

PRACTICE MANAGEMENT TIPS FROM AAPPM

Basic Medical Communication Principles

1. Speak slowly and distinctly. Patients do not want to feel rushed.
2. Repeat the message frequently. Patients are nervous, intimidated, and scared. They may not hear the message the first time you say it. Have the patient repeat the message back to you.
3. Use simple, non-medical words. Your language is not their language. They do not know the technical terms or the abbreviations and may feel “stupid” asking questions.
4. Use the patient’s name throughout your communication. Using the patient’s name every two or three sentences will bring them back to the moment.
5. Reinforce oral communication with written descriptions. Patients only absorb about 20 percent of oral language.
6. Talk to patients as equals. They do not want the physician to “talk down” to them.
7. Ask for patient input regarding their diagnosis and treatment.
8. Inform patients about services provided by the practice. Also, inform patients about relevant services outside the practice.

Source: Meg Heim, BioMedix Vascular Solutions, Inc. For information on AAPPM, click [here](#).

PM News

The Voice of Podiatrists

Serving Over 11,000 Podiatrists Daily

October 13, 2009 #3,673 Publisher-Barry Block, DPM, JD

A service of Podiatry Management <http://www.podiatrym.com>

E-mail us by hitting the reply key.

COPYRIGHT 2009- No part of PM News can be reproduced without the express written permission of Kane Communications, Inc.