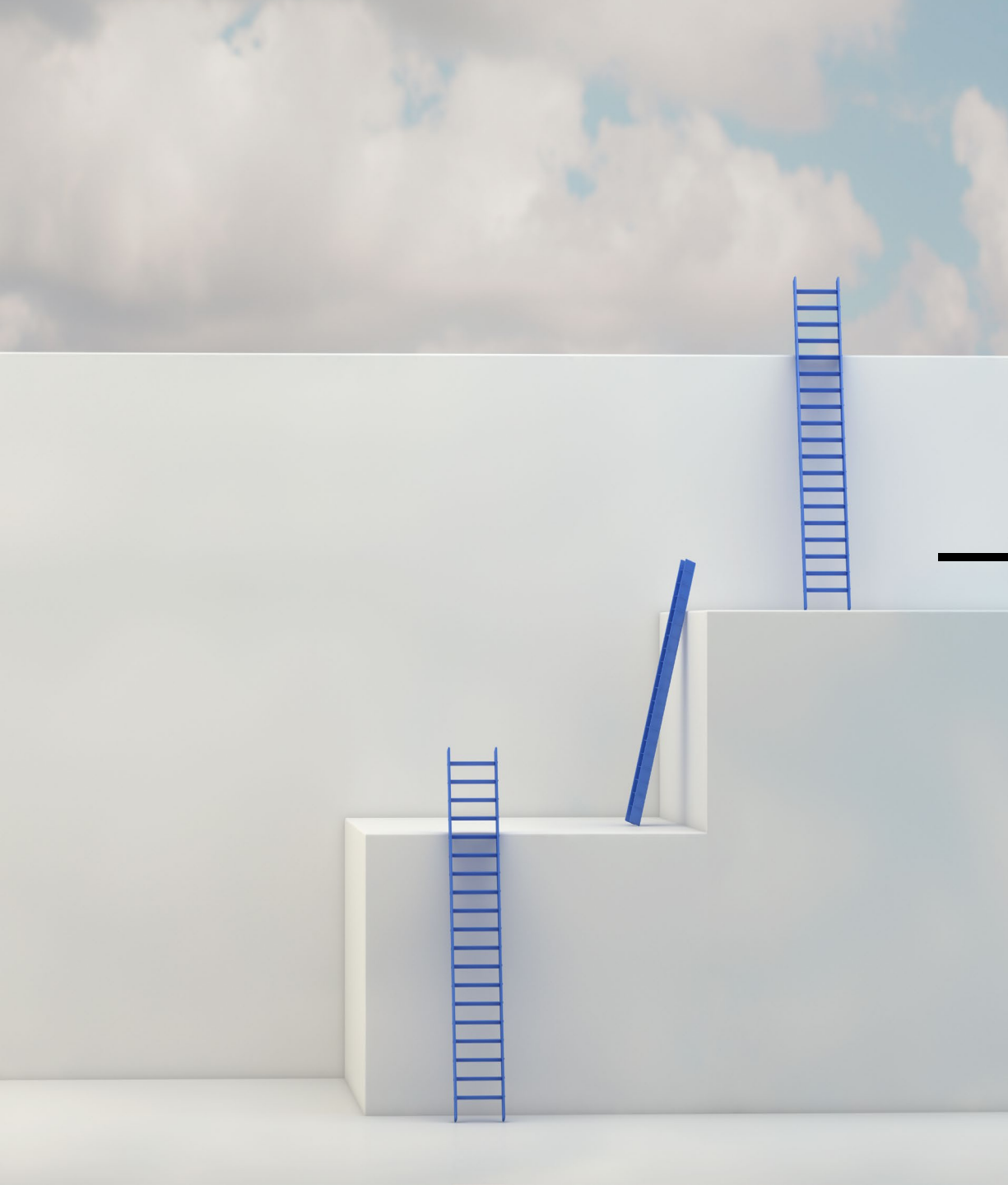




Words Matter: Effective Communications to Speak Like a Pro

By,
Eva M. Pusateri, Founder & President
Expert Communications & Training, Inc.

Expert
Communications
& Training

2024 - Newly Elected Physicians to Congress

1. Dr. Herb Conaway (D-NJ) – began practice in primary care settings before moving on to work as a clinical professor in an inner-city, community hospital teaching the next generation of physicians.
2. Dr. Maxine Dexter (D-OR), Physician
3. Dr. Mike Kennedy (R-UT), Family Physician
4. Dr. Kelly Morrison, MD (D-MN), OB-GYN
5. Dr. Bob Onder, MD (R-MO), Physician



Keys to Successful Communications...

1) Always know your message / what you are there to say.

