

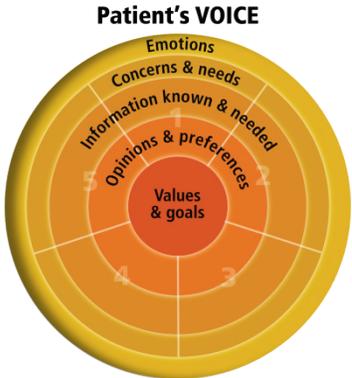
## Clinic 8: Level-3 Empathy

Emotions and feelings can form around a Patient's VOICE a defensive shell of:

- ◆ Anxiety and fear (to be on guard and withhold)
- ◆ Anger and frustration (to fight , flee, or avoid)
- ◆ Sadness and despair (to withdraw or give up)

Patients' blocking emotions matter because they can lead to:

- ◆ Poor information sharing and decision-making
- ◆ Poor adherence and less healthy behaviors
- ◆ Reduced effectiveness of treatments
- ◆ Dissatisfaction, lower loyalty, and fewer referrals



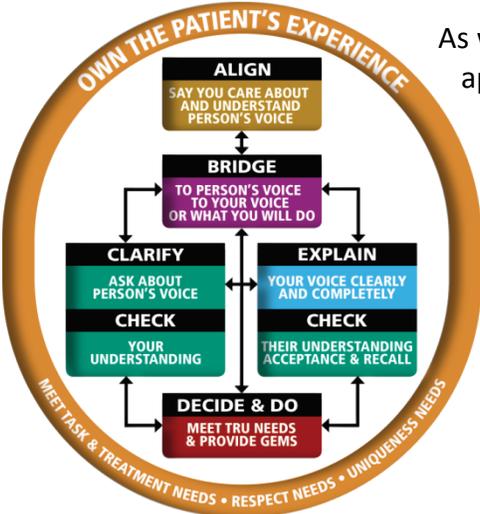
### Your empathy

Your empathy can lessen blocking emotions and their impacts. Your empathy calms people's initial anxiety and fear, builds trust to lessen anger and frustration, extends a lifeline in a time of sadness and despair, and shares the joys and passions of life. Your empathy unlocks the gateway to a Person's VOICE.



### Empathy is part of owning experiences

Showing Empathy is the strongest way to Align with a person's emotions and concerns.



As with other ways to Align — welcome, assure, agree, apologize, encourage, and praise — empathy helps build a relationship based on trust and openness to each other's VOICE.

By building trust, empathy allows you to fully Clarify and Check the Person's VOICE and to fully Explain Your VOICE.

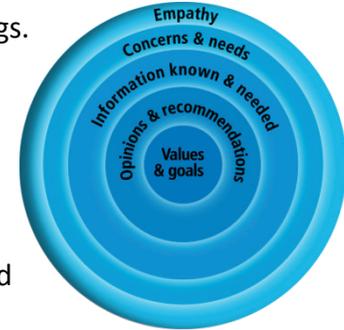
By sharing VOICES, you are better able to meet your customer's TRU Needs in ways that fit your core values and beliefs, and their's.

## Your concerns, opinions, & values about empathy

### Your concerns about empathy

Your empathy emerges from your inner VOICE. Below, check your concerns that affect your willingness to express your empathy toward patients and co-workers:

- I don't have time to be empathic and dwell on emotions and feelings.
- Empathy is not part of my job.
- I need to be dispassionate and objective to do my job.
- Talking about patients' or co-workers' emotions and feelings will only make them feel worse.
- I've tried to be empathic before and it didn't seem to do much good for anyone.
- Talking about emotions and feelings may raise issues and risks that I don't want to face.



### Your opinions about empathy

Below, check opinions you have about expressing empathy to patients or co-workers:

- Empathy encourages customers to express their healthcare concerns and needs openly.
- Empathy enables customers to focus more rationally on the situation and decisions.
- Empathy defuses anger and reduces hostility, negative word-of-mouth, and retaliation.
- Through empathy, I save time by building trust, openness, acceptance, and commitment.
- Empathy leads to satisfied and even delighted patients and co-workers, and improves loyalty, referrals, and satisfaction scores.
- Empathy directly improves healing, health, and productivity.
- Empathy motivates me to provide better care and fulfills my values and goals.

### Empathy skills that you value

Below, check the skills you value and believe are important when expressing empathy:

- Use visual (non-verbal) cues so others see you as empathic and sincere.
- Use a tone of voice that others hear as empathic and sincere.
- Apologize or sympathize without blame in a way that others see as caring and sincere.
- Ask for and listen to a person's feelings and what caused them to feel that way.
- Use empathy statements that reflect sincere understanding and caring.
- Go beyond the emotions and feelings to discuss concerns, situations, and preferences.

In Clinic 8, you will practice all three levels of empathy while developing your verbal, visual, and vocal skills. Plan to arrive ahead of time. Bring your Participant Kit, Cue Cards, and this Prewrite. This Clinic may go up to 1 ¼ hours.