



## Communicating With Your Patients

Presented by



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## **PART II. EFFECTIVE COMMUNICATION**

*What message are you sending to the patient? Are your patients receiving the message you intended?*

### **A. What Image do You Want to Project to Your Patient? *(make a list)***

### **B. Is the Glass of Water Half-Full or Half-Empty?**

1. Attitudes are contagious
2. Confidence
3. Personal appearance (*can you believe she wore that . . .*)

### **C. Words and Phrases to Avoid *(get rid of these)***

### **D. Words and Phrases that Get Results *(use these)***

## E. Questions for Control

*When making a collection call, there's one of two positions you can take. The first one is the offensive position (**asking the questions**). The second is the defensive position (**answering the questions**). To be in control of the collection conversation you want to be in the offensive position (**asking the questions**).*

1. Fact-finding questions  
*(just the facts ma'am)*
2. Persuasive questions  
*(couldn't, wouldn't, doesn't, isn't, shouldn't, wasn't)*
3. Open-ended questions  
*(who, what, why, when, where, how)*

## F. BYT and Listen

## G. Voice Inflection

1. Word emphasis
2. Irate patients *(they want to be heard, you choose the audience)*

## H. Say What You Feel

1. Acknowledge objections
2. Empathy and Sympathy *(no apathy here)*

## I. Preparation