2) It's Never About Being
a Woman –

It's About Your
Experiences as a Woman



3) Why Should We Listen to You? Label Yourself.

- Caring Doctor and Community Volunteer
- Family Physician and Lifelong (insert town/state name)





4) People don't "care what you know"...
Until they "know that you care."

“Blink” The Power of Thinking Without Thinking

By, Malcolm Gladwell

“What comes up again and again in malpractice cases is that patients say they were rushed or ignored or treated poorly. “People just don’t sue doctors they like,” is how Alice Burkin, a leading medical malpractice lawyer, puts it. “In all the years I’ve been in this business, I’ve never had a potential client walk in and say, ‘I really like this doctor, and I feel terrible about doing it, but I want to sue him.’ We’ve had people come in saying they want to sue some specialist, and we’ll say, ‘We don’t think that doctor was negligent. We think it’s your primary care doctor who was a fault.’ And the client will say, ‘I don’t care what she did. I love her, and I’m not suing her.’”





5) Communicate everything you need to in the first 30 seconds.

Additional time should be spent reiterating what you said and expanding your basic points.

6) Words Matter When It Comes to Power

Don't Say...

Um, Like, I mean

I think, I feel

But

Can't

If

Voters

Instead Say...

NA – just delete

Things either are or are not – those are qualifiers, limiters

And

I can / will try

When

Neighbors / families / our community

7) If You Don't Know.... Then You Don't Know.

- ☑ I don't know, but I will get back to you on that. What I do know is...
- ☑ I might not be the best person to comment on that, but I can tell you...
- ☑ I really can't address that part of the issue, but I do know...
- ☑ What is important here is...



8) If You Don't Want to Answer the Question.... Don't!

The ABC Method

A = Acknowledge the issue

B = Bridge to what you what to talk about

C = Communicate your message



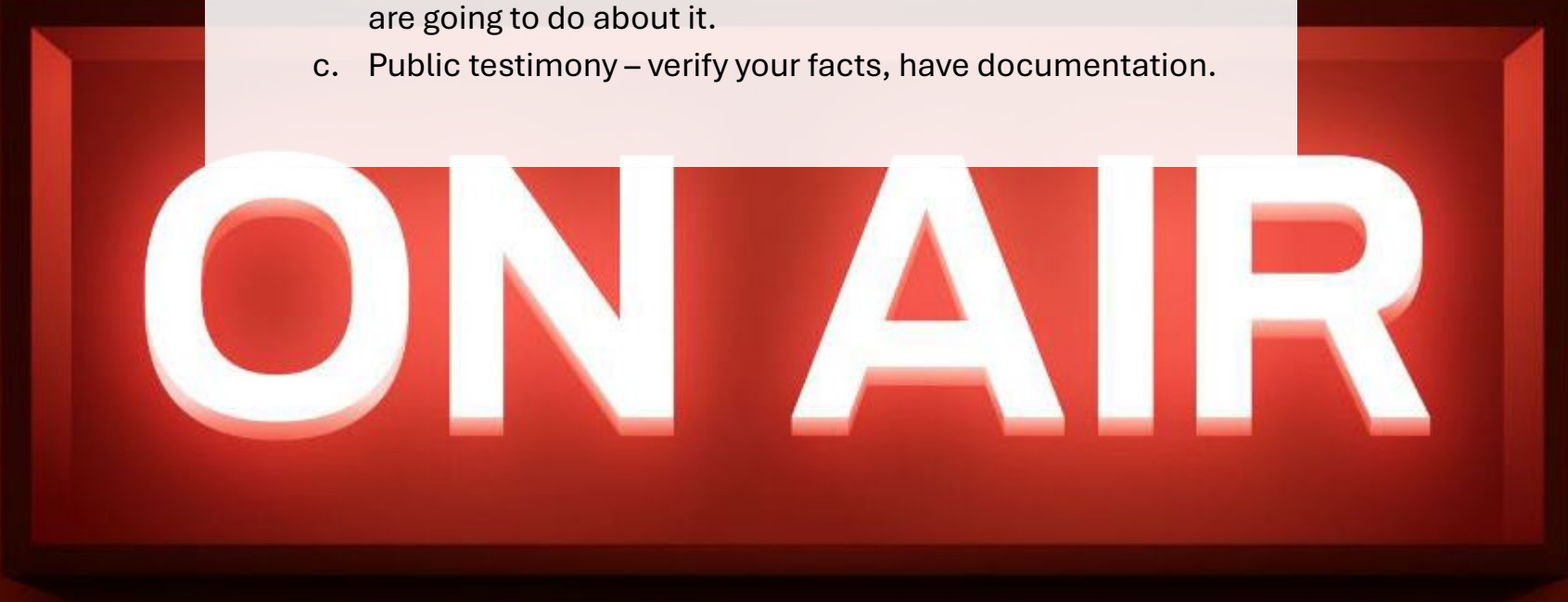


9) Support your claims with documentation



Always Know your Audience –

- a. Patients - your role is to be the voice of reason / ease their concerns.
- b. Party activists – want to know you agree with them / what you are going to do about it.
- c. Public testimony – verify your facts, have documentation.



