

Casual Friday Series

Communication Strategies for Optimal Results

A Biogenetix Clinical Presentation

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Disclaimer

- *Information in this presentation is not intended, in itself, to diagnose, treat, reverse, cure, or prevent any disease. While this presentation is based on medical literature, findings, and text, The following statements have not been evaluated by the FDA.*
- *The information provided in this presentation is for your consideration only as a practicing health care provider. Ultimately you are responsible for exercising professional judgment in the care of your own patients.*



Here's the dance:

**Know the patient story - if you
don't, they stay sick.**



Knowing their story leads you to a fork
in the road...

Empathy vs. Sympathy



Listen so hard it hurts.



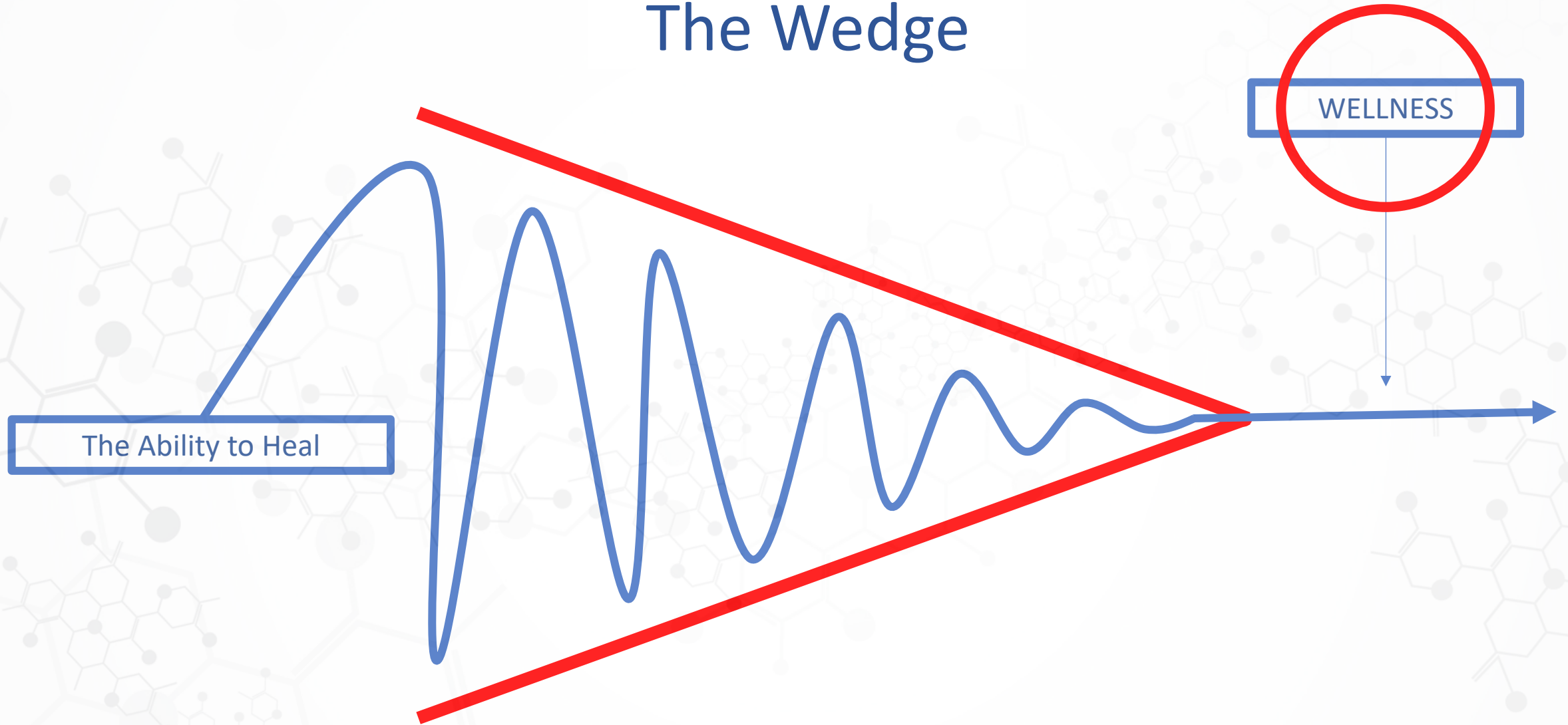
Patient visits are approx. $\frac{1}{2}$ the interaction necessary for the patient to win.

