

adha **CELL 2015**
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SESSION **NASHVILLE, TN**

CE Course Handout

**Strategies for Improved Patient Engagement:
Technology, Products, Soft Skills and More**

**Friday, June 19, 2015
10:00am-1:00pm**



American
Dental
Hygienists'
Association

Communication Strategies for Increased Patient Engagement

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Communication is a basic human skill and one that is not taught to any degree in our formal education. It is an essential skill *to engage our patients* in their own health care.

Introduction:There are three possible broad approaches to the conduct of interpersonal relations. The first is to consider one's self only and ride roughshod over others....The second...is always to put others before one's self...The third approach is the golden mean...The individual places himself first, but takes others into account. *James Wolpe*

Employers ranked attitude, including motivation, **communication** and commitment, ahead of aptitude or technical skills, as the **#1 training concern** in business today. *Bob Conklin - author of Adventures in Attitudes*

#1 Reason patients do not comply with treatment: They don't feel a connection—

If you want to create loyal patients who trust your treatment recommendations, you have to connect with them and earn their trust. Focusing on the dentistry simply isn't enough. Patients want to know you care about them and have their best interest at heart. If they don't think you do, not only will they not go forward with recommended treatment, they'll start looking for a new practice to call their dental home. Sally McKenzie (Dentistry IQ April 2015)

Communication – It's a complex process!

Paper Tearing Exercise: Follow directions on slide please

- What does this teach us about human relations?
- How can we apply this to our personal and professional life?

We are always connected: Smart phones, i-Pads, Texting, Email, Instant Messaging, Social Media...oh my!

- 70% of Americans believe we are ruder than we were 20 yrs ago – AP Poll as reported in USA Today

Listening:

- One friend, one person who is truly understanding, who takes the trouble to listen to us as we consider our problem, can change our whole outlook on the world. Dr. Elton Mayo
- Most people do not communicate, they simply take turns talking. Zig Ziglar
- It takes two to speak truth – one to speak and another to hear. H.D. Thoreau
- Put your listening ears on! Judge Judy

IMAGINE HOW POWERFUL LISTENING CAN BE WITH OUR PATIENTS!

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Empathic responding Skills: I know you think you heard what I meant to say.

- People don't care how much you know, but they know how much you care...by the way you listen. Bob Conklin
- Reflective responding – a teachable skill. Reflect back what you heard and listen for response from your patient. They will let you know if you heard accurately.

VERBAL and NON-VERBAL Communication:

We pay attention to: 7% to the words, 38% to the tone of voice, 55% to the *body language*

- People retain 11% of what they hear AND retain 83% of what they see!

Assertive Communication Strategies

Between people, as among nations, respect of each other's rights insures the peace.
Benito Juarez

- Using "I" Statements: "**I** am upset....." Replaces "**YOU** make me so"

Understanding Behavioral Styles:

To effectively communicate, we must realize that *we are all different* in the way we perceive the world and use this understanding as a guide to our communication with others. Tony Robbins

DiSC® Behavioral Model

- D – Directive: Driving personality that wants results and control (competitive)
Task Oriented
- i – Enthusiastic and wants attention and positive strokes (expressive)
People Oriented
- S – Congenial personality that wants structure and organization (easy going)
People Oriented
- C – Quality driven and wants perfection. (detail and facts)
Task Oriented

Use this assessment tool to meet the communication needs of patients. Our style is fluid and we can change with the situation to better relate to others.

Gender Communication:

A woman uses about 20,000 words per day while a man uses about 7,000. Louann Brizendine's , *The Female Brain*

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Application to Patient Engagement and Adherence

- 7-10 people make a decision to do business with based upon how they were treated from the phone.
- Asymmetrical relationship in health care setting – creates dependency/passiveness
- Patients want “*relational* communication” whereas the dental teams desire “content communication” (production, efficiency, tasks, record keeping)

According to ADA Poll:

- #1 Reason patients don't go to dentist – fear of cost.
- #2 Reason is scheduling concerns
- Patients are often “*emotionally flooded*” in the dental office setting. Cannot make good decisions when emotionally flooded.
- General dental practices average 70% of treatment recommended but not completed
- Patients usually balk at treatment that exceeds \$1000.

Help your patients believe that they can achieve!

- Whatever the mind of man/woman can conceive and believe, so shall he/she achieve. Napoleon Hill
- You become what you think about. Earl Nightingale
- Patients do better when they LIKE you and can see how you are like them. Make comparisons. Give examples of how patients have achieved success that were like them.

FORMULA FOR DEALING WITH EMOTIONALLY FLOODING: (Connie Jameson)

- LISTEN attentively – good body language
- “How's that working for you?”
- “What do you want?”
- “How will you get that?”

Deal with emotions first – then get to the intellect. As caretakers we often rush to *problem solving* or *rescuing behavior* in our listening when patients express emotions.

Best Practices in Patient Engagement: Three winners – FL Health Care Coalition

A New Definition of Patient Engagement and why it is Important

http://www.cfah.org/pdfs/CFAH_Engagement_Behavior_Framework_current.pdf

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- Hispanic Health Initiative – One of Three agencies recognized by the FL Health Coalition for Best Practices in Patient Engagement

Oral Care Products Recommendations:

- Match product to individual needs! **LISTEN** and respond with a solution that will work with each patient.
- Let patient TELL YOU what the challenge is with adherence by setting up a collaborative environment. PATIENT CENTERED
- **Caries Risk Management** – Make the effort to discover and recommend appropriate products. i.e. dry mouth products, xylitol products, fluoride products, sensitivity agents, etc.

Conclusion:

Benefits of a good patient relationship:

- More likely to remember and follow instructions
- More likely to pay bills on time
- Speak more highly of the professional and recommend office to others
- Reduces anxiety
- Less likely to sue

Barbara Ingersoll

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has. Margaret Mead

WE change people's lives as registered dental hygienists! For improved engagement use all your soft skills, technology, and more. Today's office offers a variety of instruments, apps, computer software, intra-oral cameras, etc. to thoroughly engage our patients.

Remember: Patients must LIKE you to refer others to your office and follow your recommendations. Practice soft skills!

Thank you for your attention!

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