

A ONE-DAY SEMINAR

DEALING WITH DIFFICULT Patients, Colleagues, AND Healthcare Personnel

How to effectively communicate in the healthcare industry

Enroll Today!



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CareerTrack
P.O. Box 219468
Kansas City, MO
64121-9468

You're In A High-Stress Position. Every day, you face ...

Patients who are irritable, uncooperative, maybe even unreasonable

Patient relatives who want answers and request constant updates about the condition of their loved ones

Co-workers who are overworked, short-tempered, and exhausted

In one day, you will learn how to ...

- **Be sensitive** to the reasons difficult people act the way they do
- **Gain the trust of patients** — even those who initially don't *want* to put their faith in you
- **Set limits without creating barriers** for patients, managers, and staff members
- **Say and do the right thing** to smooth out a rocky situation and set the relationship back on course
- **Bring out the best** in even the most trying personalities
- **Maintain your composure and control** — even when someone gets "in your face"
- **Cool down heated situations** and put patients and families at ease
- **Win people over** with newly acquired non-verbal skills

You may think you don't have time to get away, but you
CAN'T AFFORD TO MISS THIS!

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 CAREERTRACK®

Hospitals, Clinics, Healthcare Offices — **They Bring Out the Worst in All of Us**

You work in a pressure cooker. Not only do you deal with all kinds of people in your clinic, hospital, or healthcare office, but as you well know, even those who might be pleasant under ordinary circumstances often become difficult in this high-stress environment. **Let's face it, in a healthcare setting you are seeing people at their worst.**

Your patients may be sick or hurt. They probably feel awful. Plus, they're often frightened, worried, and feeling vulnerable.

Your co-workers are overworked and stretched as far as they can go.

Physicians feel the pressure of having so much riding on their decisions. Their professional expertise is on the line every day, and the possibility of a malpractice lawsuit is a constant threat. It's not surprising that they expect perfection from you.

Patients' relatives ... family members are worried and anxious about their family members. They want answers that you simply may not be able to provide.

Is it any wonder you feel stressed, beat up, and frazzled when you get home from work?

The healthcare environment will always be extremely challenging, but you can change the way you approach it. Spend a day at this seminar, and learn the skills that will allow you to go back to work with a fresh outlook and make it possible for you to experience a return to the sense of fulfillment, satisfaction, and genuine empathy that brought you into the healthcare field in the first place.

This seminar equips you with the **strategies and communication skills you need** to survive and thrive in your demanding, high-stress healthcare position.

How many of these people do you encounter in a day?

- The patient who buzzes the desk every few minutes for information, a glass of water, a magazine
- The co-worker who snaps at you for doing things differently than she thinks you should
- The patient's relative who demands to speak to the doctor, then becomes enraged when that's not possible
- The whiner who really isn't *that* sick, but craves attention
- The co-worker who can't seem to do anything on his own
- The staff member who thinks "one-liners" are the way to lighten up the mood
- The patient or co-worker who's always informing on staff members to get them in trouble with superiors
- The gossip who spreads juicy stories about co-workers, superiors, and patients, whether they're true or not
- The staff member who always comes in a little late and leaves a little early
- The co-worker who has a million excuses for not performing basic duties
- The patient who is late for every appointment or, worse yet, doesn't show up at all
- The show-off who's always trying to upstage everyone else in the office

Who Should Attend?

- Nurses and nurse aides
- Physicians
- Office managers and staff
- Clinical technicians
- Hospice workers
- Nursing home employees
- Anyone who works in healthcare!

6 Skills That Keep You in Charge of Your Day — No Matter What Difficult People Do

1. Understand what makes difficult people tick.

Are there certain times of the day when your difficult patient is even harder to deal with? Are there specific issues that always push the doctor's buttons? Do certain co-workers bristle when they're assigned extra tasks? Build a plan for getting "in sync" with difficult personalities so you can more easily and effectively communicate with them and get results.

2. Bring out the best in all kinds of people.

You've heard it said: "You've got to train people how to treat you." It's true. Even the most difficult people have moments when they are well-behaved. Learn how to reinforce the positive behavior, so it occurs more frequently.

