

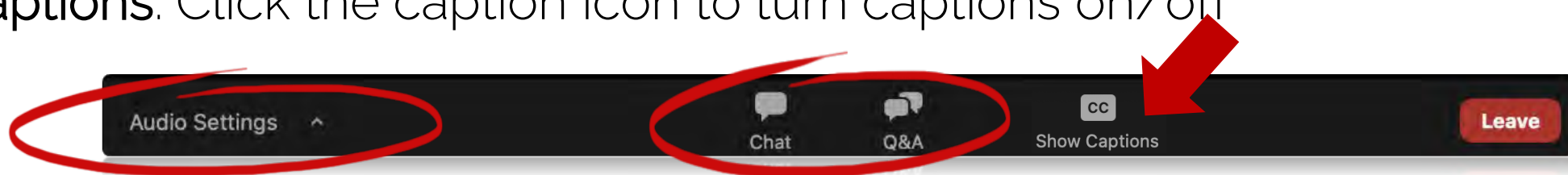
Every Conversation Has Consequences

September 12, 2023



Housekeeping

- All participants are muted.
- **Audio Settings:** ability to select your speakers and adjust your volume.
- **Chat:** for sharing of ideas, interacting with speakers and attendees; not for promoting services and products. Make sure you choose '**Everyone**' in the dropdown in the chat box.
- **Q&A:** for submitting questions
- **Captions:** Click the caption icon to turn captions on/off



- Receive follow up email tomorrow with webinar slides, recording and link to survey.

PX Continuing Education Credits

- This program is approved for 1 PXE.
- In order to obtain patient experience continuing education credit, participants must attend the program in its entirety and complete the evaluation within 30 days.
- The speakers do not have a relevant financial, professional, or personal relationship with a commercial interest producing health care goods/services related to this educational activity.
- No off-label use of products will be addressed during this educational activity.
- No products are available during this educational activity, which would indicate endorsement.

This webinar is eligible for 1 patient experience continuing education (PXE) credit. Participants interested in receiving PXEs must complete the program survey within 30 days of attending the webinar. Participants can claim PXEs and print out PXE certificates through Patient Experience Institute. As recorded webinar, it offers PXE for two (2) years from the live broadcast date.



Our Speaker



Lisa Copeland, RDH, CSP, CVP
Team Consultant
Communicate With Influence



Presented by:
Lisa Copeland, RDH, CSP, CVP



WEBINAR

Lisa@CommunicateWithInfluence.org
206.465.1637
www.CommunicateWithInfluence.org



Communication
Is Our Currency





http://blog.timesunion.com/opinion/files/2012/01/0119_WVtelevision.jpg



Positive
Impressions

That Someone
Special





PATIENTS
PLAYERS
PRACTICE

Patient Experience Defined:

The sum of all **interactions**, shaped by an organization's **culture**, that influence patient **perceptions** across the **continuum** of care.

