outlook.com
ORCID: https://orcid.org/0000-0002-2172-0491

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ABSTRACT

The research aimed to analyze the applicability of humanized management in Primary Health Care (PHC), focusing on how this approach can improve the quality of care and the satisfaction of both patients and health professionals. The methodology adopted was the literature review, which involved the collection and analysis of data in various academic platforms to identify practices, challenges and trends related to humanization in health. The results revealed that humanized management can transform PHC by promoting more empathetic and respectful communication, creating an environment that values both the emotional well-being of patients and professionals. The analysis pointed out that, although there are challenges such as resistance to change and resource limitations, the successful implementation of humanized management can lead to a more positive and efficient care experience. In conclusion, the research highlighted the importance of humanized management as a pillar for improving PHC, suggesting that continuous adoption and institutional support for these practices are essential to build a fairer and more accessible health system, capable of meeting the needs of patients in a comprehensive and coordinated way.

Keywords: Humanized Management, Health, Primary Health Care (PHC).

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INTRODUCTION

Humanized management in health, although a more recent concept, has deep historical roots that go back to care practices that aimed at respect and dignity in human interactions. In the past, healthcare was dominated by a technical, hierarchical approach, focused almost exclusively on diagnoses and treatments. However, over time, social movements and theoretical advances began to highlight the importance of more subjective aspects, such as empathy and respect for the patient. These movements indicated that the well-being of patients is not limited to technical effectiveness, but also includes how they are treated and listened to within health systems, leading to the incorporation of humanization as an essential principle in the quality of care (Sausen et al., 2020).

In health, humanized management seeks to transform the way care is provided, emphasizing the importance of an approach that values the emotional and psychological well-being of both patients and health professionals. This management model goes beyond the application of techniques, seeking to create an organizational culture that promotes open and respectful communication. Humanization involves training professionals to adopt practices that consider the patient as a whole, integrating emotional and social aspects in care, in addition to physical needs (Carmo et al., 2019).

Within Primary Health Care (PHC), humanized management takes on an even more crucial role. PHC is the first line of contact with the health system and is responsible for offering continuous and integrated care. The humanized approach in PHC is not restricted only to direct contact between professionals and patients, but also extends to the organization of work and the structure of the teams. It is essential that PHC provides an environment that facilitates empathetic communication and collaboration, promoting a care experience that is technically and emotionally satisfactory for patients (Lopes; Silva; Ferreira, 2015).

Primary Health Care is a model that aims to offer accessible and personalized care, focusing on health promotion and disease prevention. Humanized management within PHC is especially important due to its role in building lasting relationships between professionals and patients. This approach aims to strengthen the relationship between both, ensuring that care takes into account not only the clinical conditions, but also the patient's personal and emotional context (Giovanella, 2018).

However, the implementation of humanized management in PHC faces several challenges, such as work overload, lack of resources, and resistance to change. Overcoming these challenges requires an ongoing commitment to training and skills development, as well as institutional policies that support humanization in a systematic way. While the full adoption of humanized management in PHC can be complex, it is essential to improve the quality of care and patient satisfaction, solidifying PHC as an effective foundation for whole-health and community-based health (Lóss et al., 2020).

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In this context, the objective of this research was to analyze the applicability of humanized management in Primary Health Care (PHC). The relevance of this research is justified by the growing importance of humanized practices in the promotion of more efficient and patient-centered health care. Primary Health Care, as the gateway and the first level of contact between patients and the health system, plays a fundamental role in the continuity and coordination of care. The adoption of humanized management in this context can not only improve the patient experience, but also optimize the quality of care and the satisfaction of health professionals.

METHODOLOGY

To deepen the understanding of humanized management in Primary Health Care (PHC), the research adopted a methodological approach that included an extensive bibliographic analysis. Bibliographic research is a technique that involves the review and systematization of existing studies and publications on a specific topic. This approach was chosen for its ability to offer a solid base of already consolidated knowledge, allowing a comprehensive view of the practices, challenges, and trends related to humanization in health management. The literature review is particularly useful for identifying gaps in the literature, understanding previous theoretical contexts and practices, and building a robust foundation for the analysis of new evidence.

