

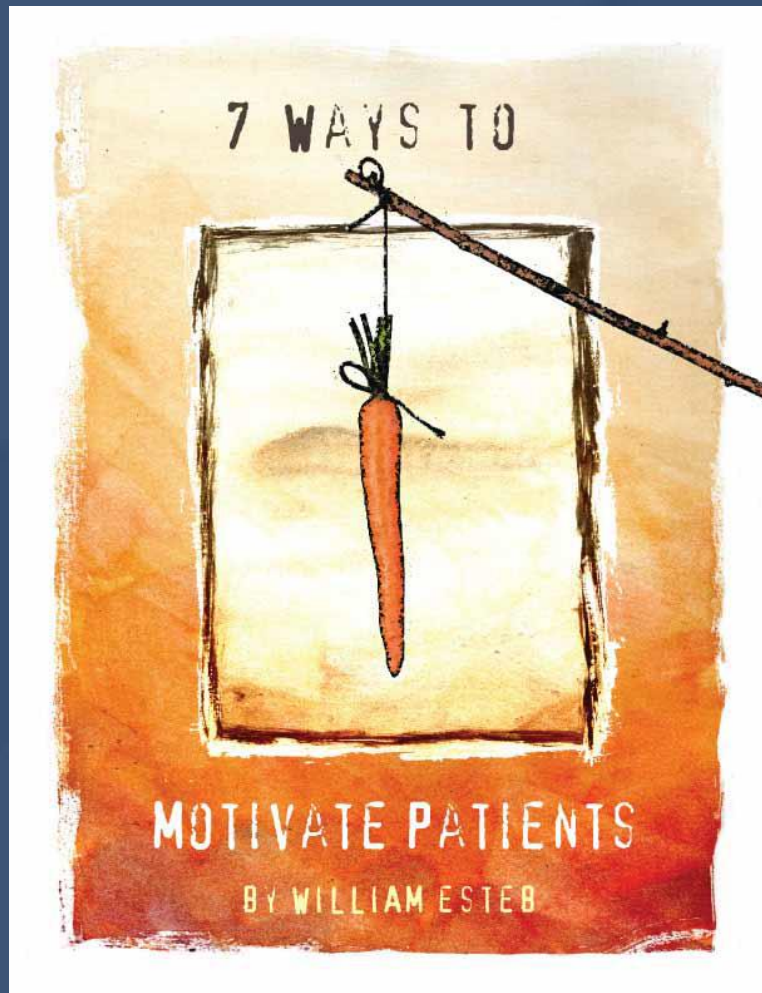


7 Ways to Motivate Patients from William Esteb

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Why are we talking about this?

- Barriers
 - Patients refuse
 - Patients do not show up for appointments
 - Patients are not driving the process



Outside-in

Motivating others is an outside-in process. Like taking a drug. And like all outside-in processes, if you want to maintain any sort of stasis, you must continue the outside-in process.

In other words, you have to keep taking the drug or, in this case, continue the incentives to see the effect you want.



Outside-in

- Use of your social authority to nag patients into compliance
- Shaming
- Scare Tactics
- Endless discussions



Inside-out

The solution to this energy-draining dilemma of trying to motivate patients is to choose to inspire them rather than motivate them.

Inspire, as in “to communicate with the spirit; to breathe into.” Fundamentally, inspiring others requires that you care for patients enough to uncover what they want and help them get it with the help of chiropractic. When you tap into this inside-out phenomenon and activate this internal sense of purpose, practice takes on a sustainable, attractive sense of ease.

What follows are seven ways to inspire patients...and yourself!



1. Be Inspired

It all starts with you.

Are you inspired? Are you excited by the possibilities and opportunities because of your role as an influencer in the lives of patients and your community?

Or, are you just trying to get by? Surviving?



1. Be Inspired

Mahatma Gandhi put it this way, “Be the change you want to see in the world.”

Well put. If you want to be an inspiration to others, you must start with yourself.



2. Seek to Understand

Understanding others is ultimately about supporting them. Not in a co-dependent way, but as an encourager and cheerleader.

Being supportive requires that you acknowledge that the value most patients place on their health is often a far cry from the value that you do. Few patients are at a level of self-actualization in which they want to be healthy for health's sake.

The key is not to think less of them because they aren't "enlightened." The mistake is in imagining that overlooking some shortcoming in their health is a tacit endorsement or approval of their unhealthy lifestyle. It is not.

If you wish to be an influencer, you must build rapport and trust. Something difficult to achieve if the patient gets even a whiff of judgment or a "healthier-than-thou" attitude from you.



2. Seek to Understand

This is difficult because we're judging machines. It's our nature to judge people, circumstances and situations as a means of self-protection. Judgment tends to constrain relationships and place an invisible limitation on possibilities.

When you replace judgment with authentic curiosity, opportunities for connection emerge.

Careful! Curiosity isn't merely assaulting patients with questions! It's about showing up open-minded and accepting.

And profoundly listening.

Ultimately, your goal is to build a connection in which the patient feels emotionally safe to lower his or her guard



3. Help Them Climb Their Mount Everest

Someone prompted to seek relief isn't ready to die. They have some compelling reason to live.

Find out what it is and help them accomplish it.



4. See the Bigness in Them

They're weak—the facility staff is strong. Far too many patients are willing to relinquish their responsibilities to us, especially if we communicate a high level of certainty and confidence. And while projecting certitude is helpful, stealing the patient's confidence in his or her own self-healing abilities is simple exploitation.

You'll be doing most of the work. Without correcting this belief you'll have patients showing up who are about as engaged as when they get their haircut or the oil changed in their car. In other words, not engaged at all—since they assume that all they have to do is show up three times a week and you'll restore them to their pre-complaint status.



5. Remember Little Details

This takes the principle of being curious to the next level. It means collecting information about what's going on in a patient's life and then following up on it at a later time.



6. Offer Hope

Every patient wants their future to be better than their present. It's the only reason why they're seeing you and putting up with the inconvenience of repeated visits.



7. Wait for Something to Happen

It was the Greek philosopher Heraclitus of Ephesus who 2,500 years ago observed, “You never step twice into the same river.”

Things change. In fact, count on it.







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