

Leverage your MBTI® knowledge to help healthcare providers deliver better outcomes

Presented by Sherrie Haynie
January 29, 2015



Webinar Objectives



- Learn how to maximize connections and relationships with your patients
- Gain self-awareness and an understanding of the role your MBTI preferences play in patient care
- Uncover your innate biases to understand how your type preferences impact your care style
- Learn a practical method for reframing and flexing your care style to improve patient satisfaction
- Develop an action plan for your specific development needs

Better Communication in Healthcare: MBTI® Workshop Facilitation Pack



Better Communication in Healthcare: MBTI® Workshop Facilitation Pack

Complements the MBTI® Report for Healthcare Professionals. Helps practitioners deliver high-quality training to healthcare providers with minimal preparation time.



Key Features:

- Workshop-ready—provides a comprehensive and professionally designed PowerPoint presentation
- Expert guidance—includes facilitation notes and a train-the-trainer video
- All-digital convenience—download from cpp.com/HealthcareWorkshop



Example Agenda for Workshop



Module		Time
1	Patient satisfaction research	30 min.
2	MBTI® type concepts and type verification process	60 min.
3	Type preference activities	60–90 min.
4	MBTI® preferences and patient connection: E–I flexing	20 min.
5	Patient opinions and connection: S–N flexing	20 min.
6	How patients respond to your care style: T–F flexing	20 min.
7	Patient transition: J–P flexing	20 min.
8	Stress management	30 min.
9	Workshop action plan	15 min.

What Research Tells Us About Patient Care and Satisfaction

What the Research Says



- The key is CONNECTION
- Studies show communication was the factor with the greatest impact on overall patient satisfaction ratings



Source: HCAHPS, CAHPS, and Press Ganey data, 2010–2014

An Example of Provider Communication



<u>Composite Measure</u>	<u>Doctor Rating</u>
Access to Care: Getting Timely Appointments, Care, and Information	.07
Doctor Communication: How Well Doctors Communicate with Patients	.74
Office Staff: Helpful, Courteous, and Respectful Office Staff	.05

Based on an analysis of the Medicare Advantage data from the 2007 Medicare CAHPS Survey.
Source: The CAHPS Improvement Guide: Practical Strategies for Improving the Patient Care Experience, 6/27/2012

HCAHPS Research:

