



Powerful Communication

It's about Perceptions, Beliefs & Values





•CA presentation 3: **Powerful Communication—It's about Perceptions, Beliefs & Values 2 hours**

•Taking pride in excellence has been the hallmark of peak performers for centuries. Honoring the Best in You is all about exploring your priorities and passions and capitalizing on your skills and gifts. It's about honoring what is important to you now and making purposeful choices about what you want to do. This session will inspire you to put this power to work in your life and be prepared to create a major breakthrough. Together we are the honorable champions of the Chiropractic Principle.


Effective Communication

Perceptions, Beliefs & Values



BREAKTHROUGH COACHING **Effective Communication**


- Effective communication is the process of exchanging ideas, thoughts, opinions, knowledge, and data so that the message is **received and understood** with **clarity and purpose**.
- When we communicate effectively, both the **sender and receiver** feel satisfied.



Effective Communication
IS A KEY FACTOR IN THE SUCCESS OF YOUR PRODUCT

BREAKTHROUGH COACHING **Perception, Beliefs, & Values**

In a single day, healthcare workers can speak to people of varying educational, cultural and social backgrounds and they must do so in an effective, caring and professional manner.



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

BREAKTHROUGH COACHING **Defining Perception, Beliefs, & Values**

PERCEPTION	BELEIFS	VALUES
<ul style="list-style-type: none"> •A way of regarding, understanding, or interpreting something 	<ul style="list-style-type: none"> •Are assumptions we hold to be true •Arise from learned experiences from the cultural and environmental situations 	<ul style="list-style-type: none"> •Are not based on information from the past and they are not contextual •Are universal •Are based on what is important to us

BREAKTHROUGH Perception vs. Beliefs
COACHING

•Is perception based on personal beliefs?

•For decades, research has shown that our perception of the world is influenced by our expectations.

•These expectations, also called “prior beliefs,” help us make sense of what we are perceiving in the present, based on similar past experiences.



BREAKTHROUGH Perception vs Values
COACHING

•How can values influence perception?

•Values are established throughout life as a result of accumulating life experiences.

•The values that are important to people tend to affect:

- The types of decisions they make
- How they perceive their environment
- Their actual behaviors

•Perception (how we see the world) is significantly impacted by culture (values). This includes:

- The way an individual learns
- How they view other cultures
- and even how they view healthcare



BREAKTHROUGH Decision Process
COACHING


•Beliefs affect an individual's perception of reality by creating filters that are applied at the beginning of the decision-making process to evaluate the facts.

•This perception of reality affects our conclusions and decisions.

•When we use our values to make decisions we focus on what is important to us.

•A patient's perception, beliefs & values will influence their decision to accept care based on what we communicate to the patient.






Effective Communication
 Defining Communication
 With Staff & Patients


BREAKTHROUGH COACHING #1 Communication With Staff

- Effective Communication in the workplace is important because it boosts employee:
 - Morale
 - Engagement
 - Collaboration & Cooperation
 - Productivity
 - Satisfaction
 - Protects Work Relationships
- Ultimately, effective workplace communication helps drive better results for individuals, teams, and organization.



BREAKTHROUGH COACHING #2 Communication With Patients

- Ineffective Communication can cause unhappy patients.
- **68%** of unhappy patients feel the staff is indifferent to their needs and go elsewhere.
- The average unhappy patient will:
 - Share a negative experience with 9 other people
 - Remember the incident for 23.5 years
 - 91% of those who don't complain will never return
- The average happy patient will talk about the pleasant experience for 18 months.
- **83%** of sales are based on the customer liking the salesperson.



•Effective Communication is the foundation of Great Customer Service.

•Healthcare or "Sickcare" has gone the opposite direction of great customer service.

•Effective Communication:

- Really listen
- Process all the information
- Look at the whole patient
- Communicate back to the patient



3 Levels of Communication

- Level 1: Communication Through Words
- Level 2: Communication Through Actions
- Level 3: Communication Through Others




- Words are potent; but words on their own have **limited** power.
- The ability to speak eloquently **does not** guarantee impact.
- Some of the very best communicators have very little personal influence.
- It is very helpful to have a command of language and the ability to **tell stories** in order to share values and cast a compelling vision.
- But the use of words as a type of communication is only **the very beginning**.




BREAKTHROUGH COACHING **Level 2 Communication Through Actions**

- When you couple together **compelling words** along with **consistent action**, you get **influence**.
- The reason we are all so familiar with this quote is because it describes the difference between level one and level two communication .
- If you **consistently** put into action the words you preach, you will influence others.
- Example:
 - Did you go above and beyond to help the patient?
 - This action step will ensure that they feel like you care about them.