The data collection was carried out in several academic platforms and renowned repositories, such as SciELO, Scopus and Google Scholar, as well as specialized Brazilian repositories. These sources were selected for their comprehensiveness and credibility in the publication of relevant articles and studies in the health area. SciELO is known for its collection of scientific journals from Latin America and the Caribbean, offering an important regional perspective. Scopus, with its extensive database of articles and citations, has provided access to a vast array of international studies. Google Scholar completed the search with a search tool that covers a wide variety of scholarly sources and publications.

During the literature review, floating readings were carried out, a technique that involves the non-linear and selective analysis of texts to quickly identify the most relevant parts for the topic of study. This approach allowed an efficient exploration of the publications, highlighting the main concepts and trends without the need for a complete reading of all the documents. The floating reading helped to synthesize information in an agile and targeted way, facilitating the identification of the main themes related to humanized management in PHC.

The analysis of the collected data involved the organization of the information into thematic categories and the identification of patterns and trends. The humanized management practices described in the publications, the challenges faced in the implementation of these practices, and the recommended strategies to promote a more patient-centered approach were evaluated. The critical

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analysis of the sources allowed the extraction of valuable insights and the elaboration of recommendations for the improvement of humanization in PHC, based on evidence and documented experiences.

RESULTS AND DATA ANALYSIS

PRIMARY HEALTH CARE (PHC)

Primary Health Care (PHC) has its roots in the evolution of global health systems, reflecting a growing movement towards more accessible, integrated, and patient-centered care. Historically, PHC emerged as a response to the limitations of the health models prevalent in the 1950s and 1960s, which were often characterized by a fragmented and hospital-centered approach. These models focused mostly on specialized and highly complex treatments, often neglecting the importance of prevention and continuous coordination of basic care (Giovanella, 2018).

The modern concept of PHC began to take shape in the 1970s, when the International Conference on Primary Health Care, held in Alma-Ata, Kazakhstan, in 1978, launched the Declaration of Alma-Ata. This document was a milestone in global health, establishing PHC as a fundamental principle for building universal and accessible health systems. The Declaration emphasized the need for an integrated approach that encompasses health promotion, disease prevention, treatment and rehabilitation, placing a focus on community participation and equitable access to essential care. In the following years, PHC continued to develop and consolidate itself as a comprehensive approach within health systems (Silva; Engstrom, 2020).

During the 1980s and early 1990s, many countries began to reform their health systems to incorporate PHC principles, promoting the creation of community health centers and the integration of primary care with other spheres of the health system. This evolution sought not only to improve the efficiency of health services, but also to meet the health needs of populations in a more holistic and inclusive way (Silva; Engstrom, 2020).

By the turn of the century, the concept of PHC had become widely recognized as an essential strategy for addressing global health challenges, including the rise in chronic diseases and the need for more coordinated, patient-centered care. Recent reforms in many health systems have reinforced the importance of PHC, promoting policies that encourage care coordination, equitable access, and the active participation of patients in the management of their health (Galavote et al., 2016).

Currently, PHC is considered a fundamental pillar for building resilient and sustainable health systems. It is seen as the first line of defense in health promotion and disease prevention, playing a crucial role in managing chronic conditions and coordinating care over time. The evolution of PHC reflects a growing appreciation of a more integrated, accessible, and needs-centered approach to

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individuals and communities, seeking to improve the quality and equity of health care at the global level (Giovanella, 2018).

Primary Health Care (PHC) is an essential approach in the field of health, focused on providing comprehensive, accessible, and continuous care to the population. It is characterized by being the main gateway to the health system, offering a range of services that go beyond the treatment of diseases, encompassing health promotion, disease prevention, and rehabilitation. PHC seeks to meet the health needs of individuals and communities in an integrated and coordinated manner (Galavote et al., 2016).