- The Beryl Institute





Patient Retention

Customize

Videos

Personalize Text

Always Reschedule

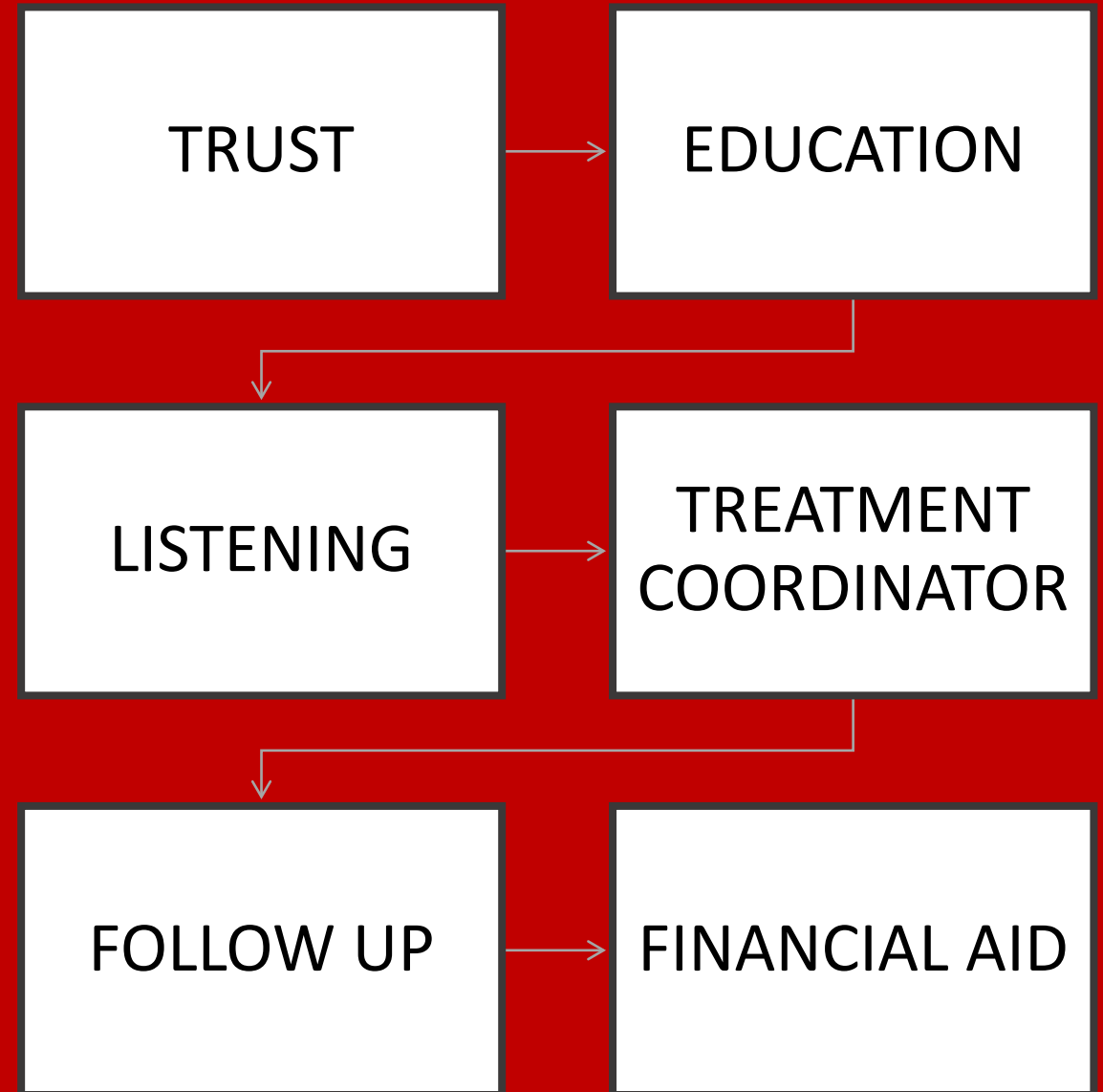
Wellness Calls Work

Patient Experience



<https://static1.squarespace.com>

Why Patients **DECLINE** Treatment





Supportive
Insurance
Language

Insurance Support

Coverage Aid

Policy Help

Statement of Charges

Transaction Summary

Payment Arrangement

Financing Options

H onesty


O ptions

P eople

E mpathy




Paula L. Haberman, MD

4.9  (41) - Family pra...
750 Round Valley Dr #201

Closed - Opens 9 AM Tue - (435)...
Medicare/Medicaid accepted

 [WEBSITE](#)
 [DIRECTIONS](#)


Park City Mountain Medi...

3.7  (23) - Medical cli...
1493 Lowell Ave

(435) 645-6020

 [WEBSITE](#)
 [DIRECTIONS](#)


Park City Specialty Clinic

5.0  (2) - Medical clinic
900 Round Valley Dr #200

Closed - Opens 8 AM Tue - (435)...

 [WEBSITE](#)
 [DIRECTIONS](#)