Farm the patient experience using ASSETS.

- Diagrams during visits (when necessary)
- Videos, links, emails, texts



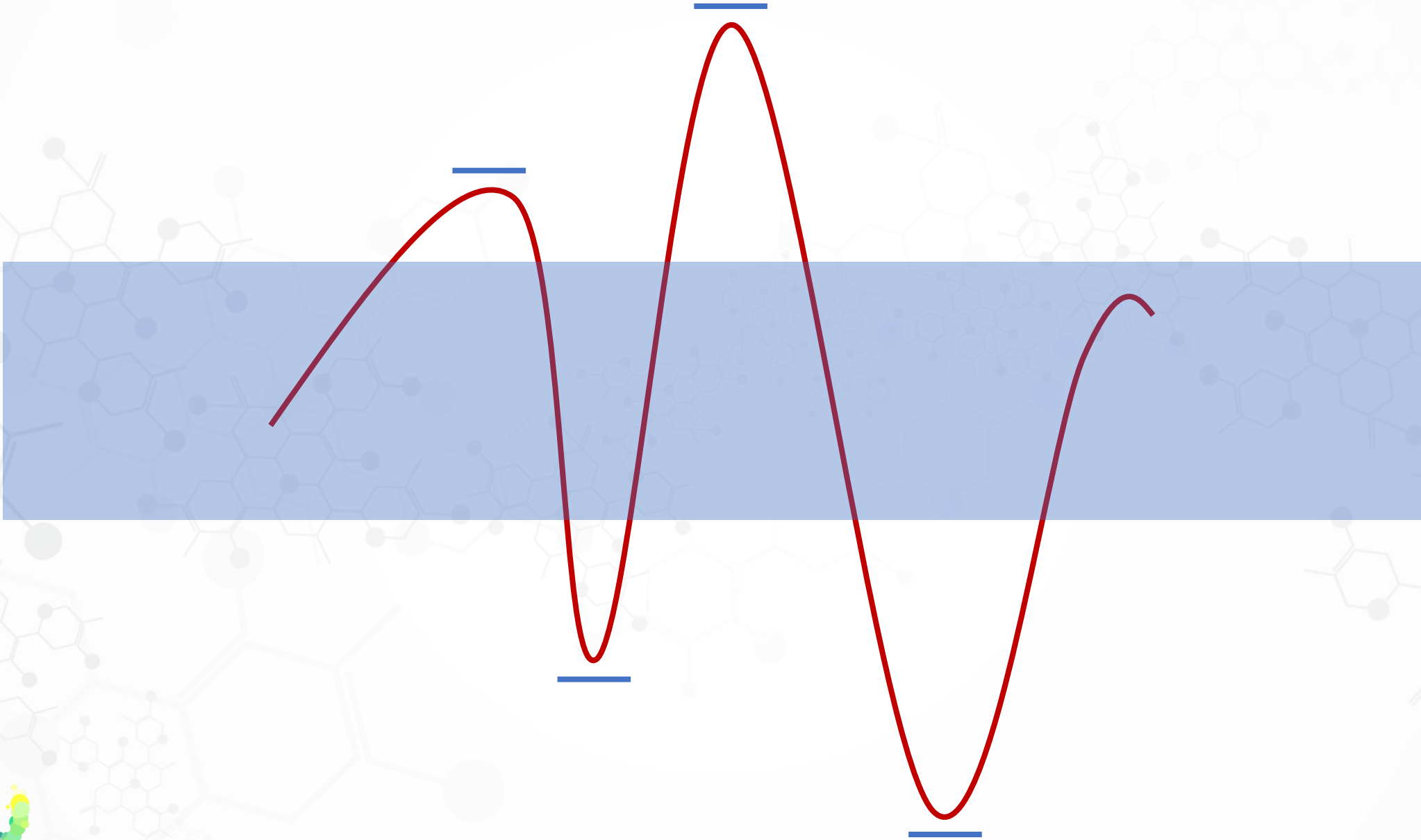
The Wedge

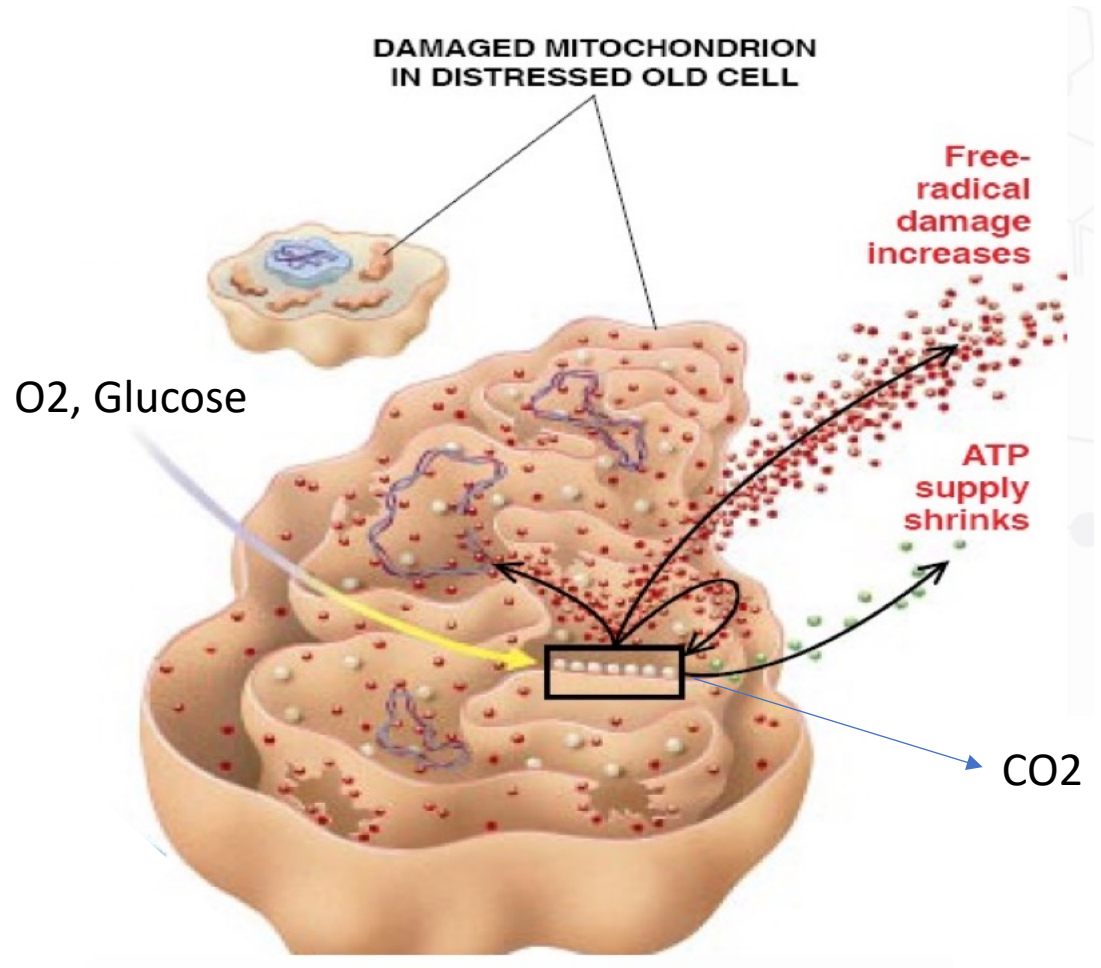