ON AIR

Role Playing

(The following are not official policy statements.)

VACCINES

Concern: The incoming Trump administration has indicated that it may take a more skeptical view of vaccines.



In the News*:

- The federal government can't make vaccine requirements, only recommendations. The vast majority of public health authority sits at the state and local level.
- FDA (a government department/not political) won't force companies to pull vaccines off the market unless they present a real public safety concern.
- There are institutional guardrails (checks & balances) in place at federal agencies that would prevent some of the most radical changes from happening - Pushback from courts, industry and Congress could temper the incoming administrations' actions.

*Partial set of facts / Verify before using.

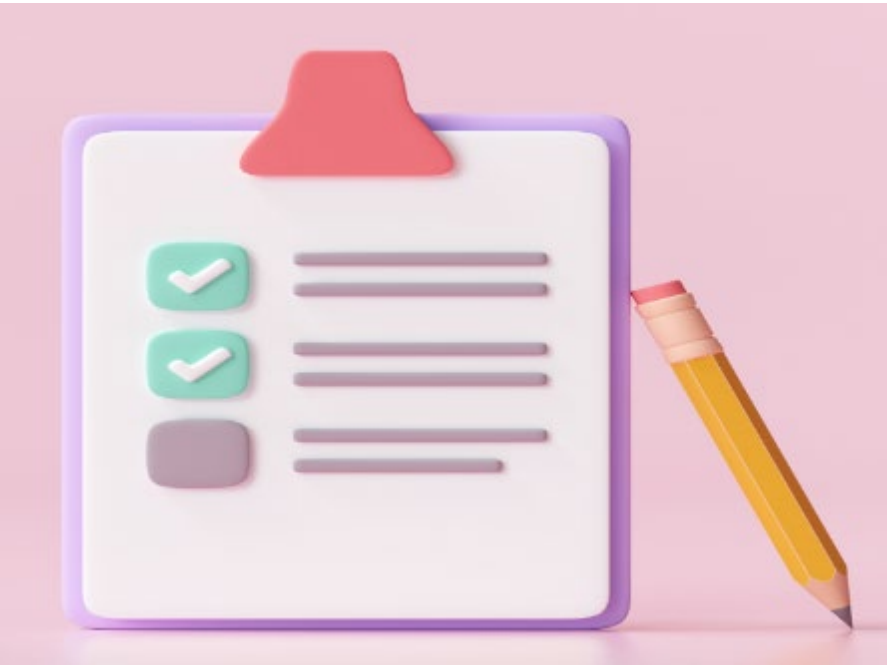
VACCINES



Potential Statement (to be personalized):

I appreciate your concern. The New York State Department of Health (and...)- states that vaccines are one of the great public health achievements. Because of vaccines, fatal diseases like polio, that were once common, are now only distant memories for most Americans. Vaccines are the safest way to protect all of us from a long list of serious and potentially life-threatening illnesses.

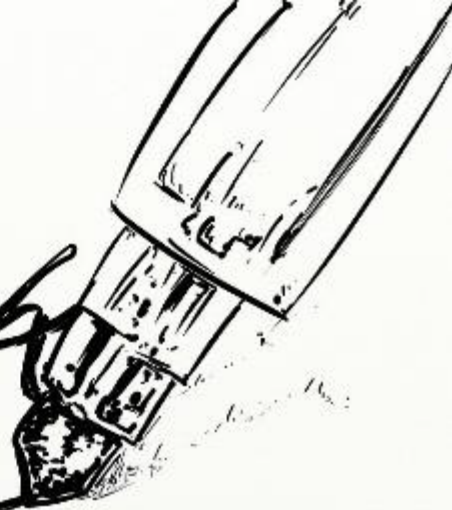
ADDRESSING ISSUES OF CONCERN:



1. I appreciate your concern...
2. Research both sides of the issue
3. Much of the issues being feared are state issues – impacted by federal decision making, but many are state decisions. Know your state.
4. Checks and balances.
 - a) Extreme ideas – often gets tossed out, and in the end, the result is usually somewhere in the middle.

ank you.

Thank
you



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