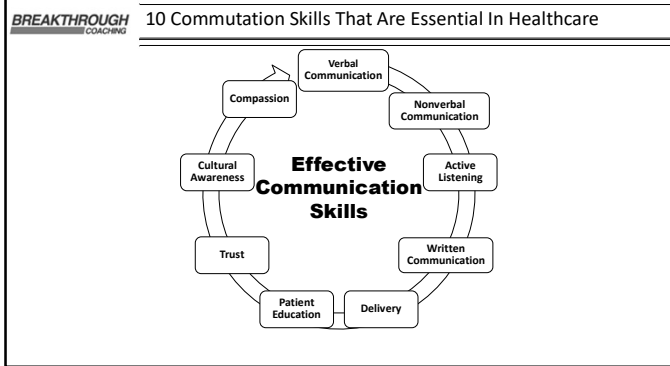
BREAKTHROUGH COACHING **Level 3 Communicate Through Others**

- Once you master Levels 1 & 2 the people you have influenced will **share** your message for you.
- They will influence others the way you influenced them.
- Therefore, your influence is **multiplied** through Level 3 Communication
- What does that mean for you?
 - Referrals!
 - Referred patients are easier to share your message with because they have already decided to trust you because someone has already shared your message and shared their trust in you.





Essential Communication Skills
The Skills Everyone Should Master



BREAKTHROUGH COACHING #1- Verbal Communication

- Excellent verbal communication is key.
- Be Clear
- Be Concise
- Be Accurate
- Be Honest
- It's also important to know your audience and speak appropriately according to their
 - Age
 - Culture
 - Level of health literacy
- Think: What is the clearest way I can make my point?"



BREAKTHROUGH COACHING Think Before You Speak

- Scripting is the Secret
- By organizing your thoughts in advance you can:
 - Eliminate awkward pauses
 - Relay your information more concisely
 - Choose words carefully
 - Avoid using complex, convoluted sentences
- Aligning:
 - What you mean to say
 - What you actually say
 - And what the person hears



BREAKTHROUGH COACHING Why Scripting Is Good

- Training should be about providing clear scripting.
- Why?**
- To turn you into mindless robots?
- No!**
- When the words are defined for you, you can **avoid miscommunication.**
- This frees you up to **really listen** to the patient.



BREAKTHROUGH COACHING

“Communication is a skill that you can learn. It’s like riding a bicycle or typing. If you’re willing to work at it, you can rapidly improve the quality of every part of your life.”

-Brian Tracy



BREAKTHROUGH COACHING What You Say With Words

- What you say matters.**
- Let’s review some commonly asked questions:**
- Patient:** “What is this charge?”
- **Answer:**
 - “I’ll have Susie take care of it.”
 - Now the patient thinks, “Oh good! Now I don’t owe anything!”
- Better Words:**
 - “Susie is the best person to answer that question for you. She’ll look at your account and get you an answer.



BREAKTHROUGH COACHING What You Say With Words

•**Patient:** "What are your hours?"

•**Answer:** "9-1:00 & 3-6:00."

•Now the patient thinks: "I get off at 5:00 and then drive to the office. I'll never make it there and be done by 6:00! I just won't schedule any more appointments."

•In reality, you take your last appointment at 6:00 and she'll have plenty of time.

•**Better Words:**

•"We take appointments from 9-1:00 & 3-6:00."



BREAKTHROUGH COACHING What You Should Never Say

•What you say vs. **What they hear.**

•"**We are wide open.**"

•Says they are not busy. (What's wrong with them?)

•"**We have no openings.**"

•Says they are too busy to help me.

•"**I don't know.**"

•Says they hire people that don't know anything.



BREAKTHROUGH COACHING #2- Nonverbal Communication

•Elements of nonverbal communication

•Facial Expressions

- Simply smiling can go a long way
- No scowling or grimacing

•Eye Contact

- Shows you are interested

•Body Language

- Conveys openness and welcome
- Relax your body

•Gestures

- Lean forward it shows you are engaged

•Posture

- Shows you are present

•Tone of voice



BREAKTHROUGH COACHING **How Do We Communicate**

Albert Mehrabian's Rule' of Personal Communication.

That means 93% of Communication is not the words!

