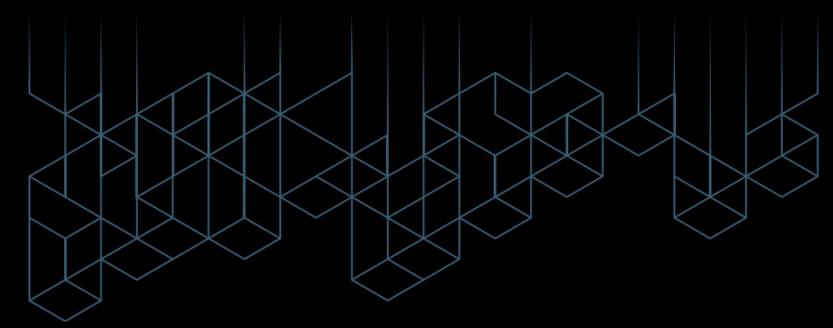
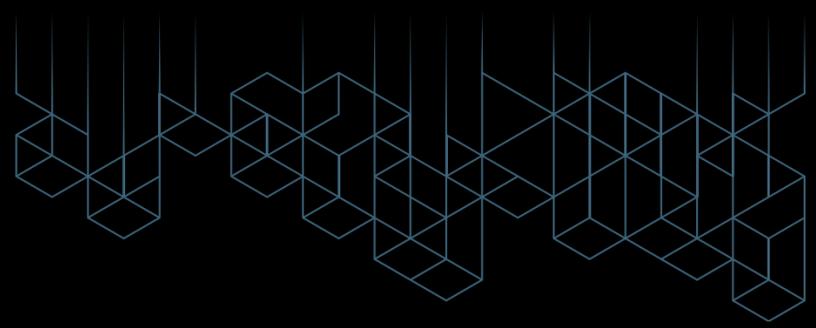


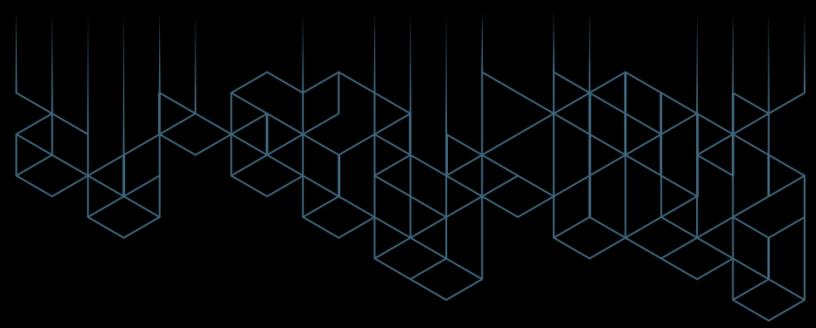
A PATIENT'S POINT OF VIEW:

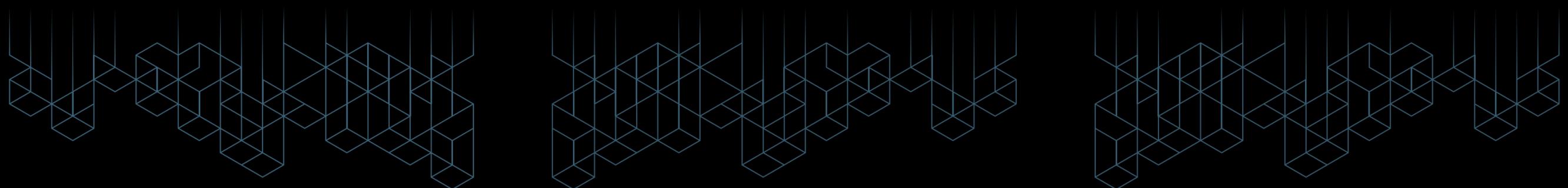
**HOW EFFECTIVE COMMUNICATION
IMPACTS CLINICAL OUTCOMES?**



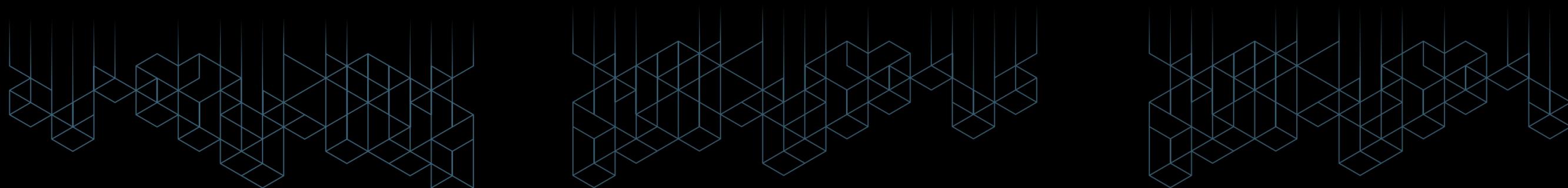
OVERVIEW

- **FOCUS: ENHANCING PATIENT OUTCOMES BY ADDRESSING CORE CONCERNS**
- **GOAL: BUILD TRUST, IMPROVE PATIENT SATISFACTION, ACHIEVE BETTER OUTCOMES**
- **APPROACH: COMMUNICATE IN PATIENT-FRIENDLY LANGUAGE**