3. Improve your listening and non-verbal skills.

The weary daughter who thinks her ill mother needs an aspirin ... the disgruntled co-worker who is unhappy about his work schedule ... the physician who rattles off instructions at lightning speed. No matter who it is or what the situation, listening is the most important communication skill of all. And, if you have the ability to project a listening attitude with your body language, it goes a long way toward soothing a frustrated patient, a worried family member, or a harried co-worker. At the training, you'll gain techniques you can use your first day back to project concern, calm the most difficult and unreasonable people, and convince them you're on their side.

4. Project poise and confidence, regardless of how you feel inside.

When difficult people push all your buttons, you'll take a deep breath and fall back on the strategies you learn at this seminar. Know how to disarm a hostile person and defuse the situation. Be assertive, without coming on too strong. Perhaps for the first time ever, feel confident that you can handle anything and anyone, because you'll have a reservoir of interpersonal skills to draw upon.

5. Communicate more effectively, credibly, and assertively.

Poor communication skills undercut your professionalism and eclipse the job skills you've worked so hard to develop. Like it or not, patients, colleagues, and physicians judge you according to the way you express yourself. In a high-pressure healthcare environment, polished communication skills are essential tools to smooth out your daily encounters and put people at ease. This training will help you elevate your "word power" to a more professional level that gets results with all kinds of people.

6. Negotiate better agreements and resolve conflicts easily.

"Why can't the doctor talk to us without an appointment?" ... "I've buzzed three times — are you ignoring me?" ... "I demand to know why this test wasn't ordered like I asked!" Your day may be filled with encounters like these. They're common in healthcare. Discover the secret to resolving conflicts quickly, with outcomes that are acceptable to all parties. Sharpen your diplomacy skills so you can consistently be the voice of reason in difficult situations.

What Pushes Your Buttons?

- Co-workers who whisper and snicker behind your back
- Slow-moving colleagues who seldom finish their work each day
- Patients who demand to see the doctor without an appointment
- Patient relatives who telephone for information about their family member, requesting details they really don't have a right to know
- Managers who schedule too much work for the staff members on duty
- High-maintenance patients who buzz the nurses' desk incessantly
- Patients who fly off the handle when the doctor is only a few minutes late to see them
- Colleagues who say "yes" to anything, but seldom deliver
- Whiners and complainers who recount their problems to everyone they meet

Don't Let Difficult People Ruin Your Day. Gain the Skills That Give You Power in Every Situation.

40 Critical Skills You'll Learn

Understand what makes difficult people tick.

- Techniques that provide insight into your difficult person's motivators
- Why complainers complain — and how to move them quickly into problem-solving mode
- How to read and interpret other people's body language — what are they *really* saying?
- The “wrong side of the bed” syndrome — why some people start out badly and just get worse as the day goes on
- How to recognize when *you* are being a difficult person
- What your difficult person wants — and how you can provide it
- The secret to making others feel valued, important, and comfortable — especially when they are ill

Bring out the best in all kinds of people.

- How to interpret odd behavior in a healthcare setting
- How (and why) you can fix only situations — not people
- 3 ways to increase your personal diplomacy skills so you positively affect negative situations and people
- The kind of feedback that brings the best — and fastest — results

- The 4 behavior styles and how to communicate with each personality type for best results
- Expecting the best — the self-fulfilling prophecy that works equally well with physicians, patients, and colleagues
- 2 steps you can take that bring out the best in others in every situation

Improve your listening and non-verbal skills.

- How to listen for what is not being *said*, but *implied*, by a problem person
- “Charging Rhinos” — how to keep these loudmouths from dominating conversations
- Simple reminders that help you stay attentive to the person talking
- What you can do — without saying a word — to demonstrate your interest to a speaker
- How to be sure your verbal and non-verbal messages are consistent
- Body language to use in dealing with specific kinds of difficult people — it can be more powerful than your spoken words

Project poise and confidence, regardless of how you feel inside.

- Your most powerful and effective response to sarcasm
- Specific techniques to help you stay calm under attack

- How to use positive language to steer conversations with difficult people in a more productive direction
- Ways to say “no” and stand your ground without alienating colleagues or patients
- How to increase your personal strength through flexibility
- Why no one — not even the most trying person — can make you feel hurt. Learn how you can choose positive, productive emotional responses
- What you can do immediately to defuse a hostile situation

Communicate more effectively, credibly, and assertively.

