



Turning Trust into Treatment: Evidence-Based Communication Strategies



Instructor: Joshua Satterlee DC

INTRODUCTION

Josh Satterlee, DC

- Chiropractor in Las Vegas
- Recovering Poor Communicator
- Instructor for Titleist Performance Institute

Goal: To *Build Trust*
Through Patient
Communication





OBJECTIVES

1. Identify the overarching issue in healthcare communication.
2. Identify why this issue exists within our current system.
3. Identify when and where high-quality patient communication is most valuable.
4. Identify patient perceptions and desires within their healthcare services
5. Demonstrate how best Jane can help build trust

Clarifying Terms

“Provider”=

- Mental Health Professional
- Doctor
- Therapist
- Nurse
- Trainer
- Team Member

“Patient”=

- Client
- Parent (if applicable)
- Customer
- The person who you are providing service to...

Activity:

- In your clinic, how do ***you*** label yourself?
- And how do you label your ***customers?***
 - ***Please type it into the chat!***



“The single biggest problem in communication is **the illusion** that it has taken place.”

~George Bernard Shaw

What is the Issue we face?

Simply put, there is a **disconnect** between patients and providers across all avenues of healthcare.



Why are we facing this issue?

There is an inherent difference in roles within a clinical encounter.

**Patient
Objectives**

VS

**Provider
Objectives**

It doesn't have to be a Fight



As the provider's we need to be asking....



....it's our burden to patch up this gap!

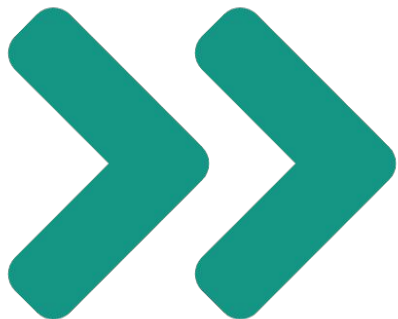
When is communication important?



INITIAL ENCOUNTER

**LET'S GO FOR THE BIG
THREE**

DISCHARGE/DELAY



AND THEN...?

When is communication most valuable



Marketing / Workshops

Appointment scheduling

INITIAL ENCOUNTER

FOLLOW-UP VISIT

Delivery of Dx

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Post-discharge / Nurture

When is communication most valuable

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Jane

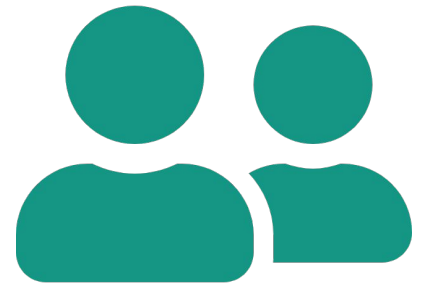
Jane

Jane

Activity:

- What do you call your ***Initial Visit?***
- Did we overlook any stages in your practice?
- Do you do group workshops/education, etc?
 - ***Please type it into the chat!***

So where are providers falling short?



Why don't we just ask
the patients?

So where are falling short?

Patients believe that physicians can't understand "what they feel" unless they first understand "how they feel".

So where are falling short?

“Patients often feel that sharing their feeling and fears will be distracting or burdening to the doctor. Yet allowing them to speak about feelings and concerns typically ameliorates the issues...”

Let's get the facts straight!

90	90% of the time patients are first seeking support for emotional feelings, and then for physical symptoms.
40-80	40-80% of the medical information received by patients is forgotten immediately.
20	Visits of 20 minutes may be required to ensure that patients are involved effectively in their treatment decisions.
19	Patients with good communication with their providers had 19% higher adherence.
7	Only 7% of emotional communication is conveyed verbally.
2	Physicians with high malpractice claims have 2x as many complaints related to communication than those with low malpractice claims.

1. Explore patient's ideas about the problem.

We are experts... but so are our patients!

What are we experts in?

What are our patient's experts in?