Category	Percentage
WORDS	7%
TONE	38%
BODY	55%

BREAKTHROUGH COACHING **What You Say Without Words**


- We are communicating **all the time!**
- Even when we are **not** talking.
- What are we really saying:**
- Front Desk on mobile phone
 - I'm too busy.
- Sign that says "Do not knock on window"
 - They do not want to help me.
- Handing paperwork across the counter
 - I'm too busy to help you.
- Messy office
 - They don't know what they are doing.

BREAKTHROUGH COACHING **What You Say Without Words**

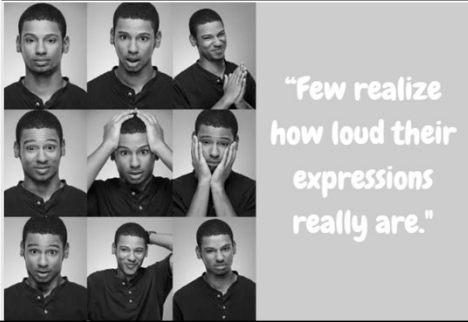
- What are we saying:**
- Post-it notes everywhere = My message will NEVER be seen by anyone.
- Outdated paint or décor = The doctor's skills are not current.
- Cancellation policy = I'm very busy, so I just won't schedule and won't pay a penalty.
- Teddy bear = We treat kids.

BREAKTHROUGH COACHING **What Does the Patient Say Without Words**

- Your **body language** significantly impacts the way others interpret what you say and your attitude about the conversation.
- Do the gestures you make, your facial expressions, and your body language align with your message?
- It's equally important to be able to read the body language of the people you're speaking to.
- Body Position
 - Sitting uncomfortably
 - Arms crossed
- Emotional State
 - Upset
 - Grouchy
- Facial Expressions




BREAKTHROUGH COACHING



"Few realize how loud their expressions really are."

BREAKTHROUGH COACHING **#5- Active Listener**

- Being a **good listener** is as important as being a good speaker
- 5 Stages of Active Listening:
 1. Receiving
 2. Understanding
 3. Remembering
 4. Evaluating
 5. Responding
- Active Listening shows that you **genuinely care** about their ideas, and it helps ensure you understand their needs.
- Summarize what you've heard and ask further questions.
- This allows you to build **trust and rapport** much quicker.



BREAKTHROUGH
COACHING



Communication is a two-way street. One of the most important communication skills is the ability to stop and listen actively and ethically, to what is being said by the other person

BREAKTHROUGH
COACHING

How to Listen Disney Style

- Many organizations view communication as **one-way**:
- **I talk: You listen.**
- At Disney, they know communication is **two-way**.
- **Listening** is often more important than speaking.
- Listening alone is not enough—listening must be **intentional**.



BREAKTHROUGH
COACHING


5 Tips to Improve Intentional Listening

- 1. Listen with purpose:**
 - Be deliberate in setting aside time for conversations.
 - (NP exam & ROF)
- 2. Listen to understand, not to evaluate:**
 - Intentional listening needs to be free of judgment.
 - Ask, "What is your condition keeping you from doing?"
 - This reveals what the patient truly values.



BREAKTHROUGH COACHING **5 Tips to Improve Intentional Listening**


- Exercise Emotional Control:**
 - Be self-aware of phrases, behaviors and words that trigger a reaction.
 - Don't shut down someone based on personal opinions.
 - Questions: Is a patient **questioning you** or **asking you a question**?
- Focus:**
 - When listening, direct **all of your attention** to that individual.
 - Don't make mental to-do lists or check the time.
 - These signal that you are preoccupied and not invested in the current conversation.
- Show you are engaged**
 - Make eye contact.
 - Sit knee-to-knee.
 - Nod your head, but never interrupt.
 - Lean forward.



BREAKTHROUGH COACHING **The Act of Listening**


If you want to become a better listener:

- Stop thinking about what you're going to say while the other person is talking.
- Think of key points that which you would like to hear more about.
- Make it a habit to use your turn in a conversation to ask a question about what the other person has said, instead of stating your own opinion.
- This develops **rapport** very quickly.
- The person will feel more **connected** to you
- You will have a better understanding of what they are trying to say.
- Remember, you already know what you're thinking; the first part in any conversation should be to understand **what the other person is thinking**.



BREAKTHROUGH COACHING **#4- Written Communication**

- Types of Written Communication:
 - Text
 - Email
 - Educational Material
 - Website
 - Marketing material
- Written communication is easy to misunderstand or misinterpret.
 - Why? Tone and feeling of the reader is only influenced by words.
- Avoid LOL, capitalization issues, and run in sentences.