Mary W. Veghte, MD

4.9  (69) - Family pra...
750 Round Valley Dr #201

Closed - Opens 9 AM Tue - (435)...
Medicare/Medicaid accepted

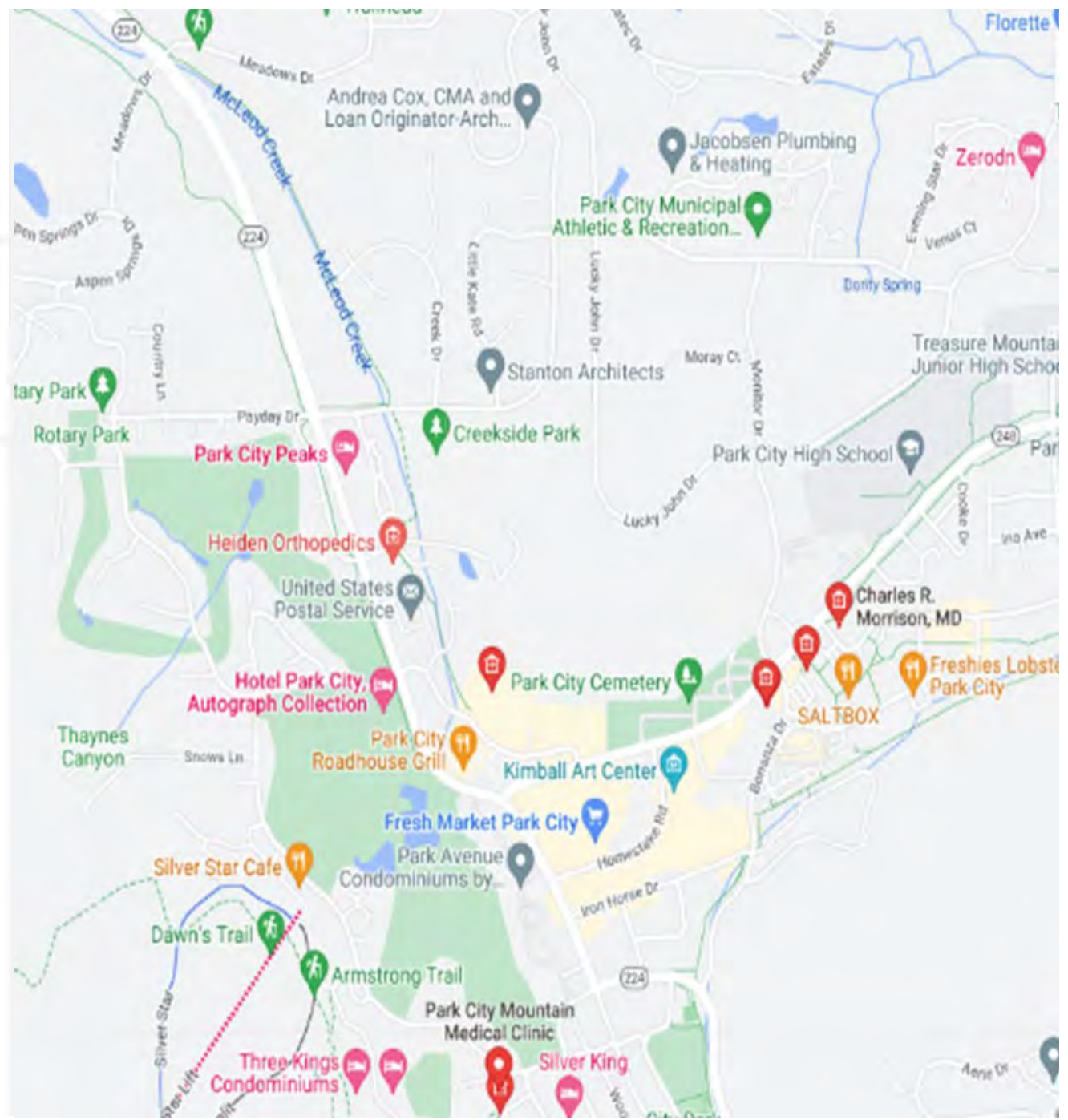
 [WEBSITE](#)
 [DIRECTIONS](#)

Charles R. Morrison, MD

4.8  (17) - Family pra...
1750 Sidewinder Dr

Closed - Opens 9 AM Tue - (435)...
Medicare/Medicaid accepted

 [WEBSITE](#)
 [DIRECTIONS](#)



ASPIRE

ASK

AUTOMATE

Responding to Negative Reviews



Thank	Thank You
Minimize	Minimize Apologizing
Focus	Focus on Customer Experience
CTA	Provide Call To Action

(TY) Thank you for sharing your feedback.

(AP) We're sorry your experience didn't match your expectations.

(FC) Because of privacy regulations, we cannot discuss the specifics of your comments publicly. However, we are committed to providing you with high-quality care and take your feedback very seriously.