2. Try to understand the whole person

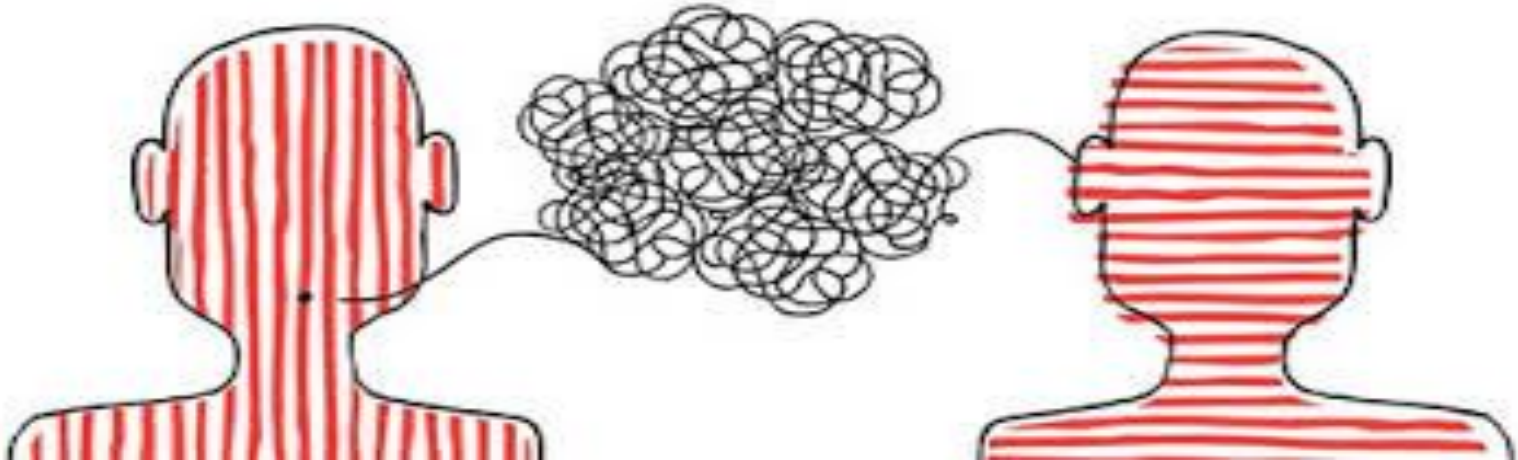
We are treating people,
not pathology



3. Tell the patient what is wrong in plain language

All of us are bilingual!

Medical language vs Plain language



4. Seek Common ground and partnership

Healthcare should be a collaborative process.



...Absolutely



5. Strive for an enhanced patient relationship

The patient-provider relationship is one of the most complex social encounters.



So what's the good news?

A meta-analysis concluded that training providers in effective communication strategies has shown benefit.

So what's the good news?

So...great communicators in healthcare are *MADE*, not BORN.

...And Jane already has tools in it that can help you build trust!

The PATCH framework

P. **P**atient goals - Eliminate the disconnect between the patients goals and your goals.

A. **A**utonomy - Enable and actively encourage patient autonomy.

T. **T**ailoring - Personalize your intake and delivery of information.

C. **C**ommunication basics - Ensure your using appropriate eye contact, body language, tone, and verbiage.

H. **H**umility - Express humility and modesty within your encounter.

PATCH-WAY to Improvement

P.

Patient goals - Eliminate the disconnect between the patients goals and your goals.

Patient Satisfaction

What Really Matters



PATCH-WAY to Improvement

A. **Autonomy** - Enable and actively encourage patient autonomy.

Adherence



Teach-back

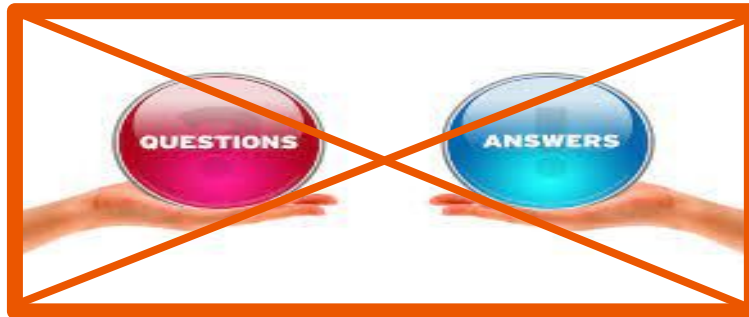


PATCH-WAY to Improvement

T. Tailoring - Personalize your intake and delivery of information.

Intake

Delivery



PATCH-WAY to Improvement

- C.** Communication basics - Ensure your using appropriate eye contact, body language, tone, and verbiage.