The concept of PHC encompasses several fundamental principles. First, accessibility is crucial: PHC services must be available and accessible to everyone, regardless of their geographic location, socioeconomic status, or educational level. This includes providing care in places close to communities and removing barriers that may prevent access to health services (Silva; Engstrom, 2020).

Additionally, PHC is patient-centered, meaning that care must be personalized and tailored to each individual's specific needs. This approach includes the active involvement of patients in their own health and treatment, promoting open communication and decision-sharing between patients and health professionals. The patient-centered approach also considers emotional and social aspects, seeking care that respects the dignity and preferences of individuals (Giovanella, 2018).

Another important aspect of PHC is the integration and coordination of care. PHC does not act in isolation; rather, it serves as a coordination point for access to other levels of care when needed, such as specialized or hospital care. Integration between different levels of care helps to ensure that patients receive a continuous and coordinated approach, avoiding fragmentation of services and improving the efficiency of the health system as a whole (Giovanella, 2018).

PHC also emphasizes health promotion and disease prevention. Rather than focusing solely on the treatment of acute or chronic diseases, PHC seeks to prevent the occurrence of diseases through interventions such as health education, vaccination, and early screening. This helps to reduce the incidence of diseases and improve the quality of life of populations (Silva; Engstrom, 2020).

Finally, PHC is characterized by its community-based approach. It values the participation of the community in the identification of health needs and in the planning and implementation of services. This community-based approach is essential to tailor services to local realities and promote care that is culturally sensitive and relevant to individuals receiving care (Galavote et al., 2016).

HUMANIZED MANAGEMENT

Humanized management is a concept that refers to the application of practices and principles that place people's needs and well-being at the center of management activities, whether they are

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related to corporate, educational, or health environments. This management model seeks to create work and service environments that respect, value, and promote the dignity of individuals, recognizing that organizational success is deeply linked to the involvement and satisfaction of the people who are part of the organization (Pessoa, 2022).

In the context of humanized management, the focus is on building work and service relationships based on empathy, open communication, and collaboration. Humanized management understands that each person is unique, with their own needs, expectations, and contributions. Therefore, this approach fosters an environment of mutual respect and understanding, where people are encouraged to express their opinions and actively participate in decision-making processes. This practice not only improves the work environment but also increases employee engagement and motivation, resulting in improved performance and greater overall satisfaction (Sausen et al., 2020).

In addition to focusing on individual needs, humanized management also considers the impact of management practices on the surrounding community and environment. In health contexts, for example, humanized management seeks to transform the relationship between health professionals and patients, promoting a more respectful and empathetic approach to care. This involves not only direct interaction with patients, but also the creation of processes and environments that favor open communication and the active participation of patients in their own care (Carmo et al., 2019).

Another important aspect of humanized management is the consideration of the well-being of employees and working conditions. Humanized management promotes practices that seek a balance between personal and professional life, the continuous development of employees, and a healthy and safe work environment. This includes the implementation of policies that favor the mental and emotional health of workers, as well as the creation of opportunities for professional growth and development (Pessoa, 2022).

Humanized management also translates into the construction of an organizational culture that values inclusion, diversity, and respect for the rights of all individuals. This approach promotes the creation of policies and practices that recognize and celebrate differences, ensuring that all employees and patients feel valued and included. The creation of an organizational culture based on humanized principles is essential to promote a fairer and more equitable work and service environment (Carmo et al., 2019).

Humanized management is an approach that puts people at the center of management and service, promoting a culture of empathy, respect, and collaboration. This approach recognizes the importance of human relationships in achieving positive outcomes and seeks to create environments where everyone feels valued and engaged. Whether in corporate, educational, or healthcare environments, humanized management aims to improve the quality of interactions and promote

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overall well-being, resulting in better outcomes and greater satisfaction for all involved (Sausen et al., 2020).

HUMANIZED MANAGEMENT IN PRIMARY HEALTH CARE (PHC)

Humanized management in Primary Health Care (PHC) refers to the application of principles of empathy, respect, and valuing the patient in the context of the management and organization of health services. This management model seeks to transform the interaction between health professionals and patients, promoting an approach that considers not only the clinical needs, but also the emotional and social well-being of individuals (Gaia; Silva, 2021).

