

What's more important than how you talk with your patients?

Barbara K. McLaughlin

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It seems everyone is so caught up in the rush to technology that often the basics are being overlooked- and patients are feeling disenfranchised!

There is very little in the healthcare world- short of the actual treatment regimens- that is more important than how you communicate with patients. In fact when rating hospitals and providers via HCAHPS questions, they clearly emphasize communications as a key component of patient satisfaction.

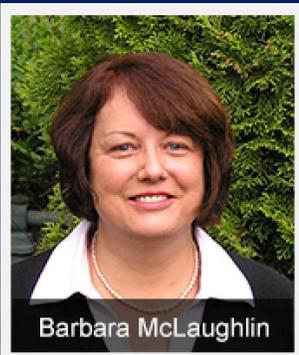
Commercial businesses have long known that customer engagement is key to their long term success, yet in healthcare we often leave many of the basic communications to word of mouth or one minute phone reminders or text reminders. So patients are left trying to figure out "where exactly do I go?" "What's going to happen to me when I get there?" "What do I need to bring with me?" "What special preparations do I need to do before and after?" "Where should I park my car and what door should I enter?" Along with many other basic questions that sometimes health providers take for granted the patient already knows.

In survey after survey patients are telling us that they prefer their medical instructions to be given to them in writing. And this does NOT mean photocopied documents that are years old, faded, skewed and hard to read. This means What THEIR doctors want them to know about THEIR condition now, and what THEY need to do today, right now, for this health event. This also does not mean generic information that might or might not apply, or pages and pages of information they cannot possibly absorb and comprehend.



And has anyone heard "why do I have to seek out this information myself when you are the medical experts?" "Why can't you just tell me what to do and make it easy for me to comply?"

So I ask you, once again, what could possibly be more important than helping your patients understand?



Barbara McLaughlin

Barbara's expertise is HOW TO COMMUNICATE EFFECTIVELY with a focus on Healthcare. A lot of the information presented to patients is not remembered, understood or complied to.

Barbara's life's passion is to help patients navigate and comprehend the healthcare world so they are not so frightened and upset by the mere process.

Barbara worked with Smart Source to create a series of products and services whose primary function is to educate and communicate to the patients. Visit our website at www.hand-holder.com and see how we meet this challenge. Then send us your comments and ideas so you too can help take care of everyone and feel good about your life every day!