Verbal

Non-Verbal




PATCH-WAY to Improvement

H. Humility - Express humility and modesty within your encounter.

Avoiding Malpractice

Four Part Apology



Humility

The GOAL of the PATCH

Provide an Implementable framework of communication goals for all healthcare practitioners that works on their “Worst Day”, and doesn’t require EMPATHY.

The GOAL of the PATCH

Use communication to enhance provider outcomes and increase trust to ensure compliance and reduce no-shows.

No-Shows are typically from a lack of
TRUST.

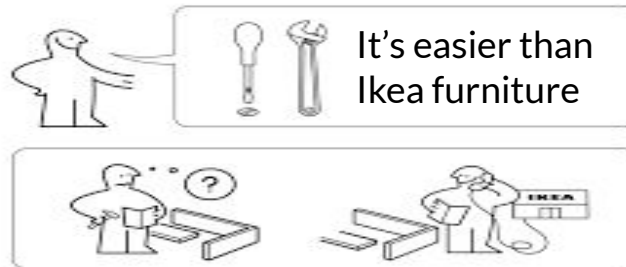
EMPATHY

Very hard concept to just “Learn”!



LET'S BRING IT FULL CIRCLE!

WE GOT THE
INSTRUCTIONS, NOW
JUST PUT IT TOGETHER



When is communication most valuable

Marketing / Workshops

Appointment scheduling

INITIAL ENCOUNTER

FOLLOW-UP VISIT

Delivery of Dx

DISCHARGE/DELAY

Post-discharge / Nurture

Jane

Jane

Jane

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Jane



Settings

- Clinic Info & Locations
- Branding
- Emails
- Mass Welcome Email
- Online Booking
- Reminders & Notifications
- Schedule Settings
- Intake Forms
- Integrations
- Language
- Staff Permissions
- Dashboard Permissions
- Ratings & Reviews
- Clinical Surveys

Offerings

- Disciplines
- Treatments & Classes

Language

Locale – Required

Choose a language. This will affect number and date formats, and if available, will display all patient facing pages in the chosen language. If you do not see your region listed, contact us and we'll see what we can do for you!

English - North America

How do you refer to your patients? – Required

Choose the word that you typically use to refer to your patients.

Patient

How do you refer to the treatments you offer? – Required

Choose the word that you typically use to describe the treatments that your customers book.

Treatment

How do you address your patients? – Required

Choose how you would like to address your patients in emails and online booking. Friendly and casual (aka Ms. App)

Casually (by first name)

Save

Click any item below to customize the language used in Jane.

Customized Language

Marketing Emails Opt In

Please check this box so we can communicate via email with you for a totally smooth online experience.
How it's Used: This checkbox allows your patients to opt-in to non-transactional (aka marketing) emails from your company. Please ensure that you phrase this in a way that makes it clear that they are agreeing to receive these emails from you, in accordance with local anti spam legislation

Settings

- Clinic Info & Locations
- Branding
- Emails
- Mass Welcome Email
- Online Booking
- Reminders & Notifications
- Schedule Settings
- Intake Forms
- Integrations

Patient Experience

- Staff Permissions
- Dashboard Permissions
- Ratings & Reviews
- Clinical Surveys

- Offerings
- Disciplines
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Patient Experience

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Patient

How do you refer to the treatments you offer? – Required

Choose the word that you typically use to describe the treatments that your customers book.

Treatment

How do you address your patients? – Required

Choose how you would like Jane to greet your patients in emails and online booking. Friendly and casually by first name (Hello Jane) or formally (Hello Ms. App)

Casually (by first name)

Save

Click any item below to customize the language used in Jane.

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Settings

Clinic Info & Locations

Branding

Emails

Mass Welcome Email

Online Booking

Reminders & Notifications

Schedule Settings

Intake Forms

Integrations

Language

Staff Permissions

Dashboard Permissions

Ratings & Reviews

Clinical Surveys

Language

SMS Appointment Reminder: Multiple Appointments Same Day

You have %(reminder_count) appointments today beginning with %(staff_member) at %(time). See you shortly. - %(company)

How it's Used: This is the text message patients receive for an appointment that is happening in less than 12 hours. You can also use %(hours, minutes, today, tomorrow) on the language page.

