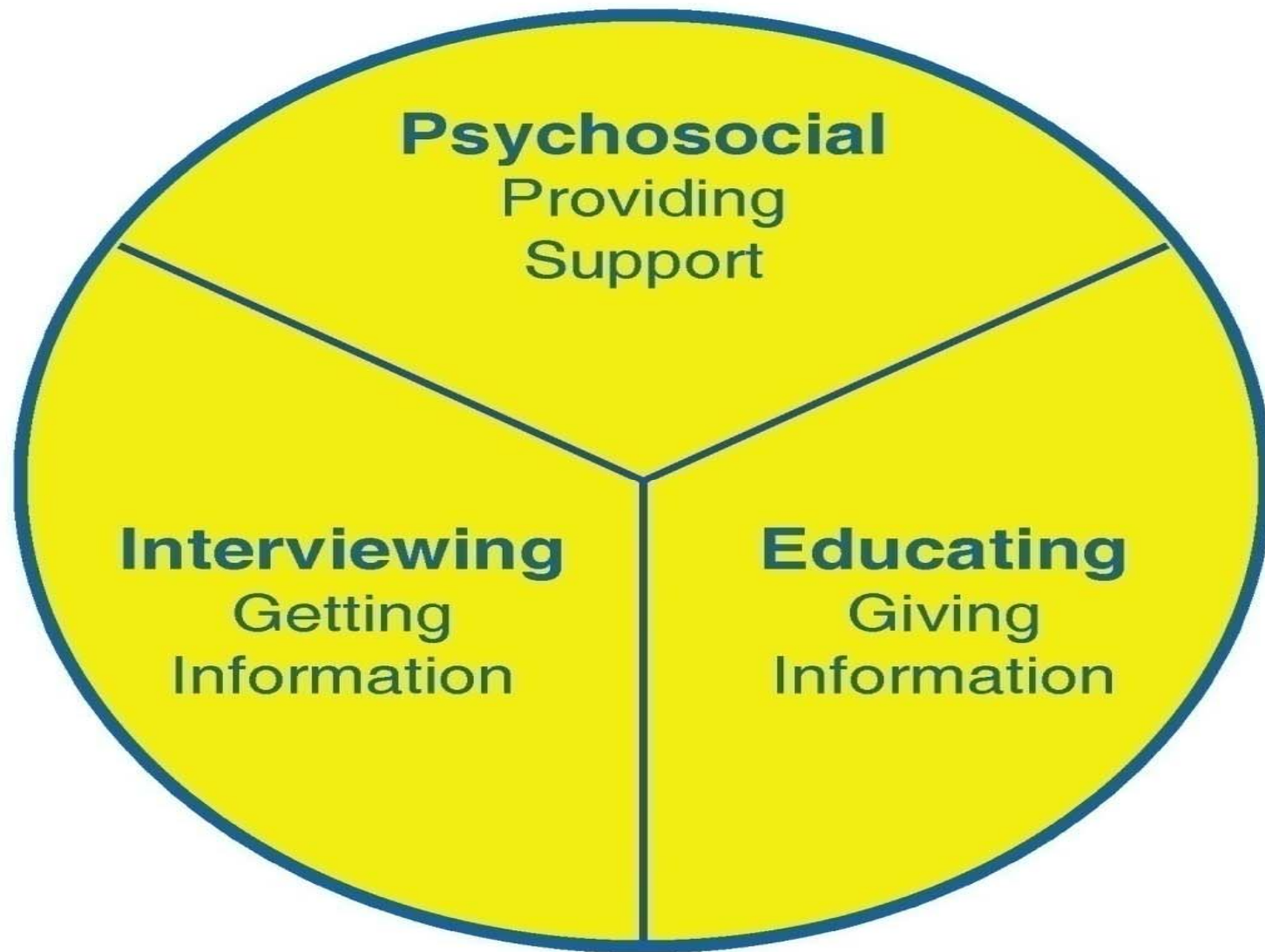


Engaging Your Patients

Edward Leigh, MA



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Emotion



Information



Rapport before Report

Enhanced Outcomes

Improved Compliance

Trust

Empathy

Never answer
a feeling
with a fact



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Nice isn't enough!

Nice

Meet expectations
Good experiences
Good pat sat scores

Nice PLUS

Exceed expectation
Great experiences
Great pat sat score







Serial Position Effect



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OBGYN Physician

Patient: “Can my husband and mom be in the delivery room?”

Physician: “I don’t care who’s in room.”

Enhanced Physician Response

OBGYN Physician

Patient: “Another doctor told me I should ...”

Physician: “I would argue against that”

Enhanced Physician Response

“Everyone you meet
knows something you
don’t.”

-- Bill Nye,
The Science Guy



SCIENCEphotoLIBRARY



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“What could we do to
get this medication
back in your life?”



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Partnership Statement

“I understand this is happening to you,
but we will face it together.”

“We are always here to help you.”

“We will be with you every step of the way.”

Just because
someone carries
it well, doesn't
mean it isn't heavy.



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Bloom
where
you are
planted

















Hi!
I'm Monty!
Wishing you
a Wonderful
PAFP Annual
Meeting!



Have a
PUGtastic
Day!
-- Shane



“Life is not about waiting for
the storm to pass. It is about
learning to dance in the rain”
(unknown author).



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