In PHC, humanized management goes beyond simple technical care and seeks to integrate practices that ensure a more welcoming and respectful experience for patients. This involves creating environments where patients feel heard and valued, and where communication between patients and healthcare providers is open and empathetic. Humanized management in PHC seeks, therefore, to humanize the patient experience from the moment of triage to continuous follow-up, promoting a person-centered approach (Gaia; Silva, 2021).

For humanized management to be effective in PHC, it is necessary to integrate practices that value the relationship between health professionals and patients. This includes the continuous training of the health team to adopt empathetic and respectful communication practices, the creation of protocols that prioritize the well-being of patients, and the promotion of an environment that favors the active participation of patients in their own care (Lopes; Silva; Ferreira, 2015).

Humanized management also implies the adequacy of organizational processes and structures to ensure that patients have access to quality care in a continuous and coordinated manner (Sausen et al., 2020).

The benefits of humanized management in PHC are broad and impact both patients and health professionals. For patients, a humanized approach can improve satisfaction with care, increase adherence to treatment, and promote a better overall experience with the healthcare system. For health professionals, a work environment that values empathy and respect can contribute to greater motivation, job satisfaction, and less emotional exhaustion. Thus, humanized management contributes to the creation of a positive cycle that benefits all parties involved (Lóss et al., 2020).

However, implementing humanized management in PHC can face challenges, such as resistance to change, work overload, and limited resources. To overcome these challenges, it is essential that there is an institutional commitment to humanization, which includes investments in training and professional development, as well as the creation of policies and practices that support a patient-centered approach (Lopes; Silva; Ferreira, 2015).

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In addition, patient participation in the evaluation and improvement of services can provide valuable feedback to adjust and continuously improve humanized management practices. Humanized management in Primary Health Care seeks to integrate principles of respect, empathy, and valuing the patient in the administration of health services (Carmo et al., 2019).

By promoting a person-centered approach, humanized management aims to improve the quality of care, increase patient satisfaction, and create a more positive work environment for healthcare professionals. Successful implementation of this approach requires an ongoing commitment to training, innovation, and adaptation of care and management processes (Carmo et al., 2019).

FINAL CONSIDERATIONS

In view of the context analyzed, the research on the applicability of humanized management in Primary Health Care (PHC) demonstrated that the integration of humanized practices is crucial for improving the quality of care and the patient experience. Humanized management, by emphasizing empathy, respect, and dignity in interactions, has the potential to significantly transform PHC care, making it more patient-centered and adapted to their individual and contextual needs.

The results of this research show that humanized management can provide a more welcoming and efficient environment for both patients and health professionals. The analysis revealed that by implementing practices that value the emotional and social well-being of patients, there is a trend towards greater adherence to treatments and an overall more positive experience with the healthcare system. At the same time, healthcare professionals experience a more collaborative and satisfying work environment, which contributes to greater motivation and less emotional exhaustion.

However, the challenges associated with implementing humanized management, such as resistance to change and limited resources, must be addressed with well-planned strategies and a robust institutional commitment. Overcoming these challenges requires the adoption of policies that promote the continuous training of professionals and the creation of a work environment that supports and values the humanized approach. The active participation of patients in the evaluation and improvement of services is also essential to adjust practices to their real needs and expectations.

The research reinforces the importance of humanized management as a fundamental pillar for the evolution of Primary Health Care. By integrating humanized principles, PHC can play an even more effective role in health promotion and disease prevention, offering more comprehensive and coordinated care. Successful implementation of these practices not only improves the quality of care but also contributes to building a fairer and more accessible healthcare system.

In short, humanized management represents a transformative approach that can significantly improve PHC care. The commitment to humanization should be seen as an investment in the well-

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being of patients and health professionals, with the aim of creating a more efficient and empathetic health system. The continuity of research and the adoption of practices based on the evidence found are essential to advance in the implementation of humanized management and ensure that all those involved in the care process are treated with the respect and dignity they deserve.

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