SMS Appointment Reminder: Multiple Appointments Not Cancellable

You have %(reminder_count) appointments %(relative_date) beginning with %(staff_member) at %(time). See you then. - %(company)

How it's Used: This is the text message patients receive for an appointment that is no longer cancellable. You can also use %(hours, minutes, today, tomorrow) on the language page.

SMS Appointment Reminder: Multiple Appointments Cancellable

You have %(reminder_count) appointments %(relative_date) at %(time). Visit %(url) if you need to reschedule. - %(company)

How it's Used: This is the text message patients receive for an appointment that is still cancellable. You can also use %(hours, minutes, today, tomorrow) on the language page.

Google Reviews Positive Review Prompt

Do you have a moment to support us publicly? Adding your review to our Google Business page is so helpful and appreciated. - %(company)

How it's Used: This is the response patients see after giving a 4 or 5 star rating to your clinic.

Google Reviews Negative Review Prompt

Oh no! We always aim for 5 star service. Give us a chance to win back those stars by leaving us feedback. We'll work hard to make your next experience a better one. - %(company)

How it's Used: This is the response patients see after sharing a 1, 2, or 3 star rating to your clinic.

SCROLL TO BOTTOM

Offerings

Disciplines

Preferences

Dashboard

Account Recommendations 1

Jane Payments

Jane Subscription

Settings

Clinic Info & Locations

Branding

Emails

Mass Welcome Email

Online Booking

Reminders & Notifications

Schedule Settings

Intake Forms

New Language Customization

Google Reviews Negative Review Prompt

This is the response patients see after sharing a 1, 2, or 3 star rating to your clinic.

Enter your text here:

Oh no! I am so sorry to hear that! We always aim for 5 star service. Please provide a phone number where we can reach out to find out what went wrong. Or feel free to leave your most brutally honest feedback !!!

~Dr. Josh

PLEASE !!! Call them. And be humble.

View F

No form

Save

Cancel

When is communication most valuable

Marketing / Workshops

Appointment scheduling

INITIAL ENCOUNTER

FOLLOW-UP VISIT

DISCHARGE/DELAY

Post-discharge / Nurture

Delivery of Dx

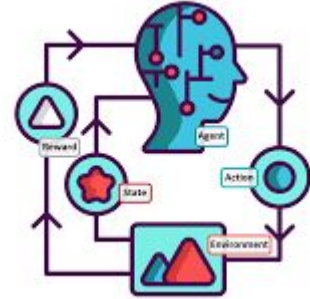
Jane



IMPLEMENTATION of PATCH

FOLLOW-UP VISIT

Reinforcing



ISSUES

Focusing on symptom change and not emotional changes

Not addressing barriers that have come up to impeded change

Focus too much on ongoing treatment rather than collecting more information about the whole person

IMPLEMENTATION of PATCH

FOLLOW UP VISIT

It start here

JUST THE BEGINNING

IT IS

PATCH

Tailor Language

Communication Basics of eye contact, appreciation, gratitude

Humility in your approach.

Preferences

- Dashboard
- Account Recommendations1
- Jane Payments
- Jane Subscription

Settings

- Clinic Info & Locations
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- Schedule Settings
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- Language

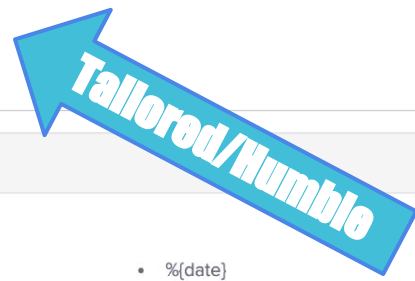
Update Language

SMS Appointment: Thank You For Booking

This is the text message patients receive when they book an appointment

Enter your text here:

Hey %{first_name}! We're excited to see you at your appointment on %{date} at %{time}. Bring your burning questions too! ~Dr. Josh



View Formatting Instructions

You can insert the following variables in the text:

- %{staff_member}
- %{company}
- %{treatment}
- %{first_name}
- %{date}
- %{time}

Maximum Length: 130 characters

One tip... consider name length...
130 character MAX

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IMPLEMENTATION of PATCH

Appt Scheduling

It starts here



ISSUES

Trust is at its lowest

No meaningful rapport has been established.