BREAKTHROUGH COACHING Tips For Written Communication: Text , Email Chat

- Choose your words:
 - Be Clear
 - Be concise
 - Be thoughtful of your answer
- Take your time:
 - Proofread
 - Be thoughtful of your answer
 - Do be not rushed or distracted
- Reread both the message to you and the reply to be sure you answered what they asked AND what they didn't ask.
- Be timely:
 - People expect immediate responses



BREAKTHROUGH COACHING Tips For Written Communication: Website & Marketing

- Strategies for effective writing
- How do you write clear and engaging material?
 1. Target your audience
 2. Use an outline
 3. Answer the 5 W's & H
 4. Be simple and direct
 5. Choose strong verbs
 6. Revise, edit and proofread



BREAKTHROUGH COACHING Pre Writing

- 1- Target your audience:
 - Before you begin who, are you writing to?
 - What are their interests, age, personality, location and education level?
- 2- Use an outline:
 - Good writing has a clear purpose.
 - Plan what you want to communicate.
 - Use a clear and easy-to-follow structure.
 - Try posing questions and then answer them.
 - Questions should be searchable phrases.



BREAKTHROUGH COACHING Plan Content

3- Answer the 5 W's & H:

- Who, What, Where, When, Why and How.
- Who gets the condition?
- What causes it?
- Where to go for help?
- When to seek treatment?
- Why does the condition happen?
- How are YOU a solution?



BREAKTHROUGH COACHING Choose the Words

4- Be simple and direct:

- Do not use bigger words when a smaller one will work.
- Use a style that is simple, direct, clear & concise.
- Eliminate words and sentences that are repetitive, redundant or don't further your purpose.
- Use a polite and conversational tone.
- Avoid any jargon, clichés, passive-aggressive language idioms or slang.



5- Choose strong verbs:

- Since verbs are the actions in writing, they are arguably the most important words to choose.
- Clear, effective writing uses clear, strong verbs.

BREAKTHROUGH COACHING Where are the verbs?

•Verbs instill action- most often they are a DO not a Don't


BREAKTHROUGH COACHING Choose the Words

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BREAKTHROUGH CAREFULLY Make a Final Copy

6- Revise, edit and proofread:

- **Revise:** the process of looking at the macro view of your work
 - Consider what substantial changes you need to make to improve it.
 - Add, remove or rearrange material.
 - Does your tone and details support your overall purpose.

- **Edit:** the process of looking at the micro view
 - Consider each sentence's efficiency.
 - Identify errors in grammar, punctuation and spelling.
 - Use tools such as Grammarly.

- **Proofread:** the final step
 - Have someone else do this!!!!
 - Find typos.
 - Adjust formatting.
 - Get a new opinion.



BREAKTHROUGH #5- Delivery Skills

- Speak with confidence!
 - It will help you build trust and command the respect
- Factors which can impact your ability to speak confidently:
 - Your knowledge
 - Your word choice
 - The tone of your voice
 - Your body language
 - Your ability to make direct eye contact with your audience
- If you are feeling stressed out or frustrated, be aware of your tone of voice and don't let these emotions leak into your patient interaction.



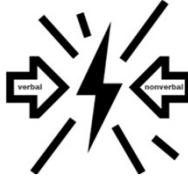
BREAKTHROUGH Present a Positive Tone

- How many different Wow's?
- What do the Wow's say?
- Use inflection
- Have your voice go up at the end
- Smile when you talk
- Speaking in a monotone voice is a surefire way to show you're disengaged.



BREAKTHROUGH COACHING Tone Can Create Verbal/Nonverbal Conflict

- A UCLA study ' *Silent Messages*' (1971)
 - Demonstrated that when words (verbal) and tone/ body language (non-verbal communication) are in conflict, people will almost always believe the non-verbal message.
- The Emotional Contagion Effect:
 - Where your emotional state can affect how another person feels.
- Example:
 - A calm & gentle tone can help de-escalate a distressed or angry patient.
 - If you raise your voice and use a forceful tone, you will likely escalate the patient's distress and anger.



