


Creating the Positive Experience for You and Your Patient

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Understanding your patients...

- Why do they do the things they do?
- Why do they say the things they say?




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Important Because????

“The perception of pain and anxiety during mammography was assessed as well as satisfaction outcome measures including the reported likelihood to return and recommend the facility”


This most likely will carry over into subsequent imaging procedures.



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ANXIETY IS FEAR OF THE UNKNOWN




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Sources of Anxiety

- **Societal pressures**
- **Lack of information**
- **Erroneous information**
- **Cultural differences**
- Personal experience or history
- State at time of exam




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Sources of Anxiety

- Societal pressures
- Lack of information
- Erroneous information
- Cultural differences
- **Personal experience or history**
- **State at time of exam**




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Sources of Anxiety: Personal Experience or History

- Previous bad experience
- Family member
- Friend
- Celebrity
- Call backs
- Previous history of breast cancer




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Sources of Anxiety: State at the Time of Exam


- Clinical finding
- Call back for diagnosis mammogram
- Call back for technical repeat
- Fear of cancer diagnosis
- Previous history – recurrence/metastatic disease



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Manifestations of Anxiety



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Manifestations of Anxiety


- Avoidance of eye contact
- Sweating - fidgeting
- Talking too much or not at all
- Jokes/cartoons
- Rude or condescending
- Can't follow instructions
- Comments about your job



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Manifestations of Anxiety

“Is this all you do all day long?”




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WAYS OF COPING




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Using the information you have and the compassion you feel.....



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CREATE THE POSITIVE BREAST IMAGING EXPERIENCE



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Creating the Positive Breast Imaging Experience


- Competence
- Communication
- Comfort
- Caring



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Creating the Positive Breast Imaging Experience


- **Competence**
- Communication
- Comfort
- Caring



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Creating the Positive Breast Imaging Experience

Competence = Confidence



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Creating the Positive Breast Imaging Experience

- Displace certificates of achievement and licenses
- Dress the part
- Join professional organizations



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Making sure you are doing your best... ALWAYS

- CEUs
- New techniques and ways of doing things
- Patient histories
- Follow up and documentation



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Making sure you are doing your best... ALWAYS

PRIDE AND PROFESSIONALISM =
GOING THE EXTRA MILE



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Creating the Positive Breast Imaging Experience

- Competence
- **Communication**
- Comfort
- Caring



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Creating the Positive Breast Imaging Experience

Develop scripts that are concise and caring that address potentially difficult situations



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Creating the Positive Breast Imaging Experience

Tips for scripts:

- Acknowledge feelings
- Use broad terminology
- Use terminology she understands
- Avoid specifics – generalize
- Individualize to fit your personality



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Creating the Positive Breast Imaging Experience

Ask about her previous experiences with breast imaging – tell her how this may be different



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Creating the Positive Breast Imaging Experience

- Introduce yourself
- Tell her what you do
- Ask if she has any questions before you get started
- Answer questions directly



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Creating the Positive Breast Imaging Experience

- Tell her what you are going to do before you do it
- Keep her updated
- Apologize when necessary



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Remember:

Anxiety clouds intake



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Creating the Positive Breast Imaging Experience

- Competence
- Communication
- **Comfort**
- Caring



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Creating the Positive Breast Imaging Experience

Comfort

- Physical Comfort
- Emotional Comfort



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Creating the Positive Breast Imaging Experience

Physical Comfort

- Comfortable environment
- Gowns that fit
- Shawls or robes
- Warm gel!
- Lockers and hangers
- Deodorant etc.



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Creating the Positive Breast Imaging Experience

Emotional Comfort

- Keeping the patient covered
- Addressing the patient
- Physical space
- Respectful and professional demeanor



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Emotional Comfort = Caring



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Creating the Positive Breast Imaging Experience

Empathy



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This is personal!

- Each and every patient belongs to someone
- Take the time to see them as such
- The quality of their exam depends on YOU



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Remembering this will help us focus on the commitment we have made as health CARE professionals



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ARE YOU TOO BUSY?



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What about your commitment
to your work?

Why are you doing this in the
first place?



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Committed to a Cause

- Gives us a sense of competence about ourselves and others
- Helps us focus our energy
- Is a positive outlet for our energy
- Creates a positive identification
- Connects us with our Spiritual self



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When we are committed

- Emotional support
- Empathy
- Engage with our self and others
- Utilize our inner resources to guide us



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Committed to a Cause

- Gives us a sense of competence about ourselves and others
- Helps us focus our energy
- Is a positive outlet for our energy
- Creates a positive identification



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Committed to a Cause

- We benefit emotionally
- Create interdependence
- Add to our mental well being



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COMMITTED TO COMPASSION



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HAVING PRIDE IN WHAT YOU DO



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PRIDE

Acknowledging all that you
have...and all that you have
accomplished *with* humility....but
without arrogance



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INDIVIDUAL AND COLLECTIVE PRIDE

Experiences in which we can say

"I...we....did this well"



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Being of service to one another, one colleague, one patient, one life at a time, one moment at a time is essentially what the role of the breast health professional is all about....



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BEING PROUD OF
WHAT YOU DO...AND YOUR
SPECIAL ROLE AS A LINK IN THE
CHAIN OF LIFE



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Pride we can feel when we are

- Kind
- Compassionate
- Mentoring
- Teaching
- Motivating
- Sharing
- Healing
- Helping



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How we see ourselves as

- Healthcare providers
- Caregivers
- Colleagues
- Partners
- Friends
- Neighbors



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Making a difference.



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This is personal!

Each and every patient belongs to someone.

Take the time to see them as such.



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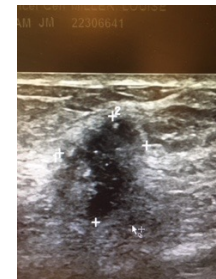
The real voyage of discovery consists not in seeking new landscapes but in having new eyes'

Marcel Proust



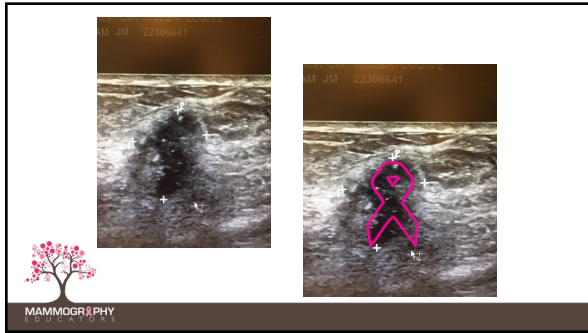
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