

Pediatric Best Practice Webinar

Skill building for an empathetic pediatric culture

November 15, 2017
11AM CST



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Today's presenters

Megan Charko

→ **Program Manager, Pediatrics**

Megan Charko serves as the Program Manager for Pediatrics at NRC Health. She joined NRC Health in September of 2012. As Program Manager, Megan focuses on listening to the voices of our pediatric partners, facilitating networking opportunities, and building out content and resources.

Prior to her role as Program Manager for Pediatrics, Megan was an Account Manager with NRC Health. In her role as Account Manager, Megan worked with several pediatric and health systems across the country. As Account Manager, she helped clients understand their data and use it to improve the patient experience.

Megan graduated from Nebraska Wesleyan University in Lincoln, NE, with a degree in Communication, and earned her Master of Arts in Management from Doane College.



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Program level: Overview • No advanced preparation required

Instructional level: Group Live

Maximum potential CPE credits: 1

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This educational activity does not include any content that relates to the products and/or services of a commercial interest that would create a conflict of interest. There is no commercial support or sponsorship of this conference.

None of the presenters intend to discuss off-label uses of drugs, mechanical devices, biologics, or diagnostics not approved by the FDA for use in the United States.

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Objectives

After viewing this webinar, participants will be able to:

- Distinguish between having empathy and empathetic communication
- Explain how E.M.P.A.T.H.Y. can be used as a checklist to assess non-verbal behavior
- Identify three essential empathetic communication skills

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Today's presenters

Toya Gorley

→ *Improvement Advisor*

Toya Gorley serves as an Improvement Advisor at NRC Health, where she guides organizations in their improvement journeys with the goal of enhancing the patient experience. With nearly 20 years of experience in the healthcare industry, she has been committed throughout her career to helping healthcare leaders understand patient experience data and drive performance improvement.

Toya's career in patient experience began at Cleveland Clinic, where she served as Project Manager of Patient Experience and was promoted to Director of Service Excellence. Toya received her Bachelor of Science from Miami University and her MBA from Baldwin-Wallace College.



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Poll: Build into Readytalk

What does **empathy** mean to **you**?

- A. Understanding emotions
- B. Understanding experiences
- C. Sharing feelings

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The common theme



Emotions and feelings

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Empathetic communication



The ability to convey empathy through **verbal** and **non-verbal** communication.

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Empathy is powerful



- “When used, [empathy] enables patients to develop trust and mutual respect with providers” (Wald & Reis, 2010)
- “Without empathy, patients may encounter additional pain and anxiety, and are more likely to be noncompliant with medication regimes” (Kelley, et al., 2014)
- “Effective communication is associated with improved emotional health and fewer malpractice cases” (Dwamena et al., 2013)

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Every employee makes a difference!



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Poll: Build into Readytalk

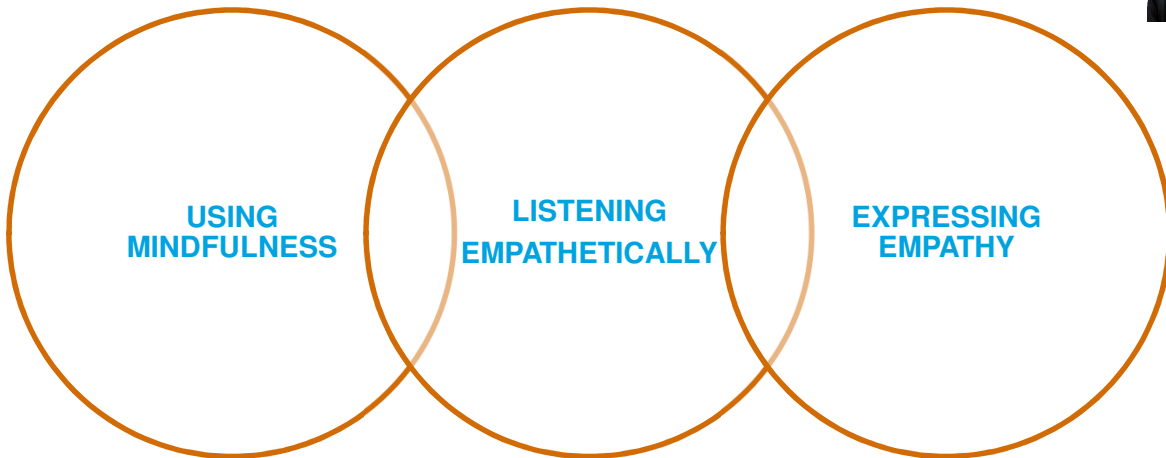
What are some essential empathetic communication skills?