BREAKTHROUGH COACHING #6- Patient Education

- Patient **education** leads to patient **retention**.
- Remember the patient does not know what is in your head!
- Care plans are 2nd nature to us we deal with them every day but a patient has no idea what our plan is **unless we tell them**.
- And tell them
- And..... tell them



BREAKTHROUGH COACHING Table Talk

- What are you talking about during treatment?
- What are you saying when they are face down on the table?
- What are you saying on the 3's
 - On visits 3,6 9...
 - Revisit the plan
 - Where they were
 - Where they are
 - Where they are going



BREAKTHROUGH #7 Making Personal Connections
COACHING

- It's important to get to know the **person** behind the patient.
- Patient-centered** relationships are critical in helping patients feel safe and comfortable.
- Creating meaningful connections with patients can improve **outcomes and trust**.
 - Know their name
 - Remember facts about them
 - Show interest in their lives and share stories of your own



BREAKTHROUGH
COACHING



People may hear
your words but they
will feel your
attitude.
-John C. Maxwell

BREAKTHROUGH #8- Trust
COACHING

- It's essential for healthcare professionals to inspire **trust** in patients.
- Why?
 - Because health and healthcare in general involve an element of uncertainty and risk for the vulnerable patient.
 - The patient is reliant on the competence and intentions of the healthcare professional.
- Definition of trust:
 - "Firm belief in the reliability, truth, or ability of someone or something"



BREAKTHROUGH COACHING **How to Build Trust**

- Healthcare settings are scary for many patients.
- Build rapport
- It's important to make them feel as comfortable as possible.
- Always tell the truth.
- Share information openly.
- Be willing to admit mistakes.
- By using the skills we have already discussed you can immediately on Day 1 show rapport with the patients and lay the foundation of trust.



BREAKTHROUGH COACHING **Trust Leads to Great Things**

- Remember your patients are often:
 - Frustrated
 - In pain
 - Uncomfortable
 - Tired
- High levels of trust have been associated with many benefits:
 - Perception of better care
 - Greater acceptance to recommended treatment
 - Greater adherence to that treatment
 - Lower anxiety in relation to any treatment taken



BREAKTHROUGH COACHING **#9- Cultural Awareness**

- You will likely work with people every day who come from a wide range of social, cultural, and educational backgrounds.
- Every patient and coworker is unique, and it's important to be aware and sensitive.
- Things to consider
 - Fluency with English
 - Preferred name and pronoun
 - Cultural dress with adjustment
 - Religious beliefs



BREAKTHROUGH #10- Compassion
COACHING

- Conveying **compassion** is an essential communication skill in healthcare.
- Studies show that **compassion** can assist in prompting **fast recovery** from acute illness, enhancing the management of chronic illness, and relieving anxiety.
- You can deliver compassionate healthcare by **putting yourself in the patient's shoes** and understanding their needs and expectations.



Communication Barriers
Eliminate Roadblocks to
Effective Communication



BREAKTHROUGH Physical Barriers
COACHING

- The environment in which you communicate with a patient can make a huge difference in effective communication.
- Settings can increase patient stress:
 - Busy
 - Loud
 - Distracting
- To create a safe and comfortable environment:
 - Close doors
 - Open blinds
 - Mitigating outside noises whenever you can
- Create a welcoming setting.
- What are the elephants in the practice?



BREAKTHROUGH COACHING Social Barriers

- Choose your message based on differences in:
 - Language
 - Religion
 - Culture
 - Age
- With employees:
 - Work Ethic
 - Values
 - Education Level



BREAKTHROUGH COACHING Psychological Barriers


- Internal Barriers:
 - Anxiety
 - Stress
 - Dementia
 - Mental Laziness
 - Boredom
 - Closed-mindedness
 - Emotional Reactions
 - Self-centeredness
 - Sense of Superiority
 - Impatience



BREAKTHROUGH COACHING Age Barrier Child Patients

- Communicate with the Parent:
 - A large part of communicating with children as patients is the inclusion of their parents or guardians.
 - Most of the time they are stressed and need answers.
 - Teach them how asses improvement.
- Communicate with the Child:
 - Don't speak around teenagers—get them on board.
 - Sit at their level.
 - Communicate your plan for sport participation.
 - Use props or analogies to explain.






Apply It
Put It into THE Practice

BREAKTHROUGH COACHING


What You Should Never Say



- In any position **never** use phrases that make you or the other person look stupid:
- I don't know.
- I haven't ever been adjusted.
- I don't take vitamins.
- I don't know what to do next.

BREAKTHROUGH COACHING

What You Should Say



- Instead use positive phrasing:
- "You need to speak with Susie, she can best answer your question."
- "That's a good question for the doctor. Let me speak with him."
- "I consulted with Dr. X on your case."
- "I asked a colleague to look at your x-rays."

BREAKTHROUGH
COACHING

Motivate Them



- Yes we got into healthcare to be of service to people and make them better
- But...
 - We are essentially salespeople too.
 - Our services are "Optional". Patients have to choose to make our services a priority in their schedule and in their budget.
- Who is your biggest competitor?
 - Anything they will spend money on.
 - Patient can't afford everything but they can afford what they see value in.

