



**Bedside Manner When Your Bottom Line Is Quality Care**

Health care takes the relationship between the patient and caregiver seriously. The connection is critical to generating positive outcomes.



When care providers attempt to treat illnesses instead of people, they've missed their calling. Health care is about treating people (patients). Inherently, this is about communication, compassion, kindness and relationships. Patients look to people they know, like and trust.

Just about everyone has a sad tale of a care provider who paid more attention to charts, procedures and pharmaceuticals than to a distressed patient. The empathy relationship begins with the care provider being established as someone to know, like and trust. The patient does

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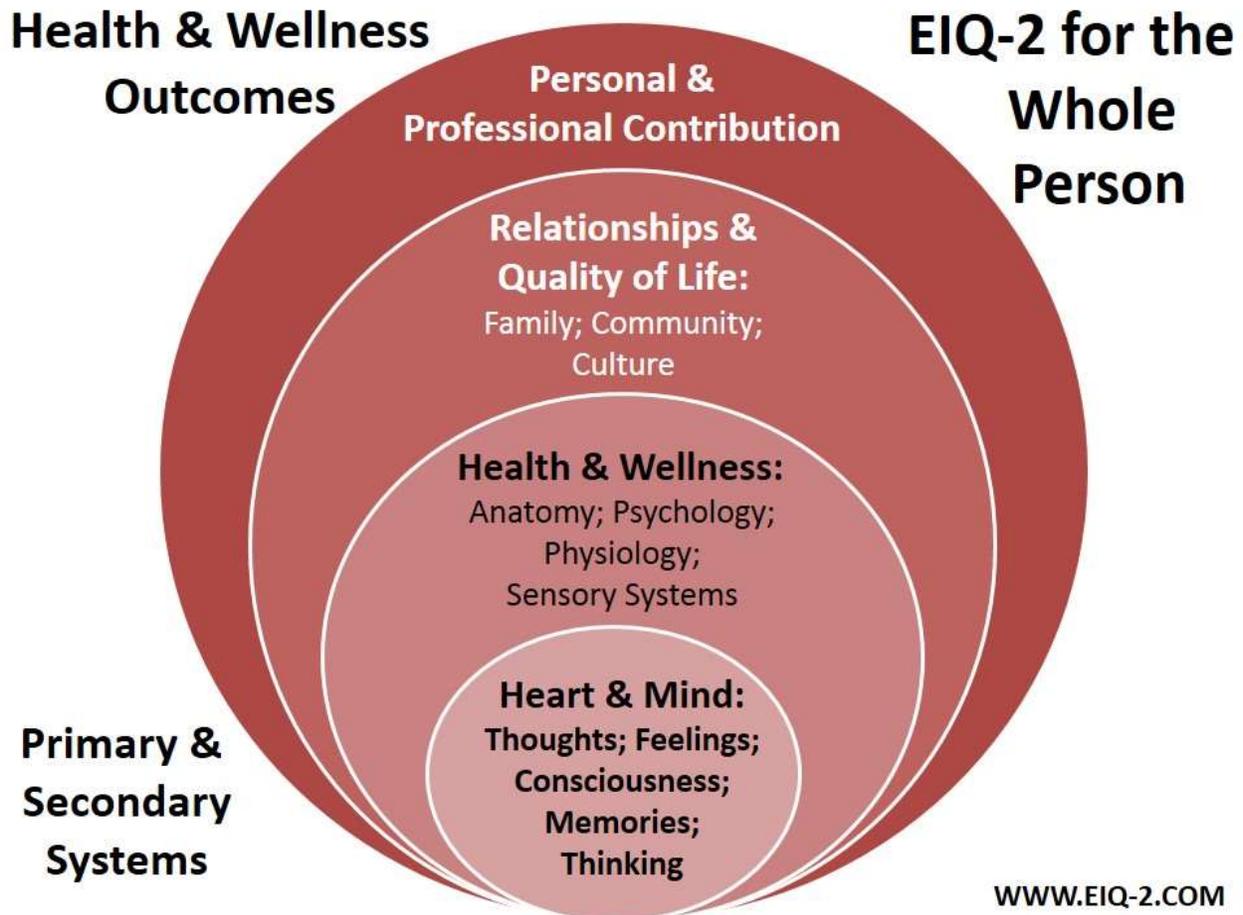
not ask for much to know their care team. Names, smiles, and attitudes share a great deal. Confidence and self-awareness are expressed by verbal and non-verbal communication.

Discipline, control and self-management convey a sense of professionalism and command. Outcomes are far more successful when the patient had confidence in the care. A good team promotes this trust by their demeanor and presence.



Patients have a certain level of understandable fear and trepidation when dealing with a health care professional. When the professional takes command of the situation and generates a positive emotional connection, likeability and trust flow naturally. Nonverbal signals let the client know that they are valued, respected and appreciated. They need to receive individual, personal attention and not simply quality problem solving.

Empathy is a two-way connection. It is based on communication and feedback. The quality care provider pays attention to clients and becomes attuned to their physical, mental and emotional needs. When the client experiences the appropriate social connection, there is an eagerness to place faith and hope in the professional. The patient wants to partner.