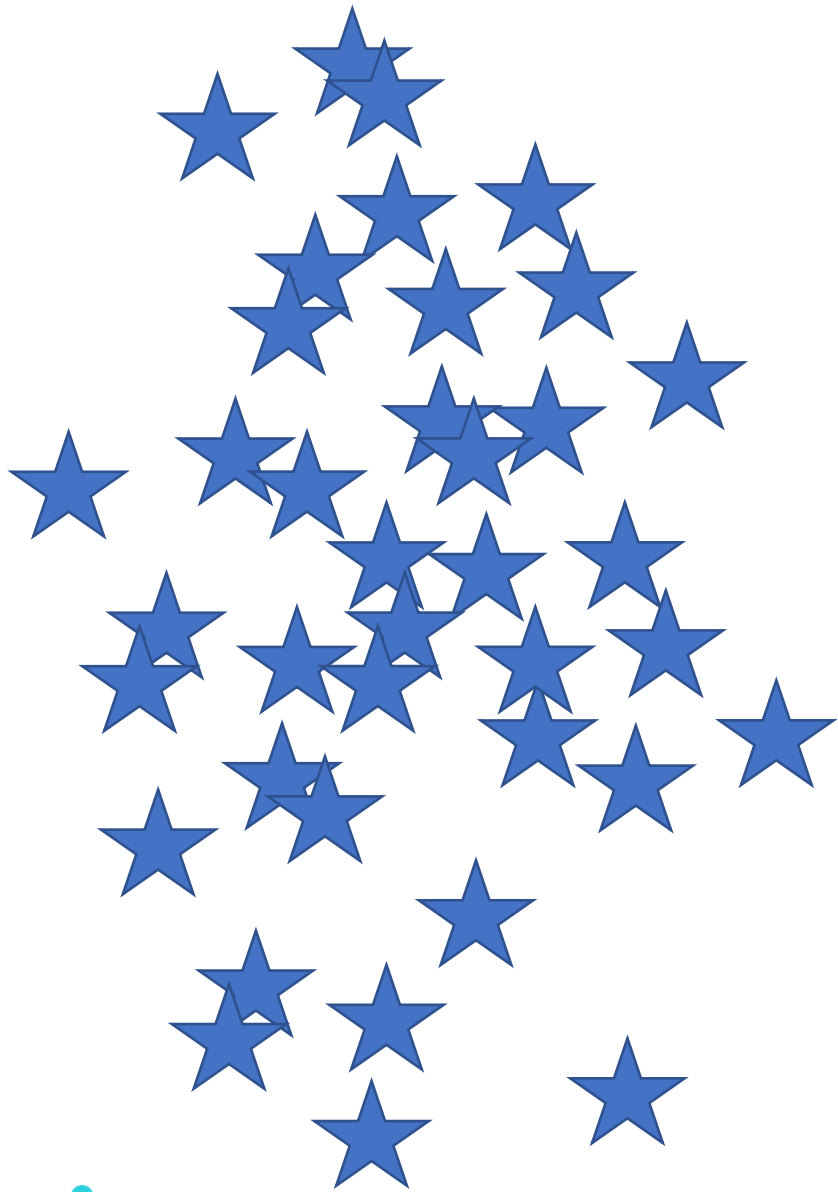




Lifestyle + Genetics = Chronic Health Condition







Record yourself and assess...