BREAKTHROUGH
COACHING

What Are You Saying Without Words

- The grumpy cat face
- The distracted tone
- Not looking up when a patient comes in or leaves
- Feeling hurried or rushed
- Does the last patient of the night feel pushed out the door



BREAKTHROUGH
COACHING

Scheduling Appointments: The Two Choice Method


- Offer the patient two choices:
 - "We have an appointment tomorrow morning at 11:30 or tomorrow evening at 5:30. Which is more convenient for you?"
 - Either choice is fine and it **keeps you in control** of the appointment schedule
 - Solidify the appointment—repeat the appointment at end of call.




BREAKTHROUGH COACHING Complete the New Patient Call

Ending the call:

- Confirm patient knows where they are going
- Text them your address link.
- No one likes to get lost!
- We look forward to seeing you tomorrow at 5:30.
- Record the appointment as NP in the daily schedule.




BREAKTHROUGH COACHING Clear Communication Pre-Day 1: New Patient Phone Call




Say With Words:

- Our next available appointment is not until tomorrow.
- We help many patients with similar conditions.
- Acknowledge referral source.




Motivate:

- Everything you say is to encourage them to come through the door!



Say Without Words:


- My City Chiropractic Center, hold please, click...
- Dull voice
- Annoyed voice
- Um, I don't know...
- Smiling cheerful voice



What Never To Say:


- We are wide open.
- What time would you like?

BREAKTHROUGH COACHING Clear Communication Day 1: Check In




Say With Words:

- Mrs. Smith, we have been expecting you!
- Welcome to the office!
- My name is Pam, we spoke on the phone.




Motivate:

- Confirm that they made the right choice.



Say Without Words:


- I'm too busy for you.
- Not looking up.
- Smile and make eye contact



What Never To Say:


- Do you have an appointment?
- Is this your first visit?

BREAKTHROUGH COACHING Clear Communication Day 1: Exam




Say With Words:

- Ask what is important to them.
- Learn what they value by asking what is this condition preventing you from doing?




Motivate:

- Build rapport so that the patient trusts you and comes back for ROF.



Say Without Words:


- Be present with the patient.
- Gentle appropriate touch.
- Anticipate their condition.



What Never To Say:


- This won't take long to fix.
- This isn't bad at all.

BREAKTHROUGH COACHING Clear Communication Day 1: Check Out




Say With Words:

- You need to see the doctor tomorrow to go over your findings.
- Wasn't that the most detailed exam you ever had?
- Do you understand your home instructions?




Motivate:

- Let them know that they are in the right place and will get some answers.



Say Without Words:

- Get out of your seat and stand by the patient.
- Answer the phone and don't acknowledge the patient.




What Never To Say:

- Call me for your appointment when you can.


BREAKTHROUGH COACHING Clear Communication Day 2: Report of Findings

- Simplicity & Consistency:
 - Use small words and short sentences.
 - Be clear and non-threatening, while staying honest.
 - People lose confidence in you when you use big words.
 - Don't go too simple.
 - But, do not spill everything you know.
 - But beware of coming across as condescending.
 - Use analogies and models.
 - Be prepared to repeat yourself.
 - Express concepts in several different ways.
- Avoid:
 - "I went to a specialist and he gave me a dx!"
 - "My PCP wants me to go to get PT."




BREAKTHROUGH COACHING Clear Communication Day 2: Report of Findings

- Say with words:
 - Relate it to something they already understand:
 - Dentist = Wellness, Orthodontist = Stability
- How can you show what you know without being labeled a show off?
 - Clear phrasing
 - Answer the questions that haven't been asked
 - Listen to their questions
 - Have others sing praises of the other staff
- Patients are in the WHY: Why did it happen? Why me?
 - Say: "You are in the right place. When life gives you lemons, we'll help you make lemonade!"



BREAKTHROUGH COACHING Say What People Want to Hear


- **Exam & Day 2**
 - They do not want to hear they need to come in 24 times.
 - They want to hear that you can help them.
- Answer the **unasked questions** so that the patient can respond:
 - Yes, I know what is wrong.
 - Yes, I know how to fix it.
 - Yes, I know how to pay for this.
 - Yes, I am committed to get well.
- Give it to them **written** in a Handout for review at home.



BREAKTHROUGH COACHING Clear Communication Finance Counselor


Say With Words:

- You have great insurance.
- If you don't have insurance, we can help make care fit into your family budget.




Say Without Words:

- Calm the patient. No one likes to talk money.
- Ease the anxiety.