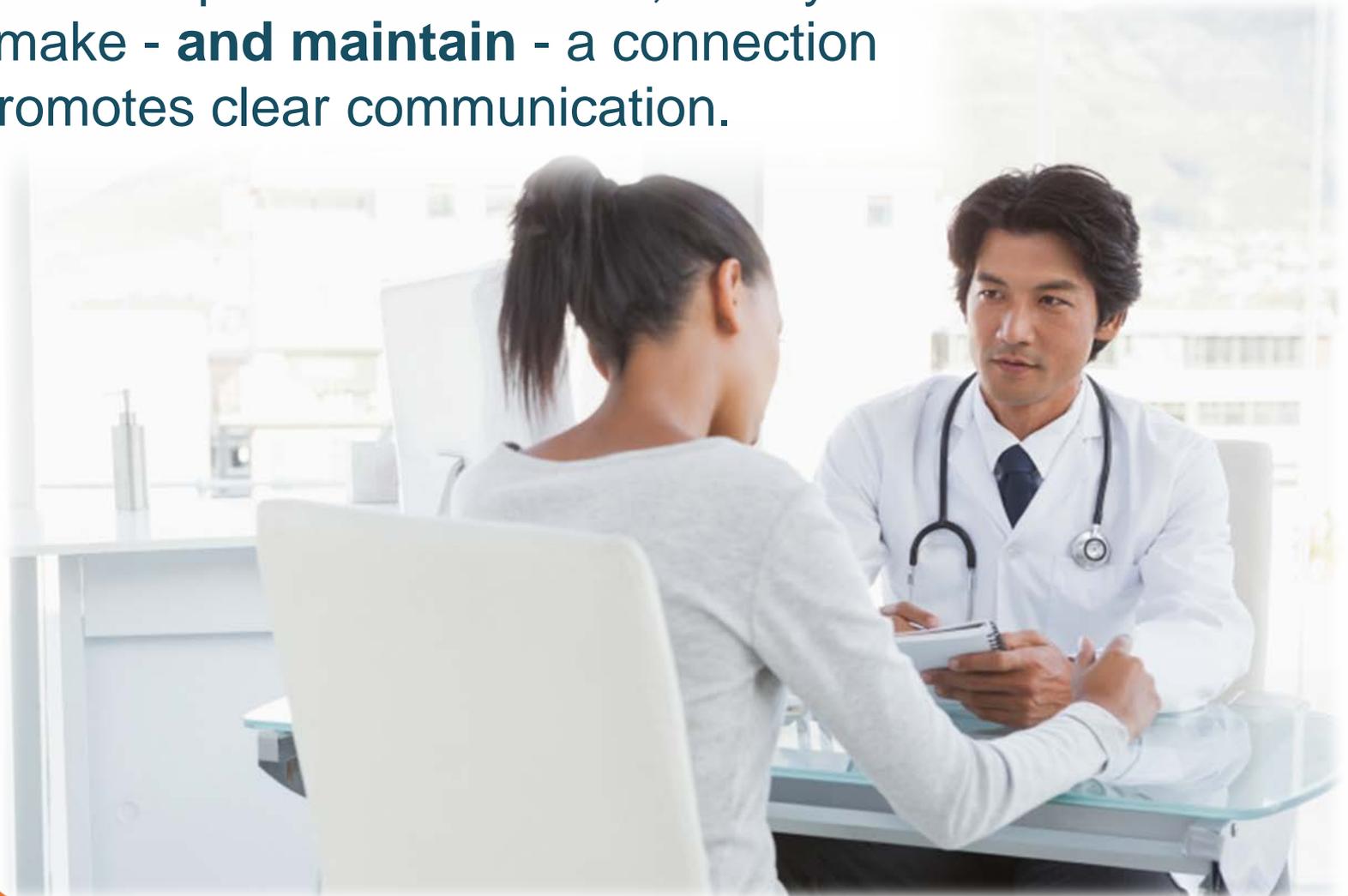


- Communication with Nurses
- Responsiveness of Hospital Staff
- Pain Management
- Communication about Medication
- Overall Rating

Perception and Communication



After a first impression is formed, then you must make - **and maintain** - a connection that promotes clear communication.



Using the MBTI® Framework to Connect



MBTI® Report for Healthcare Professionals



MBTI® Report for Healthcare Professionals

Helps healthcare providers improve quality of care and patient satisfaction by incorporating Myers-Briggs® insights into their patient interactions.



Key Features:

- Generates insight into an individual's unique care style and potential challenges
- Features healthcare-relevant language and examples
- Offers tips for flexing care style to meet patient needs

Learn more at cpp.com/HealthcareReport



Extraversion and Introversion Flexing With Your Patients

Flexing Your Type



Clues about patient's type

- What to look for
- Behaviors the patient might exhibit

Your response

- How to respond
- Natural, or do you need to flex?



Extraversion and Introversion Flexing Example



Patients' Extraversion clues

- Answer quickly and may speak quickly
- May interrupt you when speaking
- Think aloud while speaking

Actions you should take

- Listen and offer comments. If you are too quiet, they may not trust you or may think you're keeping information from them.
- Don't cut them off or interrupt their thought process.



Sensing and Intuition Needs of Your Patients

Partner Exercise: Patient Concerns



- **Scenario:** The FDA is recalibrating dosage for OTC Tylenol due to overdoses occurring at minimal levels over the directed dosage.
- Your patient tells you he has always been prescribed a higher dosage than what you are giving him now.

Assuring patients that their opinions about their care matter

Responding to their need for either details or the big picture

Sample Thinking and Feeling Flexing With Your Patients

Exercise: Thinking and Feeling Flexing



What you can do to
help patients
manage pain



Managing Your Stress

Common Stress Reaction Triggers



Stress reactions can result when we are...

- Under a lot of pressure
- Overly tired
- Sick
- Going through an important transition

“Grip” Characteristics



Characteristics of being
in the grip of the inferior
function include:

*“I don’t know
what came
over me”*

Managing Stress



Everyday stress of clinical work takes a toll and can activate your “grip” response.



ESTJ and ENTJ Example



Early Signs of Stress

- Taking a domineering, demanding stance

In the Grip

- Taking comments as personal criticism

INTJ and INFJ Example



Early Signs of Stress

- Perceiving things as overly complex, everything is connected
- Having unrealistic visions

In the Grip

- Experiencing physical stress symptoms such as muscle tension
- Focusing obsessively on data, facts, and details



EXCLUSIVE OFFER

Save \$250 on the purchase of the
**Better Communication in Healthcare: MBTI®
Workshop Facilitation Pack.**

Order by February 13, 2015, and use
promo code: **WEBINAR250** to secure your savings.

Visit cpp.com/healthcareworkshop
or call Customer Relations at 800.624.1765

*Cannot be combined with any other promotional offer or applied towards previous purchases. Not valid on international orders.

Q & A





THANK
YOU!

www.cpp.com