

# 56 Second Connection

In less than  
a minute...



Did you know it takes less than one minute to make a personal connection with a patient?

Personal connections happen when we talk with patients about something other than their clinic visit; ask your patients what they do, what their interests are and where they're from.

Every employee that interacts with the patient (i.e., call center, receptionist, medical assistants, nurses. For example MD/DOs, APPs) should try to make a connection.



## Check the box

Place a check mark on a spreadsheet for every time you talked to the patient about something other than the reason for their visit.



Micro-moments foster positive connections. For example;

- Established patients – connect on what you know about them (e.g., grandchildren, recent vacation, hobbies, etc.)
- New patients – identify preferred name, and connect on general points (e.g., weather, wardrobe, sports, etc.)

Use the EMR “sticky notes” to help you remember and re-connect with the patients during their next visit. This will, for example:

- Personalize the experience and help patients feel you really know and care about them as human beings
- When you know what is important to your patients it is easier to encourage and motivate them around treatments and lifestyle changes