

How can we achieve
a real connection
with our patients?



Achieving engagement: three golden rules



Three R's

Pay **REAL** attention to the patient

RESPECT the patient's perspective

Deliver information only when the patient is **READY**

Our patients are ready for real respect

Achieving engagement: 1

Pay **REAL** attention to the patient

- Listen to what they say – and how they say it
- Listen to and look for what they ***don't*** say
- Leave everything else aside while they talk

Remember:

we may have heard it a hundred times before,
but it's their first time

Are we perpetual multi-taskers?



Photo by John Greer Clark

Achieving engagement: 2

RESPECT the patient's perspective

- You know much more about hearing loss and how to aid it than they do
- But they know more about their own life ***and how they use their hearing*** than you do
- If you need to change their outlook, you will only be effective if you start from where they are – and ***you can only find that out from THEM***

Who lives with this hearing loss, anyway?



E X P E R T

Achieving engagement: 3

Deliver information only when the patient
is **READY**

- Don't rush to give results or advice
- Allow **time** for the patient to absorb information
- Accept that the patient might be in **shock**
– or still in **denial**
- This may require another appointment

A right and a wrong time for complicated input...



Engaging with our patients and listening to them all seems very obvious, and easy.

We do this all the time ... don't we??

Our patients don't see it that way...

He's convinced my life is better with the aids – but I don't see it that way

She's just doesn't understand my situation

He's always staring at the screen when I talk to him

Unfortunately, our habits & myths get in the way...

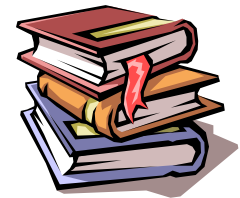
MYTHS OF ENGAGEMENT I: people errors

I get all I need from the case history; anything more will take too much time



I always understand my patients!
(And anyway, they fall into such predictable categories...)

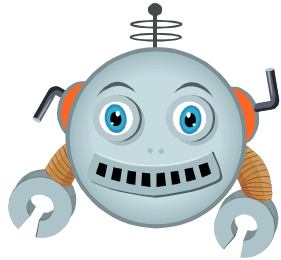
All I need to do is explain clearly the benefits of my advice, then my patient will follow it



MYTHS OF ENGAGEMENT cont.



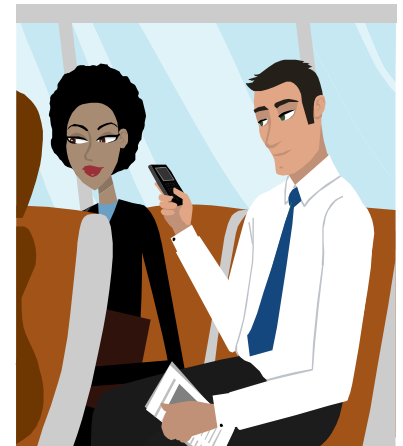
Today, I get all the answers I really need from the technology



All they need is the right instrument

If a patient is in my clinic, then:

- they already know they need help with their hearing
- they're ready for me
- they know I'm the expert (and so do I)



SUMMARY

It is NOT AS EASY AS IT SEEMS to engage with our patients effectively

It requires careful thought and preparation
(but fortunately not a lot of time)

Unless we do so, we cannot deliver an efficient, and appropriate service

The tools we learn about in the seminar will help us achieve this goal