

**Walk this Way, Talk this Way:  
Best Communication Practices for Optimizing Clinical Outcomes**

Optimal clinical outcomes are the intended endpoint of dental care. This goal is aided when we can motivate patients to be actively engaged in their own healthcare. How can we be more successful in getting our messages heard and positively affecting patient motivation? Effective communication can overcome barriers that impede patient adherence and compliance. Understanding preferred communication styles can greatly enhance the patient/practitioner relationship. Interpersonal communication skills also have great impact on team effectiveness and job satisfaction. The dental team member who can make oral care messages relevant for the patient and understand how other team members communicate is very valuable to the practice and the public.

Your communication skills are as important as your clinical expertise in positively effecting patient care and clinical outcomes. Recognizing how your communication style affects others can lead to increased patient motivation and improved inter-office relationships. Can you readily identify your natural communication style and strengths? Are you aware of the effect your style has on others? This fast-paced, interactive session will introduce you to the science of behavioral communication styles and give you the introductory tools to maximize your patient and inter-office interactions. *This course will utilize the research-based DiSC™ Personal Profile System.*

**Objectives:**

- 1) Identify your personal DiSC™ communication style and how it affects your relationships.
- 2) Recognize the four behavioral styles and their communication differences.
- 3) Learn strategies to increase communication effectiveness with your patients and co-workers
- 4) Learn to modify or flex your communication style to meet the needs of specific clients and team members.
- 5) Practice cooperation techniques to increase effectiveness of interactions based on style.
- 6) Receive coaching to enhance your strengths and maximize your ability to get results.

This course is co-presented by Cheryl Thomas, RDH and Kelli Swanson Jaecks, RDH, MA. Presentations can be tailored to fit the specific needs of your audience. This is a 3 hr course, incorporating both interactive lecture and workshop formats. We can be reached at [Cheryl@dentalinspirations.org](mailto:Cheryl@dentalinspirations.org) or [Kelli@verbalimpact.org](mailto:Kelli@verbalimpact.org).