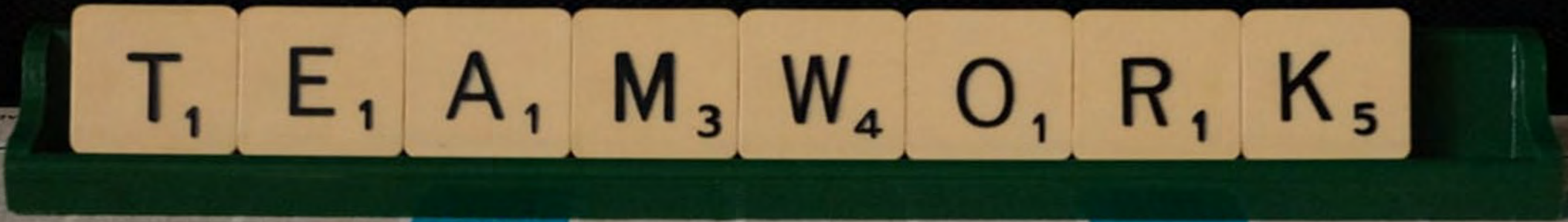
(CTA) Please review the private message we sent to you. Our patient experience manager will call you to discuss your experience. We would love to make things right if you give us another chance.



Meet
Harold



PATIENTS
PLAYERS
PRACTICE



BUILD A
TEAM-CENTRIC
CULTURE



*Your employee experience is
your employment brand.*

Culture Outranks Strategy!