- Uptalking
- Down-talking
- Ummm's and ahhhh's and general hedges
- Passive communication vs. directive-based communication
- Body language
- Dynamic Communication (Lisa Nichols – the ladder)
 1. Emotional intelligence
 2. Tone
 3. Energy
 4. Caring-ness



They're Going to Quit

A

B

C

D

F



Time



You're Going to Quit

A
B
C
D
F

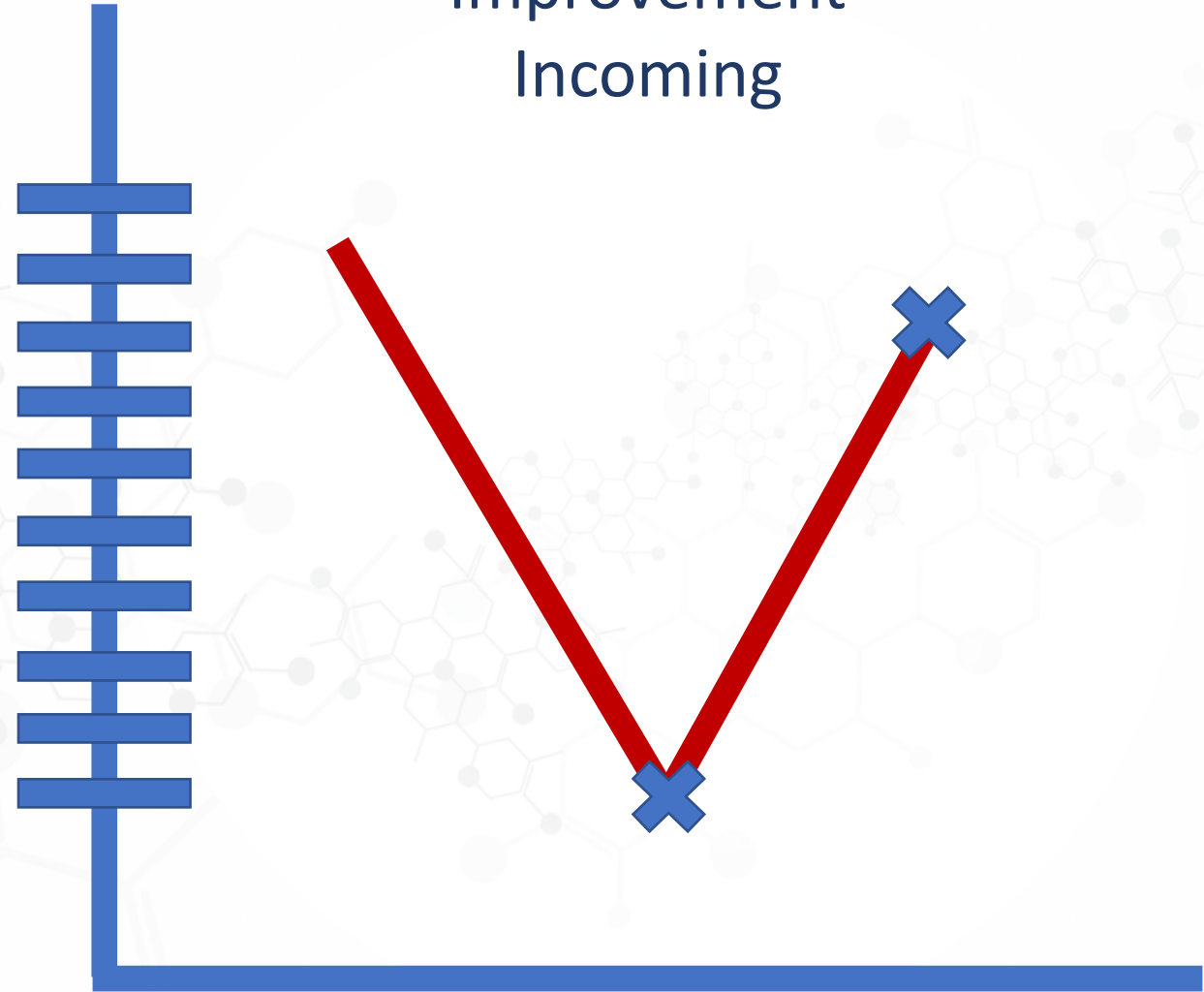


Time



Improvement
Incoming

A
B
C
D
F



Time



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