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National Speaker and Director of Coaching

- National Speaker and Director of Coaching
- Develops processes driving care from senior team to patient and family
- Drives results in employee and physician engagement, patient satisfaction, quality, and safety
- Uses clinical, operational and executive experience to inform creative solutions and tactics



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**Restoring Empathy and Transforming Care with Your Patients**



By Leigh Ann Bradley,  
PhD, MSN/FNP, MA/LPC, RN, ChE



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**Objectives**

- Explain the impact of empathy that influences care and promotes transformation for the patient experience.
- Identify techniques for unburdening your patient and becoming a trusted ally in the patient experience.



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**Empathy** is when you can put yourself in another person's place. You can imagine what that person is going through, how it must **feel**, and how your life would be if you were them. That is part of what makes us **human**. When you lack empathy, you lose all that makes life worth living. That is dangerous.



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[https://www.youtube.com/watch?v=zfpT\\_ppKu0s](https://www.youtube.com/watch?v=zfpT_ppKu0s)



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### Thinking and Feeling – Perspectives

Nurse Brain	Patient Brain
Level of consciousness	What happened?
Neck stability	Am I okay?
Airway	I'm bleeding.
Breathing	My chest hurts.
Circulation	I'm scared.
Injuries	Why did this happen?
Blood loss	Am I dying?

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### Patient Emotions

Fear	THE GREATEST CRUELTY IS OUR CASUAL BLINDNESS TO THE DESPAIR OF OTHERS	Sad
Anxiety		Concerned
Depression		Lack of finances
Worry		Blindsided

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### Perspectives Across the Continuum

#### Registrar



Who is next?

I hope they have all the information that I need.

I need to verify their insurance.

Why didn't they bring their ID?

I hope the conversation about the co-pay goes well.

#### Patient



I'm nervous and scared.

When are they going to see me?

He doesn't look friendly.

I don't have good insurance.

I don't read or write well.

Is he going to ask for money?

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EMPATHY IS SIMPLY LISTENING, HOLDING SPACE, WITHHOLDING JUDGMENT, EMOTIONALLY CONNECTING, AND COMMUNICATING THAT INCREDIBLY HEALING MESSAGE OF "YOU'RE NOT ALONE."

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### Nature of Health – No Judgment

This is the face of an average American on public assistance - 10 years old and white.

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### Recognizing Lack of Empathy: The Signs

- Correct
- Console
- Tell a story
- Demand
- Denial
- Push away feelings

I LACK EMPATHY

have a deficit in understanding the emotional states of others.

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### Empathy Skills Development

**Empathy in Practice**

- Listen
- Open up
- Therapeutic touch
- Withhold judgment
- Focus outwards
- Offer help

**Practicing Empathy**

- Show interest
- Challenge prejudices
- Practice experimental empathy
- Treat others with importance
- Use imagination

Changing our Mind: Keith Osnay [http://www.organdev.com/keithosnay/teaching\\_our\\_mind](http://www.organdev.com/keithosnay/teaching_our_mind)

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### Tactics to Caring – The How



- Therapeutic touch
- Personal connection
- Active listening

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### When it All Comes Together: Empathy Influences the Experience



- **The physician...** makes you feel comfortable and listens to your concerns and opinions.
- **The office...** seems to function smoothly, and it is easy to get an appointment or get care outside regular office hours.
- **Specialist results...** automatically get sent back to your doctor and are discussed with you.



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### Outcomes of Empathetic Care – The Why

- Promote and optimize health and wellness.
- Address any problems associated with the decisions made by patients or clients.
- Prevent illness and injury.
- Restore health.
- Alleviate pain and suffering.
- Improve compliance and quality.



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### Every Person Makes a Difference

Every Patient, Every Time

Every Provider, Every Time

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### Key Takeaways

- Summary
- Questions
- Next Steps

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### Thank You

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