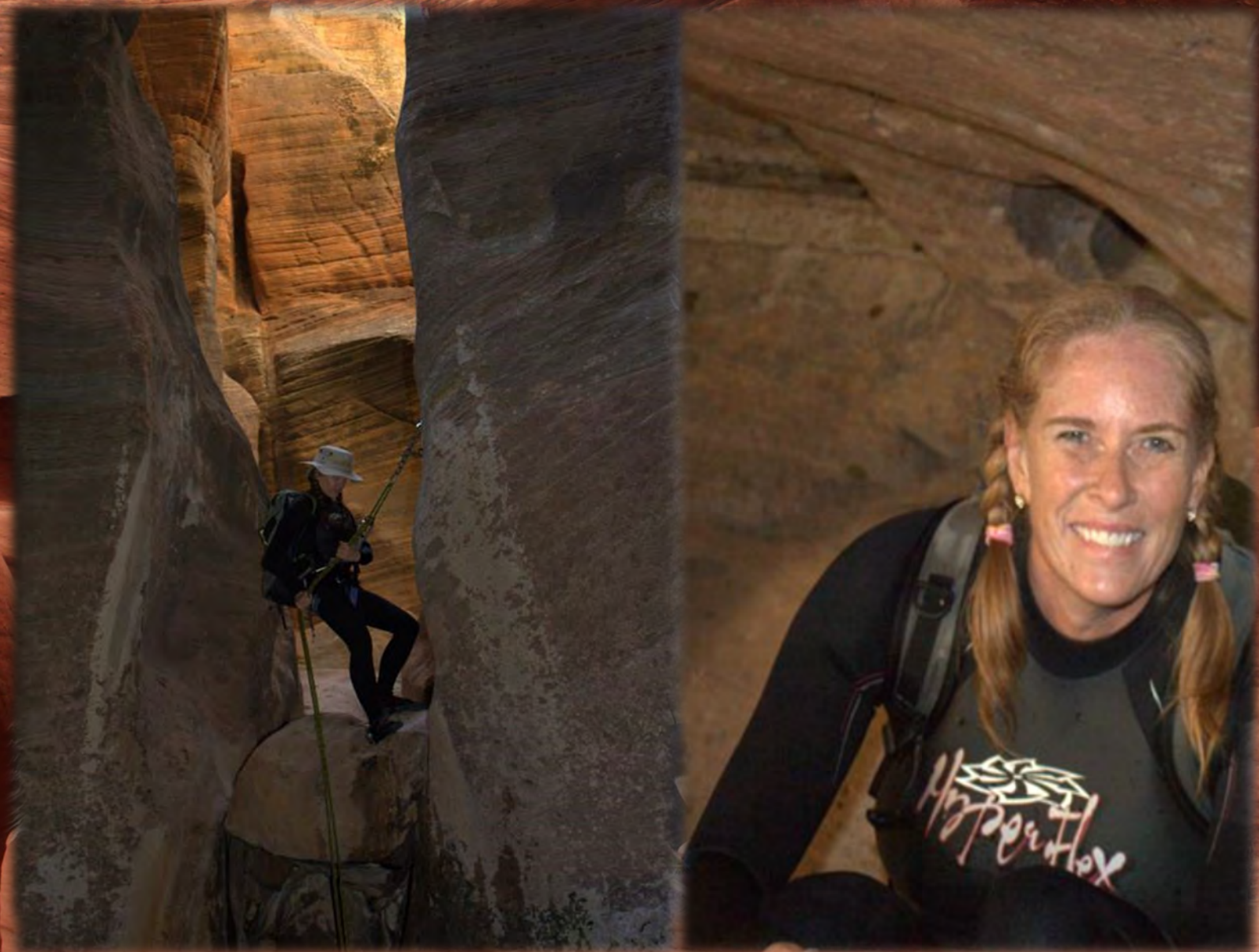
Resignation vs. Discontent



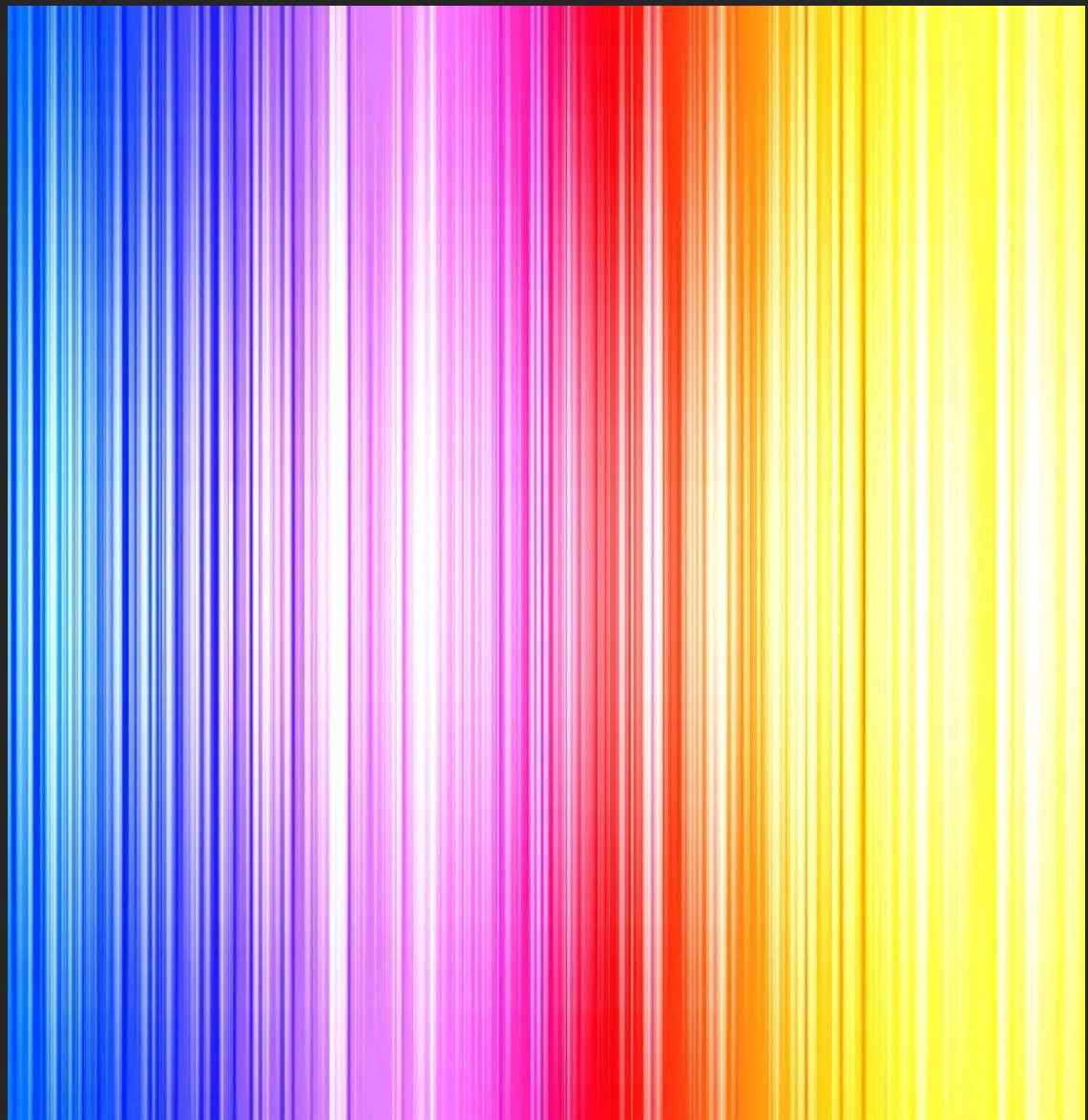
**Attract & Retain
Team members**

BENEFITS/PERKS	CAREER GROWTH	FACETIME	COACHING
Competitive Wages	Cross Training/Purpose	One-on-One Time	All Team Trainings
Diverse Benefits Gas Signing Bonus Referral Bonus Part-Time	Defined Career Progress	Mentors	Customized Language Calibration
Educational Assistance	Progressive Roles / Titles	Bi-Directional Leadership	Generational Specific
Customized	Focus on Strengths	Team Building	Open, Safe Environment









Daily Dental Team
Motivation



IT IS NOT THE
LEADERS' JOB TO
HAVE ALL THE
IDEAS, IT IS TO MAKE
SURE ALL THE IDEAS
ARE HEARD AND
COLLECTIVELY, THE
BEST IDEA IS
SUPPORTED BY THE
TEAM.

CommunicateWithInfluence.org



Bi-Directional Leadership

REDUCES TURNOVER

IMPROVES ENGAGEMENT

INCREASES PRODUCTIVITY

Effective
Communication
Begins
With Active
Listening





Speak
Listen

Pause
Answer



Coaching vs. Feedback

Active Listening and Perception!





<https://giphy.com/explore/yawn>

*How many of you
woke up this morning
and said...*

*Wow,
I get way too much
appreciation?"*



Team-Building Activity

Game Night

Potluck Lunch

Volunteer Together

Team Outing

Team Talent Show

Themed Dress-Up Day

Team Playlist

Puzzle

Traveling Trophy

Gratitude Jar

Team-Building Retreat

10
FUN
Team
Ideas



TRAVELING
TROPHY

Gratitude Intervention

*Regularly write down things
you are grateful for.*

*Share weekly / monthly
at all team meetings.*





PATIENTS PLAYERS PRACTICE



Do Your
Words Align
With Your
Actions?



Patient Handoff

Personal / Positive / Professional



Positive Last Impressions

Respect Patients Needs

Value the Relationship

Allow for Questions