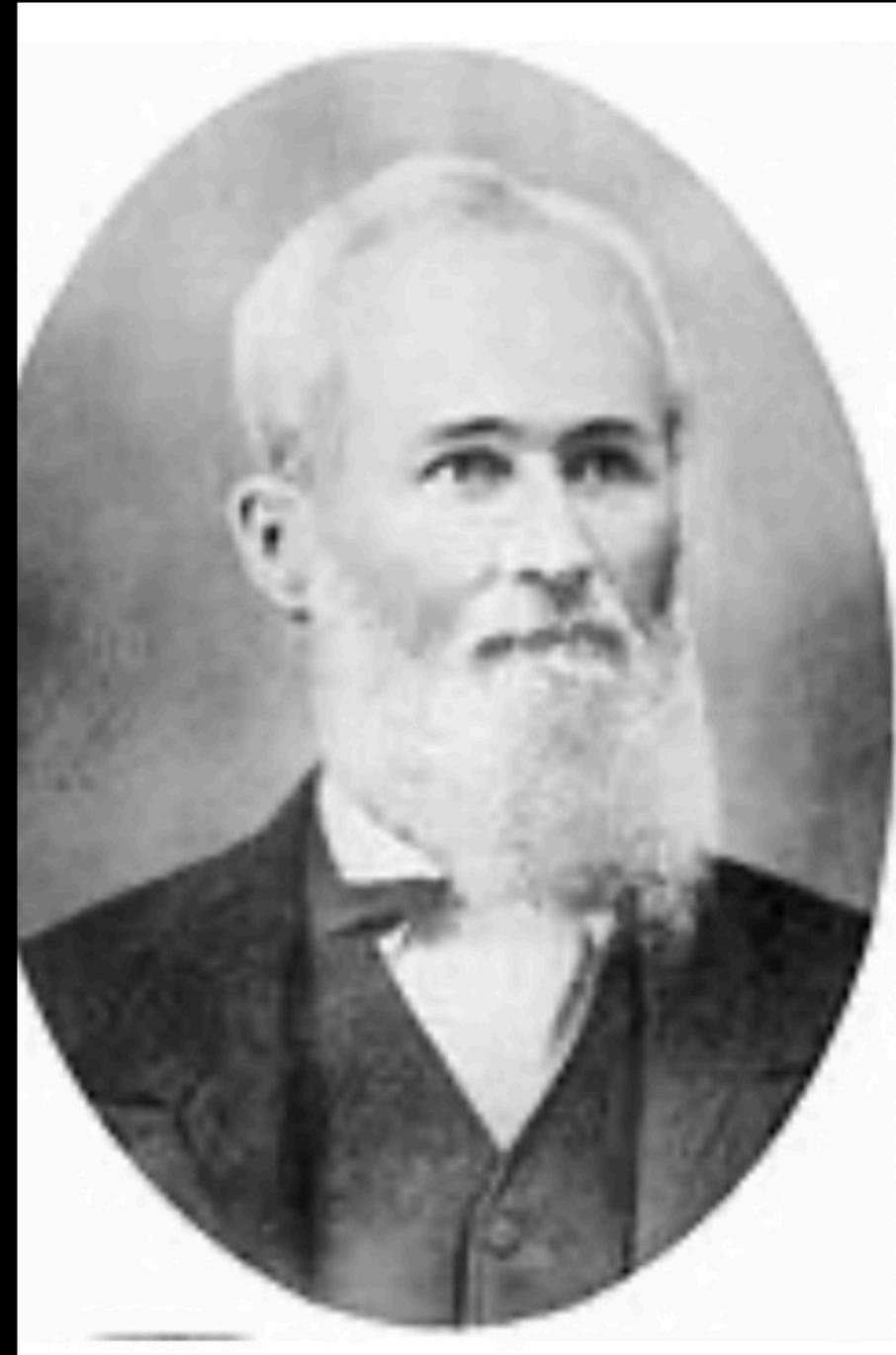
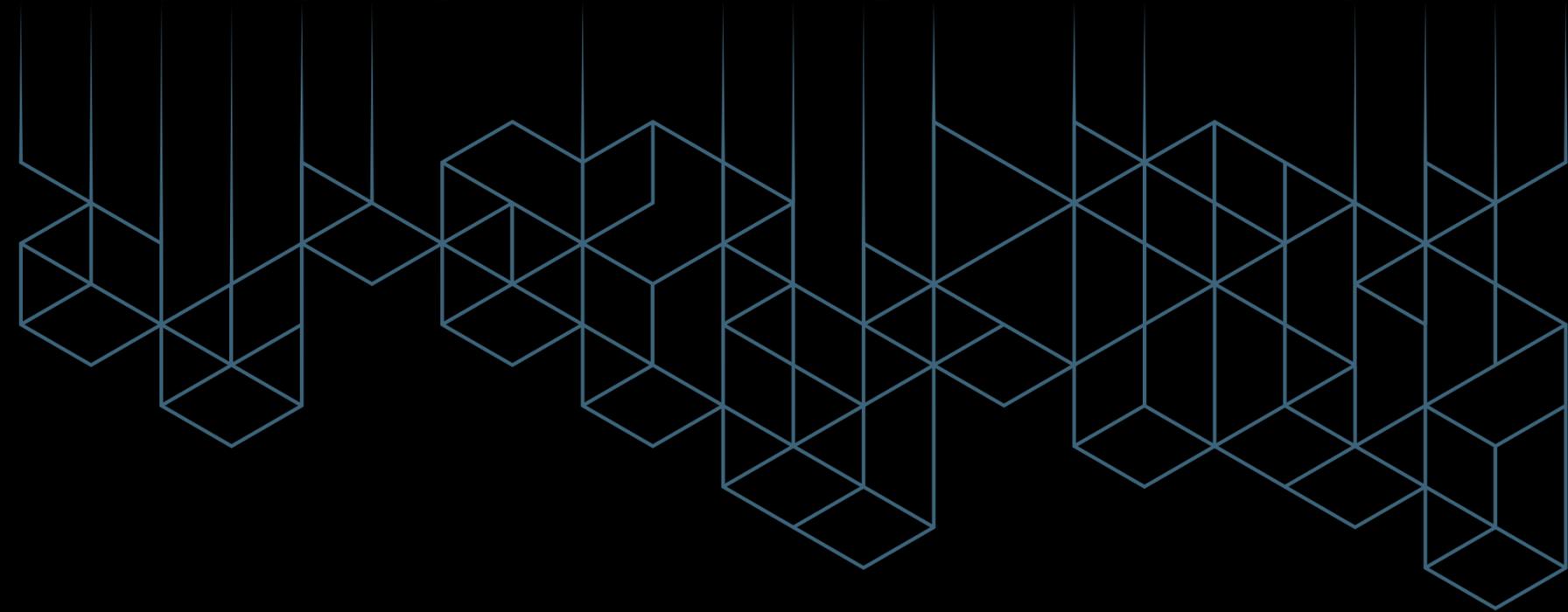




LEARNING OBJECTIVES

- **IDENTIFY THE CORE CONCERNS OF PATIENTS DURING VISITS**
 - **DEVELOP EFFECTIVE COMMUNICATION STRATEGIES**
 - **UNDERSTAND IMPORTANCE OF THOROUGH CONSULTATIONS & EXAMS**
- 