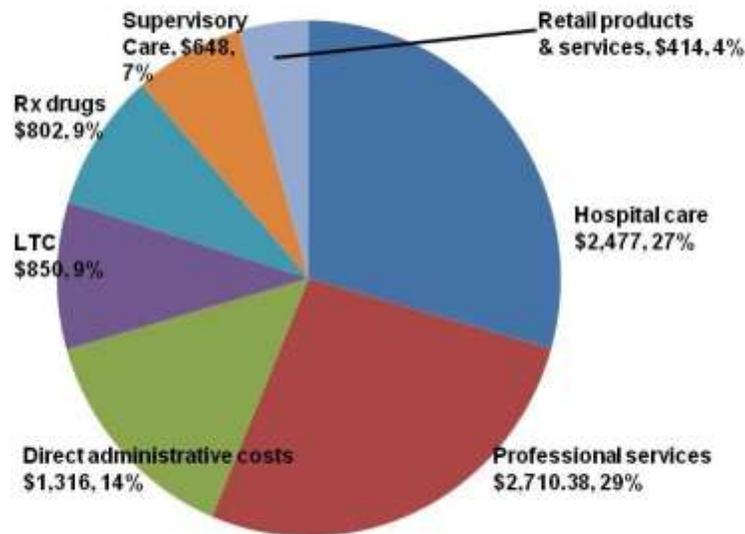


Expressions of assurance and comfort communicate warmth and humanity. This crucial attention lets people feel special and unique. What blocks this crucial connection?

1. Focusing on problems and subjects at the expense of communication and relationships.
2. Underestimating the value of emotional intelligence and interpersonal resonance. Emotional well-being is inextricably linked to physical health.
3. Lacking the EIQ skills to relate to feelings, communicate, and manage relationships.

Physicians, nurses and care providers who underestimate the impact of good bedside manner threaten the livelihood of the entire organization. They also provide a lower level of overall quality in the service they give.

**Per Capita Health Care Costs in the U.S. Are Concentrated  
in Doctors and Hospitals  
But consumers spend a lot on non-traditional health goods  
and services**



Source: NHEA, Centers for Medicare and Medicaid Services, and Deloitte analysis, March 2011

Health care providers need to share empathy, emotional intelligence, support, and professionalism. Some basic tips go far in establishing client connection:

1. **When you care, show it.** Health care professionals are typically caring, concerned individuals. They have deep concern for patients' well-being. Stress, time pressures, paperwork and other daily distractions make tenderness and empathy seem trivial but compassion is the name of the game. Fatigue, burnout and other obstacles should not prevent real connection and genuine expressions of care. Concern shows rapport and builds patient confidence.
2. **Small talk yields big results.** Dialogue and conversation are not trivial. They connect and bond. Balance the conversation. Quality conversation is a two-way street. Let people ask questions. Address their concerns.
3. **Follow-up.** Let people understand you care and will continue to do so.

\* Over 80% of malpractice claims are the result of communication failures and the likelihood of an unhappy outcome is correlated to low physician empathy. (Hickson, 2002; Levinson, 2004)

\* Medical professionals who communicate with empathy have higher patient satisfaction ratings. (Riess, 2012)

\* Empathic clinician communication improves the quality of all interactions with others; patients, their families, colleagues, and loved ones. (Halpren, 2012)

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Personally and professionally the small touches of emotional intelligence provide superior quality and a more valuable experience. EIQ generates improved outcomes for everyone.



### **For Further Reading:**

Birks, Yvonne F., and Watt, Ian S. © 2007 **Emotional Intelligence and Patient Centered Care**  
Journal of the Royal Society of Medicine

Girdharwal, Nitin © 2013 **A Study on Emotional Intelligence at Health Care Industry**  
Pharmainfo.net

Hurley, John, Linsley, Paul, and Barker, Phil © 2012 **Emotional Intelligence in Health and Social Care: A Guide for Improving Human Relationships** Radcliffe Publishing

Moss, Mae Taylor © 2004 **The Emotionally Intelligent Nurse Leader** Jossey Bass

## **Bedside Manner When Your Bottom Line Is Quality Care**

Success Dynamics' **Emotional Intelligence for Health Care Professionals** Course (1/2 Day Program): Successful health care combines strong communication, relationship and emotional intelligence skills to improve their, their team's, and their organization's performance. EIQ-2 Emotionally Intelligence integrates Empathy, Emotional Intelligence, Leadership, Influence Teamwork, Organizational Development and Customer Service to develop the foundation of intra-personal skills, team engagement, effective relationships, communication and patient care. Superior emotional intelligence leads to superior patient care and higher quality outcomes.

The *EIQ-2* system begins with clear definitions and diagnostics. These come through application of reliable, proven quality assessments. From a defined starting point, EIQ-2 creates customized training for targeted results. It partners for performance via coaching and consulting. Finally, it assures excellence in results.

The ***EIQ-2***<sup>™</sup> Learning Systems:

**THE EMPATHY PRINCIPLE**<sup>™</sup>

**EIQ-2: EMOTIONAL INTELLIGENCE**

**EIQ-2L**<sup>™</sup> SECOND STAGE EMOTIONAL INTELLIGENCE: LEADERSHIP

**EIQ-2I**<sup>™</sup> SECOND STAGE EMOTIONAL INTELLIGENCE: INFLUENCE/PERSUASION

**TmEIQ-10 TEAM EMOTIONAL INTELLIGENCE**

**EMOTIONALLY SMART ORGANIZATIONS ESO**<sup>™</sup>

**CLIENT CENTERED SERVICE EIQ-2CRM**<sup>™</sup>