Motivate:

- Encourage the patient to stay and pay.



What Never To Say:

- Your insurance stinks!



BREAKTHROUGH COACHING **Clear Communication: Financial Consultation**

• Words of Wisdom for Financial Consultation:

• **If I ruled the world...**


• "As much as we will come to love you, we really do not **want** to see you three times a week."

• **4 Yeses is key!**

- Yes, I understand my condition
- Yes, I understand the treatment plan
- Yes, I understand my financial
- Yes I will schedule

• Get **active** commitment.






Effective Employee Communication

Closing the Delegation Loop

BREAKTHROUGH COACHING **Reasons To Delegate**

- Delegation refers to the transfer of responsibility for specific tasks from one person to another.
- "CEOs who excel in delegating generate 33% percent higher revenue." ([a Gallup study](#))
- Why?
 - Executives can't accomplish everything alone
 - When you delegate to a team you are communicating trust in the employee which will boost morale and increase productivity
- Part time people in same role
 - Nothing falls through cracks
 - Spot the handing same task back and forth
- Shared projects
 - Communication & efficiency
- Team approach
 - Its like the game of hot potatoes only backwards.



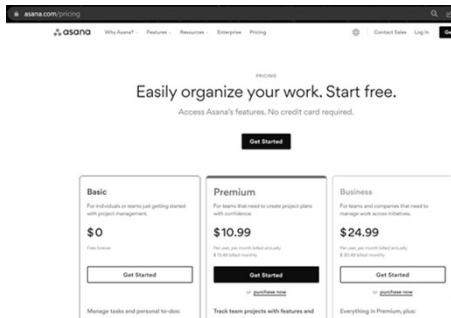
Ways to Communicate & Improve Delegation

- Communicate expectations:
 - Who- will complete
 - What- needs to be done
 - Where- is the information
 - How- instructions
- Checks and Balances:
 - Checking the who, what, where, how
 - 100% 100% of the time
- Communicate in follow-up:



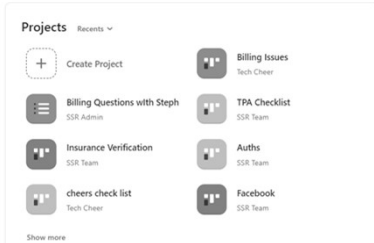
Communicate via Technology

- Asana.com
- Pricing
- Basic get started
- Set up a free account



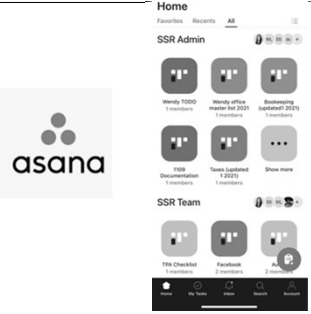
What Would You Organize?

- Organize tasks and projects into manageable to do list
- Communication between
 - Billing
 - Insurance / New Patient
 - Front Desk
 - Management

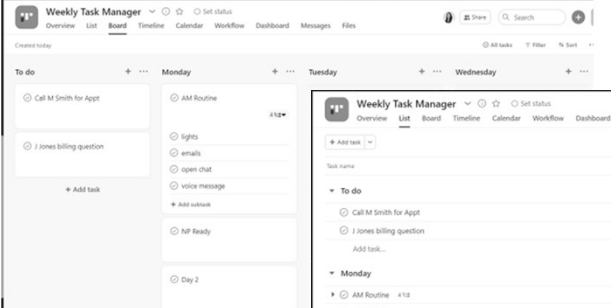


BREAKTHROUGH COACHING Wendy's Asana Projects

- Weekly Tasks Manager
- Monthly Tasks Manger
- Billing Issues
- Insurance verification
- Auth To do list
- Marketing / Facebook

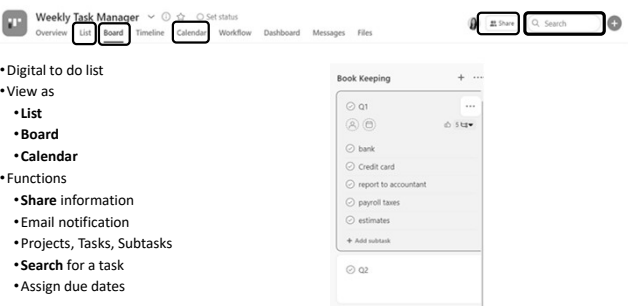


BREAKTHROUGH COACHING Weekly Task Manager



BREAKTHROUGH COACHING How It Works

- Digital to do list
- View as
 - List
 - Board
 - Calendar
- Functions
 - Share information
 - Email notification
 - Projects, Tasks, Subtasks
 - Search for a task
 - Assign due dates



BREAKTHROUGH COACHING Billing Communication between Staff

- Share the project
- Form the columns headers
- Tasks per patient
- Use the comment for staff discussions
- Use subtasks for due dates

BREAKTHROUGH COACHING Email Notification

•It e-mails you when someone leaves a comment almost like an Instant Messenger.