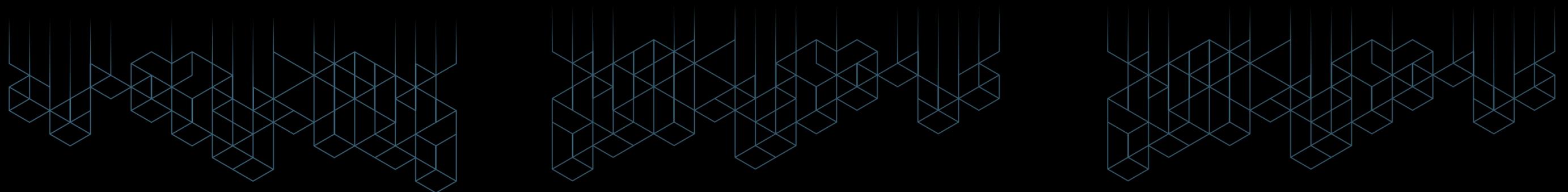
JUST FOR FUN

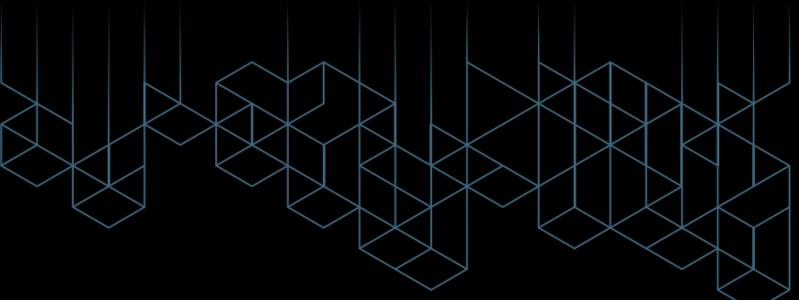




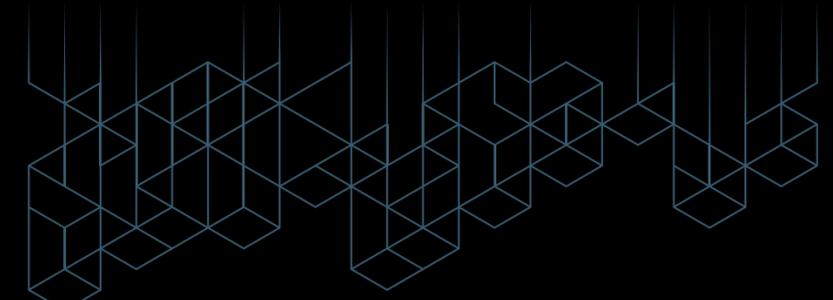
THE 4 QUESTIONS EVERY PATIENT HAS

- **WHAT IS MY PROBLEM?**
- **CAN YOU HELP ME?**
- **HOW LONG WILL IT TAKE?**
- **WHAT WILL IT COST?**



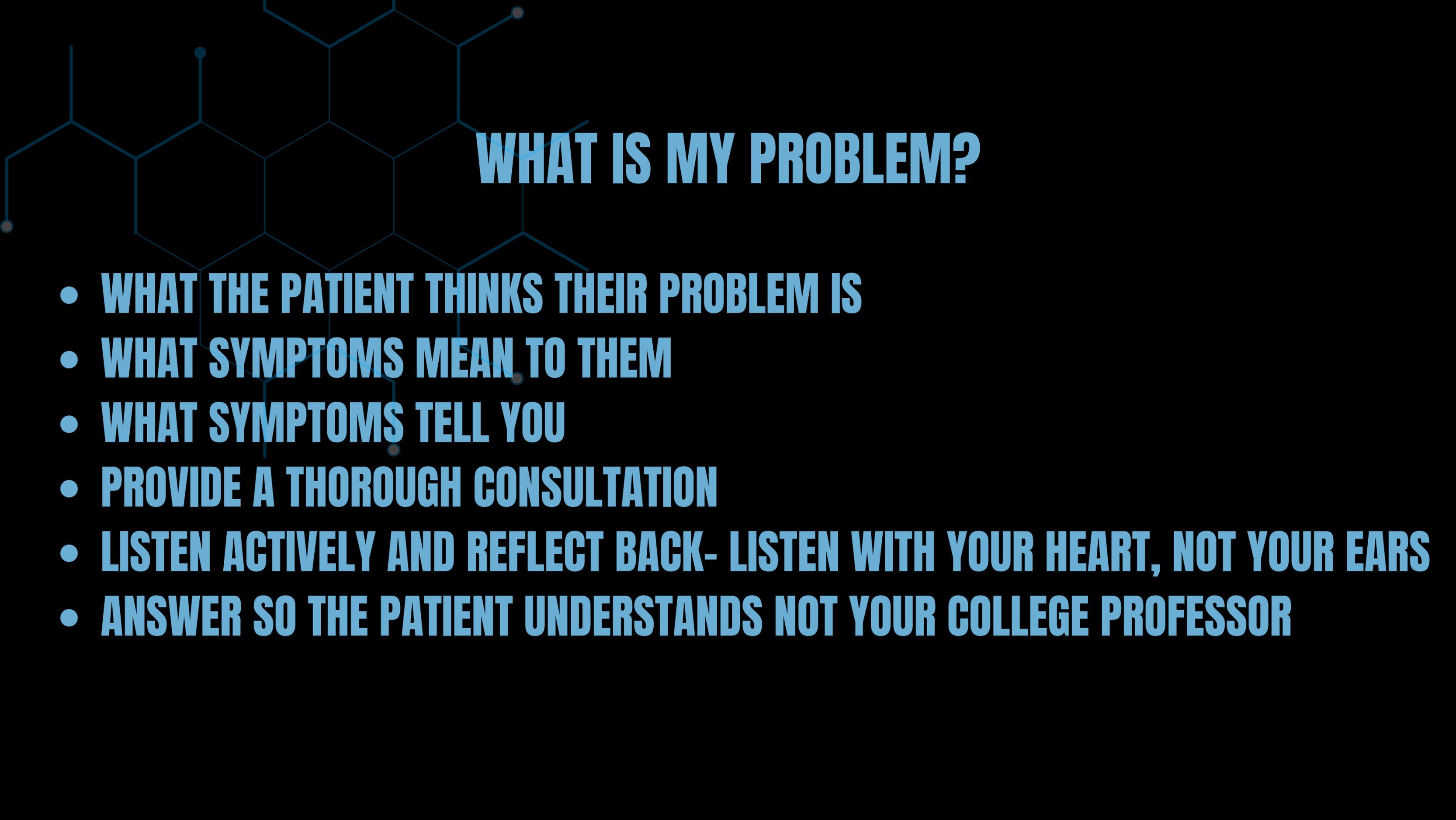


THE CONSULTATION



GOAL: UNDERSTAND THE PATIENT'S PERSPECTIVE

- **IT STARTS WHEN YOU WALK IN THE ROOM**
- **SIT KNEE-TO-KNEE, EYE-TO-EYE, HEART-TO-HEART**
- **DISCOVER WHY THEY THINK THEY'RE THERE VS. WHY THEY ARE REALLY THERE**
- **ASK APPROPRIATE QUESTIONS**
- **BE INTERESTED, NOT INTERESTING**



WHAT IS MY PROBLEM?

- **WHAT THE PATIENT THINKS THEIR PROBLEM IS**
- **WHAT SYMPTOMS MEAN TO THEM**
- **WHAT SYMPTOMS TELL YOU**
- **PROVIDE A THOROUGH CONSULTATION**
- **LISTEN ACTIVELY AND REFLECT BACK- LISTEN WITH YOUR HEART, NOT YOUR EARS**
- **ANSWER SO THE PATIENT UNDERSTANDS NOT YOUR COLLEGE PROFESSOR**

