



HeartBeat

ON THE QUALITY PATIENT EXPERIENCE™

Insights, tips, tools and resources to help you achieve the unparalleled patient, family and employee experience



RESHAPING
THE CULTURE
OF CARE



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Soapbox: HEART Conversations: Beyond the Clinical

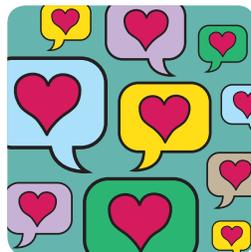
By Jill Golde, Sr. Vice President, Business Development, Language of Caring, LLC

Take this 2-minute challenge: How many phrases can you think of that include the word HEART? Jot down as many as you can as fast as you can. For instance: Heart of gold; have a heart; I'm heartsick; get to the heart of the matter. You might be amazed at the phrases that begin to flow.



Dictionary.com lists 17 definitions for “heart”. Only the first two are biological. The next three are:

- the center of the total personality
- the center of emotion
- capacity for sympathy; feeling affection; spirit, courage, or enthusiasm



Beyond the biological, the power of the heart pervades our culture and our language.

Yet, in many healthcare organizations, it has receded into the background—diminished in importance when compared to procedures, tasks, documentation, regulations, requirements, and protocols.

Let's Get HEART into Our Conversations

As I see it, a HEART conversation has five characteristics, each connected to one of the five letters in the word:

Holistic: It communicates with the whole human being.

Empathetic: It values and acknowledges people's feelings.

Authentic: It's personal and sincere (heartfelt).

Refreshing: It lightens hearts and relieves burdens.

Transforming: It creates openings and new possibilities.

Received this from
a colleague?

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“With patients and families, invite expressions of the heart.”

Getting Heart into Our Conversations: Suggestions	
<p>With patients and families, invite expressions of the heart.</p>	<ul style="list-style-type: none"> • How do you feel about this? • Tell me your concerns. I want to hear. • I want to understand what this means to you. • What causes you worry or anxiety?
<p>Express YOUR heart.</p>	<ul style="list-style-type: none"> • I'm so sorry you're suffering. • I really admire you for _____. • You're an inspiration to me, because _____. • (With colleagues) I feel sad/ disappointed/ happy, supported, when _____.
<p>Stimulate discussion about HEART with your team.</p>	<ul style="list-style-type: none"> • Explore a quote per meeting. What does this say to you? And how does it relate to our work together? • “The heart never becomes wrinkled.” (Marie de Rabutin-Chantal) • “Go to your bosom; Knock there, and ask your heart what it doth know...”(William Shakespeare, <i>Measure for Measure</i>) • “When your heart speaks, take good notes.” (Judith Campbell) • “Let the rays of your heart shine on all who pass by.” (Terri Guillemets) • “One sees clearly only with the heart. Anything essential is invisible to the eyes.” (Antoine de Saint-Exupéry, <i>The Little Prince</i>, 1943)
<p>Invite your team to share heart-touching stories.</p>	<p>Tell us in detail about a time when:</p> <ul style="list-style-type: none"> • You were with a patient and you felt that your heart was really engaged. • Your patient spoke to you from the heart and it affected how you cared for this patient. • A coworker poured out his/her heart and it had a positive impact. • A leader in the organization showed his/her heart and it was powerful and heartwarming.



And to You--Thank You!

In my heart of hearts, I believe we can transform the healthcare system—because YOU have a heart of gold.

- You're committed to relieving human suffering -- heart and soul.
- When you see a patient's heart sink, you have a heavy heart and want to help.
- Your heart bleeds for people who don't have emotional support as they endure life-changing healthcare.
- Distressed, suffering patients tug at your heartstrings.
- The focus on CAHPS scores? Your heart isn't in it.
- A healing patient experience is the heart of the matter.
- In your heart of hearts, you know we can make the patient experience a more human experience.
- When you set your heart on a goal, you reach it.
- When you speak from your heart, you reach out and touch people.
- By practicing what you preach, you win hearts.
- It does your heart good to see improvement.
- You find it in your heart to listen.
- Feel discouraged? Take heart.
- When you get feedback, take it to heart.
- And please, don't lose heart.

Thank you for all you do for patients and families.

Thank you from the bottom of my heart.



Four Quick Inspirations

- In a delightful blog post [***A Model Patient Experience***](#), Dr. James Merlino of Press Ganey describes a powerful positive experience he and his wife had when their newest family member suffered a health crisis. His portrayal provides concrete detail that is instructive and inspiring. The article provokes us to reconsider how we can achieve this level of excellence.
- [***The Conversation Placebo***](#) by Dr. Danielle Ofri is an opinion piece published in the *New York Times* on the importance of physician-patient conversations in the treatment of chronic pain.
- This blog by Susan Mazer, [***The Patient Experience is Not About Obamacare***](#) explains that the patient experience is not about the system, but rather about how medical and nursing teams take on the responsibility of caring for their patients.
- [***A Nurse's Prescription for 50 Years — Take Love with the Pain: Dennis McCarthy***](#) is a loving tribute to a nurse who is retiring, from some of the many people he cared for during a half a century of service.



"Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened."

Buddha



Addressing Tough Questions

You can't tackle all the tough questions at once, but you can take a few minutes at each meeting to engage your team in addressing one tough question.

Instructions:

1. Brainstorm with the group about tough questions many of you face, whether at work or at home. For example:
 - If you feel saddened, worried or depleted by the news, politics or the world situation, what do you do to help reduce your stress?
 - After an exhausting interaction with a patient's family member, how do you restore your energy so you can move on?
 - If a patient goes on and on in a conversation, how can you handle it caringly when you have run out of time?
 - How do you hope coworkers will handle a problem they may have with you or about something you did?
2. Write down some of the recurring or prevalent questions.
3. At each meeting, put several ideas in a hat and invite someone to choose one.
4. Invite people's ideas for how to address it.
5. Keep the focus on this particular issue.
6. Encourage people to listen, without commenting.
7. Ask people to share one thought they found particularly wise or helpful.



Let's connect at these upcoming events!

Language of Caring at *The Beryl Institute Patient Experience Conference*
March 20-22, 2017; Hyatt Regency Denver; Denver, Colorado

This pre-conference workshop *Leading Your Patient Experience Strategy to the Next Level* originally offered by Language of Caring Partners Wendy Leebov, Jill Golde, and Dorothy Sisneros in 2016, is being offered again due to overwhelming positive feedback.

This session will guide you in assessing your current patient experience effort and identifying the critical steps that will lead your strategy to the next level. The result: strengthened and sustained impact on HCAHPS scores, patient outcomes and employee and physician engagement.

Connect with us in Denver:

Visit our exhibit to chat with us and access great resources.

To schedule a private meeting with Cheryl Glass, VP Business Development, contact her at:

cglass@languageofcaring.com or 314-256-1415.

For an overview of the conference and to register [click here](#).



**American Association for Physician Leadership:
2017 Annual Meeting New York, NY April 21-23, 2017**

On Saturday April 22, 2017 at 10:30 a.m., hear Jeremy Blanchard, Chief Medical Officer and Senior Physician Coach with Language of Caring, present "Language: A Fulcrum for Physician Engagement and Cultural Transformation".

To schedule a private meeting with Dr. Blanchard, contact him at: jblanchard@languageofcaring.com or 406-498-0053.



LANGUAGE OF CARING PRESENTS A **COMPLIMENTARY WEBINAR**

MONDAY,
April 24,
2017
1-2 PM
(EDT)

Physician Communication that Promotes Shared Decision-Making

With growing commitment to patient-centered care, Shared Decision-Making between patient and clinician has come of age. Recognizing that patients and families live with the choices we help them make today, tomorrow and for the rest of their lives, this webinar will help attendees develop a deeper understanding of Shared Decision-Making – its impact on health outcomes, its challenges and specific best practices for implementing it effectively in everyday interactions with patients and families.

Highlights:

- Shared Decision-Making (SDM) defined
- Challenges: To the clinician and to the patient
- Best practices in physician communication that help patients and families engage and share responsibility for decisions about their own health: Six Rules of Thumb
- Best practices applied to case scenarios

[**CLICK HERE**](#)
TO SIGN UP FOR THIS
COMPLIMENTARY WEBINAR

WHO SHOULD ATTEND?

- *Physician Leaders*
- *Physicians, Advanced Practice Providers and other Clinicians*
- *Patient Experience Champions*
- *Patient Advocates*

WEBINAR FACULTY



Jeremy R. Blanchard, MD, MMM, CPE, is Chief Medical Officer at Language of Caring. Grounded in healthcare realities and aspiring to partner with others committed to healthcare transformation, Dr. Blanchard is an expert in ensuring physician development, commitment and wholehearted engagement.



Achieve Communication Excellence with Our Patient Experience Solutions

- Web-based training programs that **hardwire** best practice communication skills
- **Proven** CAHPS and patient experience breakthroughs
- Engages and fulfills **Staff** and **Physicians**

TO LEARN MORE

Attend a Live Webinar Overview on March 14 or March 28 or **Contact Us**

Join the 200+ organizations who are transforming their cultures with the Language of Caring



Contact Us!



314 300 7701



Jill Golde, MS, Dorothy Sisneros, MS, MBA and Wendy Leebov, EdD—partners at Language of Caring.

Spread the Resources

- Forward this month's HeartBeat email to others.
- Share and tweet the following link:
HEART Conversations: Beyond the Clinical

<http://languageofcaring.com/wp-content/uploads/2017/03/heart-conversations-beyond-the-clinical.pdf>

Join our LinkedIn Group "**Quality Patient Experience and HCAHPS Improvement**" and add to the rich discussions.

PLEASE FOLLOW US!

