

#### Four differentiators

#### S for



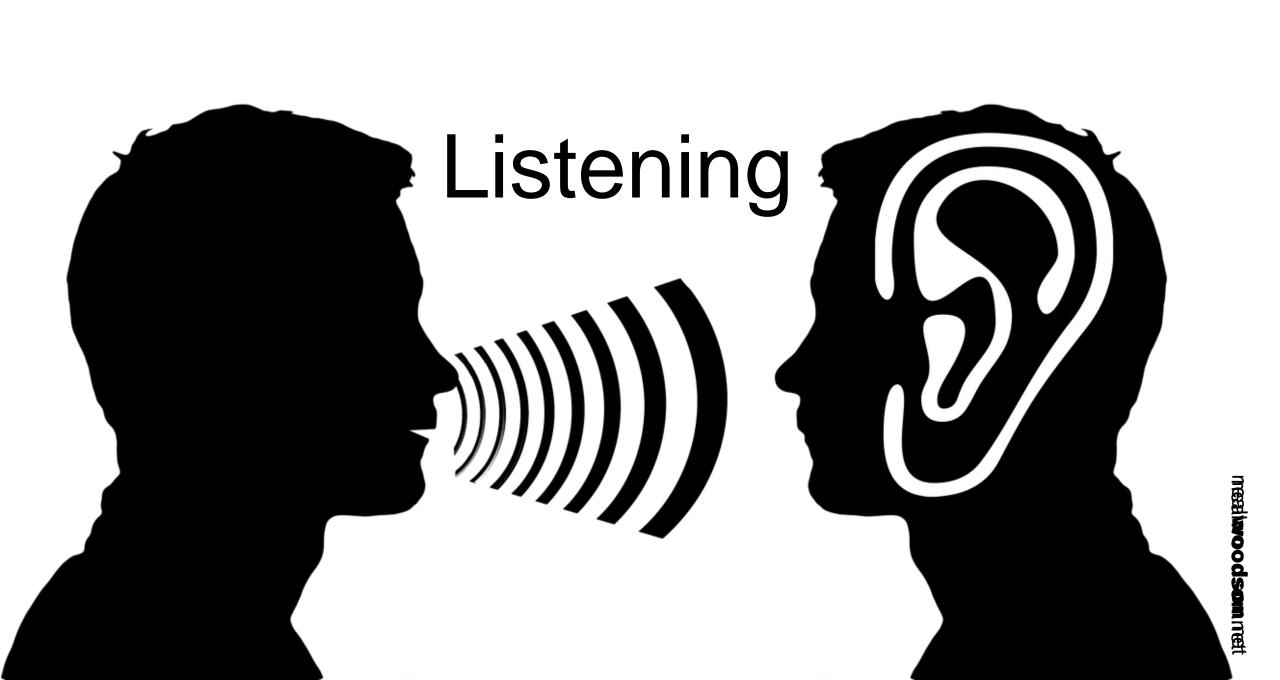
In a 1997 study, Dr. Wendy Levinson identified specific communication behaviors associated with malpractice history in doctors.

In looking at those who were never sued versus those who were sued more than once, one of the findings was...

Doctors who were never sued spent 20% more time with their patients.

If this can influence people to not sue a doctor, imagine what spending a little more time with the people you lead, work with, or serve can do to build a better relationship.

#### S for...



In that same 1997 study, **doctors** who were **never sued** tended to use more facilitation methods like asking patients for their opinions and encouraging patients to talk and share more. Long story short, these doctors **listened more**.

## R for...



That 1997 study also showed that **doctors** who were **never sued** tended to **educate patients** about what to expect. They also used **non-technical language** to ensure understanding.

## Cisfor...



# MORALOF THE STORY

- Stop and spend more time with people.
- Shut up and **listen**. Learn about people's needs, problems, and hopes. Try to understand them.
- Give people respect. Don't talk over their heads. Help them understand your view/idea/position/story.
- Have compassion. If there's a problem, look for solutions. Be helpful, never hurtful.