INFORMED CONSENT

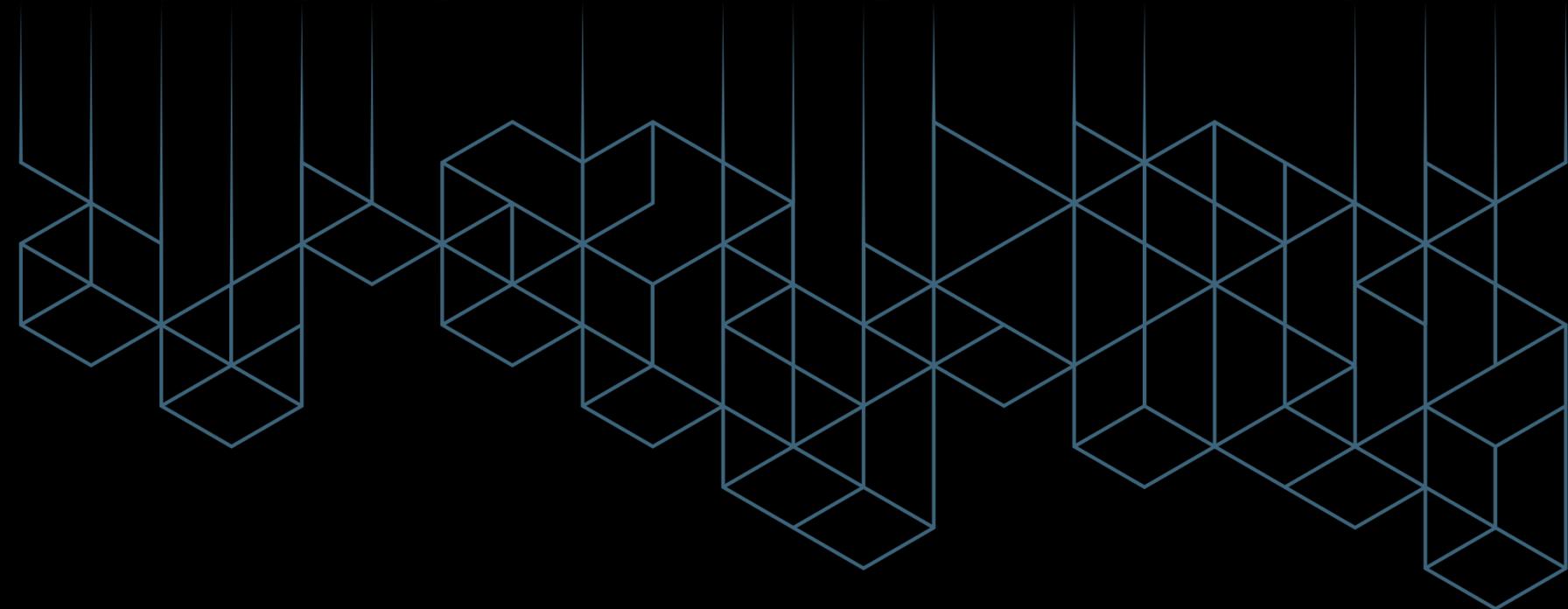
GOAL: CLARITY & PATIENT UNDERSTANDING

- **EXPLAIN THEIR CONDITION IN PLAIN LANGUAGE**
- **CORRELATE SYMPTOMS TO FINDINGS**
- **ENSURE PATIENTS CAN MAKE INFORMED DECISIONS ABOUT CARE**

CAN YOU HELP ME?

- **DEFINE “HELP” CLEARLY**
- **AVOID STEPPING OUTSIDE SCOPE OR MAKING PROMISES**
- **FOCUS ON LOCATING AND CORRECTING SPINAL STRESS**
- **ADDRESS PAIN CAREFULLY – NO GUARANTEES**
- **KEEP FOCUS ON RESTORING MOTION AND FUNCTION**

JUST FOR FUN



COMMUNICATION STYLE



- **ALIGN YOUR LANGUAGE WITH WHAT PATIENTS ARE USED TO HEARING**
- **SHIFT FROM “MEDICAL TALK” TO CHIROPRACTIC TERMS THEY UNDERSTAND**
- **SET REALISTIC EXPECTATIONS AROUND PAIN RELIEF**
- **RE-CENTER DISCUSSION ON HEALTH RESTORATION**

TREATMENT PLAN



GOAL: CLARIFY “HOW LONG” IT WILL TAKE

- **EXPLAIN HEALING TIMELINES & BASIC PHYSIOLOGY**
- **FACTORS: AGE, EXAM FINDINGS, CHRONICITY, HISTORY**
- **USE LIGHT EDUCATION TO SHOW HOW MOTION = FUNCTION**
- **COMPARATIVE RE-EXAMS BUILD CONFIDENCE & BUY-IN**

WHAT WILL IT COST?