- A. Empathetic listening
- B. Family inclusion
- C. Mindfulness
- D. Both A and C

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Three skills for empathetic communication



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Mindfulness



Mindfulness in interactions

- Put away devices
- Avoid distractions
- Take a deep breath, stretch, or change positions
- Clear your mind
- Refocus when needed

Mindfulness in public

- Put away devices
- Be observant, present in the moment, and alert
- Anticipate patient/family needs

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Benefits of mindfulness



→ Patients, families, and coworkers:

- Feel important, like they matter
- Feel cared for

→ You:

- Gain valuable information
- Reduces redundancies and rework

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Empathetic listening



Active listening

- Be present
- Pay attention to words, tone, speed, and body language
- Use gestures
- Don't think about your responses
- Don't interrupt or finish others' sentences



Empathetic listening

- Listen for emotions
- Identify the emotions
- Validate the emotions

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Validating emotions



- Identify the person's emotions
- Connect with the person in an emotional way

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Empathetic listening: barriers



- Personal biases, prejudices, or stereotypes
- Applying patient/family labels
- Not treating each person like someone you love

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Body language



"Of course I'm listening to your expression of spiritual suffering. Don't you see me making eye contact, striking an open posture, leaning towards you and nodding empathetically?"

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Body language: tips



YOUR BODY LANGUAGE

- Display appropriate facial expressions
- Maintain eye contact
- Bend or sit
- Offer a caring touch

THEIR BODY LANGUAGE

- Pay attention to non-verbal cues
- Make sure the person's tone and words match
- Adjust your response if necessary

TONE OF VOICE

- Speak clearly
- Use appropriate strength and speed of voice
- Watch the words you emphasize
- Match your tone and emotions

Use positive body language and tone of voice when on the phone

Body language



- E:** Eye contact
- M:** Muscles or facial expression
- P:** Posture
- A:** Affect
- T:** Tone of voice
- H:** Hearing the whole patient
- Y:** Your response



Expressing empathy



Stay in the moment and articulate what you are observing.

- “You seem upset.”
- “That’s so exciting!”
- “That is scary.”

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Poll: Build into Readytalk

What are some potential barriers to expressing empathy?

- A. Interrupting
- B. Trying to solve the problem
- C. Being afraid of naming the wrong emotion
- D. All of the above

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Expressing empathy: barriers and benefits



→ Barriers

- Interrupting
- Trying to solve the problem
- Being afraid of naming the wrong emotion

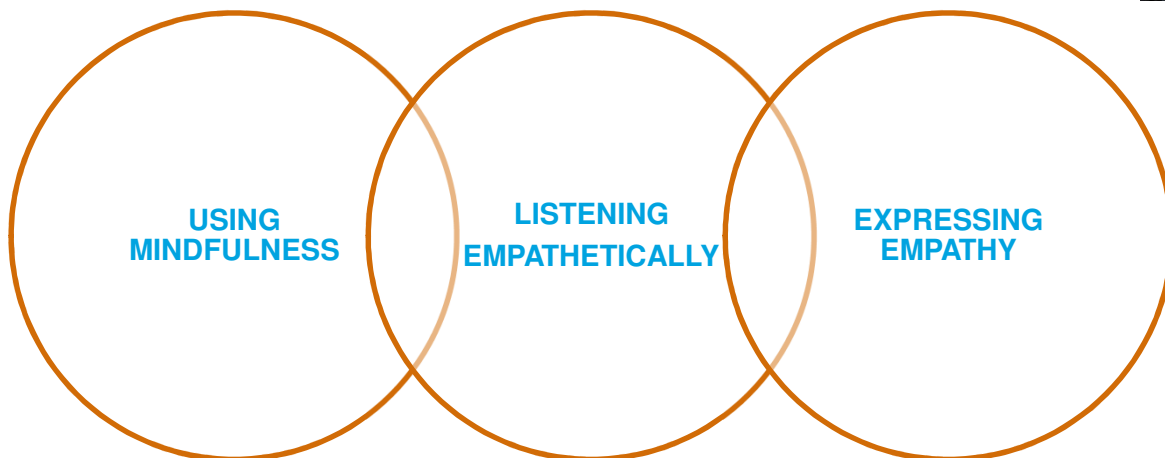
→ Benefits

- People feel heard and understood
- People lower their guard
- Anxieties are lessened
- Emotional connections are formed

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Three skills for empathetic communication



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Poll: Build into Readytalk

What are the initial steps for Service Recovery?

- A. Involve multi-disciplines
- B. Apologize without blame
- C. Own concern
- D. B and C

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Beyond words: actions



Service Recovery steps:

- Practice mindfulness, empathetic listening, and expressing empathy
- Apologize without placing blame or making excuses
- Initiate steps to resolve the concern and own to completion
- Thank the person

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Beyond words: actions



DELIBERATE ACTS OF KINDNESS

- Share a time you did something unexpected to cheer up a patient, family member, or coworker.
- How did the person feel?
- How did you feel?

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Questions?

**The post-webinar email will include a copy of the PowerPoint presentation and a recording of today's presentation.

Toya Gorley
Improvement Advisor



Megan Charko
Program Manager, Pediatrics



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Empathetic communication training



- Post-webinar email
- Exercises to use with staff/managers/directors
 - Understanding empathy
 - Practicing mindfulness
 - Listening empathetically
 - Expressing empathy
 - Monitoring body language
- Additional video resources

Included as PDF in post webinar email

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Contact us

Webinar Questions/Comments

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