

**Saturday October 24, 2015 – Dr. Greg Psaltis and Mary Ellen Psaltis**

**Problem Patients? No Problem!**

**I. Introduction**

- A. How we observe and interact with others
- B. Personality versus behavior and where to put our attention

**II. The Four Lines of patients' behaviors**

- A. The keys to planning our communication
- B. Variations in behaviors are OK-- just understand them!
- C. The Lines
  - 1. Decision making**
  - 2. Environment**
  - 3. Accuracy and perfection**
  - 4. People**

**III. Shortcut clues to effective patient relations**

- A. Based on observable behaviors
- B. Two critical aspects of your patients' behaviors
  - 1. The "Results" dimension**
    - A. Verbal cues
    - B. Body language
  - 2. The "Emotions" dimension**
    - A. Verbal cues
    - B. Body language
    - C. The key is to match your behaviors to your patients
    - D. Exercise in "reading" behaviors of others in the audience

**IV. Communicating with your patients**

- A. The appointment coordinator on the telephone
  - 1. Consider style of behavior**
  - 2. Match style for "friendly" communications or "business"**
- B. The clinical appointment
  - 1. Explaining post-operative instructions**
  - 2. Amenities**

**V. Presenting treatment plans**

- A. Observe behavior of patients before treatment plan appointment
- B. At Treatment Plan appointment
  - 1. For thorough people, be prepared**
  - 2. For factual, start with "bottom line"**