- **FEES MUST BE CONSISTENT & TRANSPARENT**
- **DISCUSS COSTS AT THE BEGINNING**
- **CARE IS AS VALUABLE ON THE LAST ADJUSTMENT AS THE FIRST**
- **SPECIFIC GOALS HELP PATIENTS SEE WHAT THEY'RE INVESTING IN**



Q&A & INTERACTIVE DISCUSSION

- **REAL-WORLD SCENARIOS**
- **QUESTIONS FOR HANDLING EACH OF THE 4 QUESTIONS**

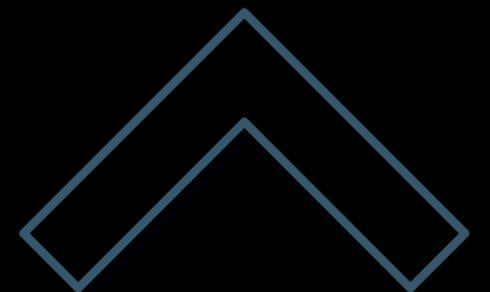
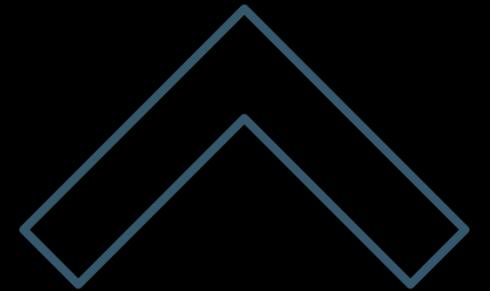
INTENDED OUTCOMES

- **COMMUNICATE MORE EFFECTIVELY**
- **ADDRESS CONCERNS CLEARLY & COMPASSIONATELY**
- **STRENGTHEN TRUST & THERAPEUTIC RELATIONSHIPS**
- **IMPROVE CLINICAL RESULTS & PATIENT RETENTION**

THE

REAL

OUTCOME





COLEMAN







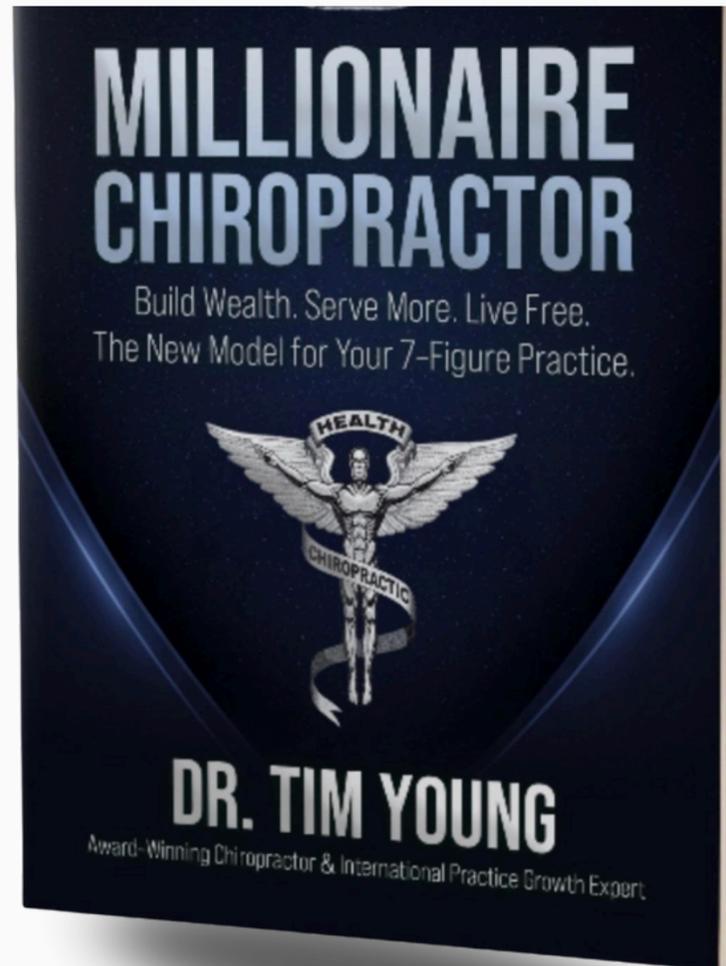








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