Strive For Excellence
Honoring The Best In You

Communicating Your Values

**A POSITIVE
WORK ATTITUDE**

GREET YOUR COLLEAGUES. THAT IS CALLED FRIENDSHIP
GIVE THE BEST OF YOURSELF. THAT IS CALLED SINCERITY
ORGANIZE YOUR DAY. THAT IS CALLED PREPARATION
NOW THAT YOU'RE PREPARED, WORK. THAT IS CALLED ACTION
TRUST THAT EVERYTHING WILL BE O.K. THAT IS CALLED FAITH
WORK WITH HAPPINESS. THAT IS CALLED ENTHUSIASM
GIVE THE BEST OF YOURSELF. THAT IS CALLED EXCELLENCE
HELP THOSE WITH DIFFICULTIES. THAT IS CALLED COMPASSION
DON'T GOSSIP. THAT IS CALLED INTEGRITY
REALIZE THAT EVERYONE IS NOT LIKE YOU. THAT IS CALLED TOLERANCE
TREAT EVERYONE FAIRLY. THAT IS CALLED RESPECT
TELL THE TRUTH. THAT IS CALLED HONOR
PLANT SEEDS OF LOVE AND TRUST TO REAP WHAT YOU SOW

Communicating Attitude

Don't be the rotten apple



Don't be a teenage girl



Don't be Grumpy Cat



Communicating Certainty

Certainty

Mental state of
being without
doubt,
confident and
assured



BREAKTHROUGH COACHING Communicating the Best Within You?

- Take ownership
 - What are your strengths?
 - What are your weaknesses?
- Make changes
 - Focus on what you can control
 - Focus on one change at a time
- The best is the **totality** of the unique and wonderful you!
- How do you express your best in your life?



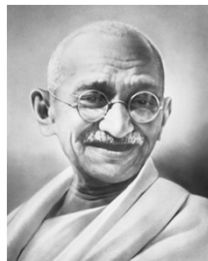
BREAKTHROUGH COACHING Thinkers vs. Doers

- Thinkers are analyzers.** They become paralyzed because they are too busy trying to become masterfully competent of where they currently are.
- Doers are producers.** They know that to grow, they must continually stretch their circle of competence.
- Are you primarily a Thinker or a Doer?



BREAKTHROUGH COACHING Thinkers

- To arrive at your pinnacle you must **take action.**
- When you would rather discuss action, read books about taking action, draw up plans and goal sheets about action, or distract yourself with low priority action – **stop!**
- Take massive, powerful, persistent, and unrelenting action.
- Gandhi said, **“You must be the change you wish to see in the world.”**



BREAKTHROUGH COACHING Doers

- To rise to your zenith, set aside time for **reflection**.
- Your instinct** may be to skip analysis, planning, and thinking, and just run out and begin!
- This can result in you taking massive action on low priority items – **stop!**
- Ponder your assumptions, prioritize, and make sure you are working on the **right things**.



BREAKTHROUGH COACHING Seek Balance

- Look to the **top achievers** for examples of balance.
- Look for **role models** of Thinkers/Doers in your life to serve as an example for your own behavior.
- Develop true **balance** in yourself.
- Remember: "Hyping oneself is **toxic**. Believing one's own hype is **fatal**."



BREAKTHROUGH COACHING Value Yourself



- You are the champion of and not the supervisor of disease and death.
- You are the **best last chance** for vibrant life in a world rushing headlong towards dimming vibrancy and health.
- You are so valuable!**

BREAKTHROUGH
COACHING



**THE ONLY PERSON YOU SHOULD
TRY TO BE BETTER THAN,
IS THE PERSON YOU
WERE YESTERDAY.**

BREAKTHROUGH
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**The biggest
communication problem
is we do not listen to
understand.
We listen to reply.**

Wisdom from Steven R. Covey

BREAKTHROUGH
COACHING



Effective communication
requires more than an
exchange of information.
When done right,
communication fosters
understanding, strengthens
relationships, improves
teamwork and builds trust.



Powerful Communication

It's about Perceptions, Beliefs & Values

BREAKTHROUGH
COACHING