Patients can feel like a number rather than a person with emotions and concerns

Patients reluctant to share important details... like RED FLAGS.

IMPLEMENTATION of PATCH

Appt Scheduling

It start here

JUST THE BEGINNING

IT IS

PATCH

Talk like a Human

VALIDATE their expertise

Build Trust

Settings

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Show Archived

New Intake Form

New Jane now offers a dedicated way to collect your Patients insurance policy information by allowing Patients to enter their policy details and upload photos of their insurance card for a list of insurers of your choosing. You can enable this feature by clicking Edit and selecting your setting preferences in the Insurance Information tab.

Online intake forms allow you to collect contact information, family and medical history, and consents from your Patients. The Patient's responses will become part of their profile and chart.

Jane will automatically prompt Patients to fill out an intake form prior to their first visit. After their first visit, you can send them a link to fill out the intake form from their patient profile.

1

Intake form (April 2021)

This intake form will be offered to Patients who are booking their first visit with a Chiropractor.
Consists of profile information, a questionnaire, and 3 consents
Signature not required.

Duplicate

↓

Preview

Edit

If a Patient is eligible for more than one intake form, they will be prompted to fill them out in the order above.

Branding
Emails
Mass Welcome Email
Online Booking
Reminders & Notifications
Schedule Settings
Intake Forms
Integrations
Language
Staff Permissions
Dashboard Permissions
Ratings & Reviews
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Offerings

Disciplines

Edit Intake Form - Intake form (April 2021)

~~Automatic or Manual~~ – required

Choose if patients will be automatically prompted to complete this intake form.

Automatically prompt patients who have not complete ▾

Require for New & Existing Patients as of this Date

Require patients to fill out this intake form for their first booking after this date, even if they have previously filled out an intake form. Leave blank to not require this intake form for patients that have already visited.

Valid For

Patients should complete this intake form again after this period.

Forever ▾

Introduction

Give the patient an explanation of the intake form, the type of info you will be collecting, and how it will be used.

Please take a moment to fill out this form. Also, I'm boring.

Introduction Preview:

Please take a moment to fill out this form. Also, I'm boring.



[View formatting instructions](#)

[Next, Configure Appointment Types...](#)



Branding
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Mass Welcome Email
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Give the patient an explanation of the intake form, the type of info you will be collecting, and how it will be used.

We feel strongly about helping you with your healthcare. And we believe that the #1 expert in the world about your body and your feelings is YOU. Your

Introduction Preview:

We feel strongly about helping you with your healthcare. And we believe that the #1 expert in the world about your body and your feelings is YOU. Your pain is real. Your symptoms are real. So (if its ok), we're going to ask a lot of questions to understand your condition. Feel free to correct us if we misstate details, and we appreciate your blatant honesty. Please don't hold back!



Activity:

- What info/feeling do ***YOUR*** patients want to have validated?
- What is some language ***YOU*** may add?
 - ***Please type it into the chat!***

PATCH-WAY to Improvement

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Patient Communication Checklist - Ask yourself, did I

?



- **Patient Goals**
 - Are you clear on the *patient's* goal?
 - Did you clarify how treatment will affect this?
- **Autonomy**
 - What role has the patient agreed to perform?
 - Did you perform a Teach-Back of the info?
- **Tailor Information**
 - Were any language, religious, or lifestyle barriers addressed?
 - Did you acknowledge or validate their beliefs?
- **Communication Basics**
 - Did you greet them by name?
 - Were explanations made using A/V aids or SMS?
 - Did you maintain eye contact appropriately?
- **Humility**
 - Did you remain the guide, rather than the hero
 - Did you provide a complete 4-part apology for any mistakes?



OBJECTIVES

1. Identify the overarching issue in healthcare communication.
2. Identify why this issue exists within our current system.
3. Identify when and where high-quality patient communication is most valuable.
4. Identify patient perceptions and desires within their healthcare services
5. Understanding a pathway to effective communication
6. Implementing patient-centered communication.



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