Clear Next Steps

We Appreciate the
Trust and
Confidence
You Have Shown Us!



WHAT

PATIENTS:

1. Request AND reply to ALL social media reviews

PLAYERS:

1. Practice Active Listening at your next All-Team meeting
2. Implement new gratitude strategies

PRACTICE:

1. Develop a practice presentation to deliver to DDS in your community once a month
2. Create a Practice One-Sheet focusing on the superpowers of your team.

WHO:

Entire Team Decides
What To Try First



WHEN

Start At Your Next All
Team Meeting



ENTER
IF YOU
DARE

BEWARE

EVERY PERSON HAS A **STORY...**

<https://youtu.be/BtnEiOo84Wo?si=q85EtJpghmFWM6vU>



Successful
Conversations
Start Today!

THE BERYL
INSTITUTE

PX Continuing Education Credits

- This program is approved for 1 PXE
- In order to obtain PXE, participants must attend the program in its entirety and complete evaluation within 30 days.
- Use the PXE link at the end of the evaluation to claim PXE credit at the Patient Experience Institute's PXE Portal.

Upcoming Events & Programs

WEBINARS

September 19 | Crushing Complexity: The Evolving Business of Healthcare

September 26 | Using Narrative to Illuminate and Improve Experience

September 27 | Supporting Your Career Path as a Volunteer Professional

September 28 | Adapting Rounding Programs Overtime: How Leading Organizations Evolve to Excel

CONNECTION CALLS/PX CHATS

September 13 | Lost Belongings Workgroup

September 18 | Patient Advocacy Community Connection Call: Supporting Patient Advocates

September 20 | Pediatric Community Connection Call: Emergency Room Ambassador Program



Access our vast library
of on demand patient
experience webinars.

*Webinars are included in membership
with the Institute.*



Thank You