Enhancing Your Patient Care Communication and Negotiation Skills

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Program Objectives

• Develop key communication (verbal and non-verbal) strategies
• Describe and grasp active listening skills
  (what are the First, Second, and Third steps to become better listeners?)
• Describe and apply these skills in successful patient discussions
• How to influence and persuade for successful negotiations
  (Possess a high level of self-awareness)
• Develop strategies to benefit all parties

What does Active Listening Mean to YOU…?
Why Is Effective Communication Important?

Speed of Thought vs. Speed of Speech

Did You Know?

• Most of us speak at the rate of about 125 to 150 words per minute. However, we have the mental capacity to understand someone speaking at 600 words per minute (if that were possible).
So... **Active Listening**

REQUIRES “YOU” to FOCUS; to PAY ATTENTION… a distinct departure from “normal hearing” behaviors...

http://www.youtube.com/watch?v=iejf3YZboQ8

**Active Listening**

REQUIRES You to be AWARE of your DISTRACTING thoughts …
Here’s a belief that, when you adopt it, will make you a better communicator:

“The meaning of your communication is the outcome you get.”

Active Listening

Requires:

- A focus on the person/caregiver
- Understanding what the person said
- Demonstrating that understanding

UNDERSTAND

Verbal clues
- Tone of voice
- Interruptions
- Lack of acknowledgment

Nonverbal clues
- Body posture
- Gestures
- Repetitive motion

Listening Benefits

• Demonstrates interest and caring
• Improves relationships
• *Saves time!!*
• Helps to clarify situations, issues, orders
• Gives you an opportunity to learn
• Decreases stress
• Enhances your professional image

Listening Exercise

• Faking attention
• Prejudging the speaker
• Concentrating on the speaker’s delivery (e.g., accents, stuttering, etc.)
• Not waiting to speak
• Selective listening
• Listening to gather evidence to argue
• Rehearsing counterarguments inside our head
• Failing to ask when we don’t understand

Barriers to Listening
What is Negotiation?

• To confer or compare views with another in order to come to terms or reach an agreement.
• To arrange or settle by discussion or mutual agreement.
• OR….to help other see things my way…!!!

What’s In It For YOU?

• Professionally
  - Less effort at persuading others
  - Greater productivity
  - Stronger business relationships
  - Fun with clients and/or co-workers

What’s In It For YOU?

• Personally
  - Stay out of the DOG house!
  - Make MOM happy
  - Save money for a new purchase
  - Understand human dynamics
  - Create stronger personal relationships
  - Enjoy free moments
Four Steps

1. Win-Win Plans
2. Win-Win Relationships
3. Win-Win Agreements
4. Win-Win Maintenance

Win-Win Plans

A. Set goals for what you want.
B. Consider goals of other party.
C. Identify areas of probable agreement
D. Develop a Win-Win solution to reconcile areas of probable disagreements.

Win-Win Plans

A. Set goals for what you want.
   1. A physician to add a drug to the formulary.
   2. A patient to take his meds correctly
   3. Family vacation
Win-Win Plans

B. Take into account the goals of the other party.
   1. Familiarity; convenience; inertia.
   2. Start feeling better; get well; enjoy life.
   3. Spouse; see sights; go dancing; kids; swimming; movies; games.

Win-Win Plans

C. Identify areas of probable agreement.
   1. Price; availability; dosage.
   2. Feeling better; doing more.
   3. City; resort; warm climate.

Win-Win Plans

D. Develop a win-win solution for probable disagreements.
   1. Efficacy; familiarity; more inertia; labeling.
   2. Too much trouble; “I forget…”; why bother?
   3. Activities; divide & conquer.
Win-Win Relationships

“Never Negotiate With Strangers”

Win-Win Relationships

A. Plan activities for positive personal relationship to develop.
B. Cultivate a sense of mutual trust.
C. Allow relationship to develop before discussing business in earnest.

Win-Win Relationships

“Your Word is Your Bond”
Win-Win Agreements
A. Confirm the other party’s goals
B. Verify areas of agreement.
C. Propose Win-Win solutions to reconcile areas of disagreement.
D. Jointly resolve any remaining differences.

Win-Win Agreements
A. Confirm the other party’s goals.
1. “Add or change formulary”- Why?
2. “I forget; too much trouble; why bother?

Win-Win Agreements
B. Verify areas of agreement.
2. Feel better; resume activities?
3. Some activity, some restful.
Win-Win Agreements

C. Propose Win-Win solutions to reconcile areas of disagreement.
   1. Add to formulary under a trial basis; include metrics to observe.
   2. Trial run; try it and see; be accountable
   3. Tours, child care, rest, etc…

Win-Win Agreements

D. Jointly resolve any remaining differences.
   1. Where and how to trial new formulary item; define success.
   2. Family events, etc…

Win-Win Agreements

“Agreements Don’t Perform, Only People can”
Win-Win Maintenance

Maintain Commitment by:

• Providing meaningful feedback based on performance.
• Holding up your end of the agreement.

Win-Win Maintenance

Maintain the Relationship by:

• Keeping in contact.
• Reaffirming and validating trust.

Negotiating Tactics

The Flinch or Wince: Be Shocked!
The Big Pause or Silence: Be Quiet
Good Guy/Bad Guy Routine
Higher Authority: Defer the decision
Negotiating Tactics

The Red Herring: fake distraction.
The Trial Balloon: seeking info.
Low Balling: “Oh, and by the way…”
Bait & Switch: “Gee, I’m sorry…”

Negotiating Tactics

Outrageous Behavior: make a scene!
The Written Word: people accept it.
The Squeeze: “You’ll have to do better than that.”
The Trade-off: e.g., splitting the difference

Negotiating Tactics

The Nibble: Asking for “nothing”
Funny Money: “You know, it’s only $X per day.”
Negotiating Tactics

Never, never, never, …. I mean NEVER… ask for a signature (if needed).

Ask for them to “OK” it…

Listening Responses

Non-effective
- Judging
- Advising
- Quizzing
- Placating
- Distracting

vs

Effective
- Paraphrasing Content
- Empathic Reflective Response

Effective Listening Responses

Empathic reflective responses

Restating or paraphrasing responses
Listening Skills

- Restate or paraphrase content
  - Let the speaker know you understand
  - Check or verify speaker’s meaning
  - Encourage speaker to elaborate
- Reflective listening
  - Displays empathy
  - Establishes rapport
  - Can help defuse the situation
  - Helps to gauge level of anxiety

Listening Summary

Wait until the person has completed his/her thought
Don’t recite policy in a “machine gun” fashion
Direct attention to the other person, not to yourself
Avoid escalation in conflict situations by not taking criticism as a personal attack

Thank you!!

REMEMBER…

THESE SKILLS
take practice!