- The first and best thing you can do when patients or colleagues blow their tops
- How to respond to put-downs — keep your self-esteem intact without making the situation worse
- 5 easy steps that cut through anxiety and tension — and get your point across
- How to re-establish trust when the staff has “blown it” with a patient
- What you can do to help co-workers stop the envy, resentment, and “back-stabbing” so you enjoy more honest, nurturing relationships with colleagues
- How to help people solve their own problems, instead of expecting others to find the solution

Negotiate better agreements and resolve conflicts easily.

- A proven method for uncovering the unspoken issues behind interpersonal conflicts
- When it is essential to stand your ground and when you should walk away
- The unique challenges of negotiating in a medical environment

- A strategy for getting even the most difficult patient or family member to see things from your point of view
- What to do when a colleague or patient “digs in” and won’t budge
- The secret to maintaining emotional composure in the presence of an irate person
- How to survive a conflict with all egos intact

On-Site Training Solutions

Get the Results You’re Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you’re serious about their professional growth and achieving critical organizational goals and objectives.

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From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting, and intriguing!

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We’ll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues, and scheduling concerns.

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On-Site Training allows you to train work groups, teams, and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge, and confidence they need to meet tough workplace challenges head-on, realize their full potential, and perform at their peak.

For a free consultation, visit us online at www.careertrack.com or call us at 1-800-944-8503 today!

Guaranteed Results

All of our seminars are **100% SATISFACTION GUARANTEED!** We’re confident that this seminar will help you deal with difficult people in a healthcare setting. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we’ll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

The whiner. The bully. The know-it-all.

Meet all of the people who send you over the top.

5 Difficult Personalities Common in Healthcare

The Whiner — Nothing is ever right for this unhappy person, and he delights in spouting the details about each hangnail, headache, and minor annoyance that befalls him.

The Back Stabber — She masquerades as your friend, but takes the first opportunity to use what she knows about you to get you in trouble with the manager, undermine your authority with patients, or make you look bad to co-workers.

The “Yes” Person — If the manager says, “Jump!” he asks, “How high?” He agrees to any commitment, yet rarely delivers. You can’t trust him to follow through, and that makes more work for everyone else.

The Emperor — She believes she is superior to everyone else. There are jobs she simply won’t do, because they are beneath her. Yet, when praise is being handed out, she’s the first in line.

The “No” Person — He’s quick to point out when something won’t work, which is pretty much all of the time. Yet, he rarely has a better idea.

Your Workbook Helps You Remember What You’ve Learned

At this seminar you will gain hundreds of tips, techniques, and strategies for handling the difficult people you meet each day in your healthcare office, clinic, or hospital. The workbook contains key points covered during the seminar, and it’s yours to take back to your office. There’s also ample room in this workbook for you to make your own notes. Back in your healthcare facility, it will be an invaluable desktop reference and a helpful memory-jogger.

Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment and pay your enrollment fee today! A confirmation will be e-mailed, faxed, or mailed to you once your registration is completed. Please make your preference known at time of registration. **Payment is due before the program.**

Express Seminar Enrollment! Please be sure to provide us with your e-mail address or fax number and check the Express Seminar Enrollment box on the registration form. You will receive your e-mailed or faxed confirmation within 48 hours of our receiving your e-mailed, faxed, or mailed registration form.

PROGRAM SCHEDULE

Check-in: 8:30 a.m. – 9:00 a.m.
Program: 9:00 a.m. – 4:00 p.m.

CANCELLATIONS AND SUBSTITUTIONS

You may cancel your registration up to 10 business days before the program. Your registration fee will be refunded less a cancellation fee. If you need to cancel less than 10 business days prior to the program, you may 1) send a substitute from your organization or 2) transfer your registration fee to another program of your choice that is scheduled within 12 months of your original event. Please note that if you don’t cancel and don’t attend, you are still responsible for payment. Substitutions may be made at any time.

Please Note

- We will e-mail, fax, or mail your confirmation to you once your registration is completed.
- You will be notified by e-mail, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city, or cancellation).
- Walk-in registrations will be accepted as space allows.
- Please, no audio or video recording. See your program leader for audio and video program availability.
- Lunch and parking expenses are not included.
- If using a purchase order, please attach it to a completed registration form and mail to us right away.
- You will receive an attractive take-home Certificate of Attendance at the end of the program — great for framing or including in your personnel file.
- Payment is due before the program.

TAX-EXEMPT ORGANIZATIONS

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate to us for payment processing. *Thank you.*

TAX DEDUCTION

If the purpose of attending a CareerTrack seminar is to help you maintain or improve skills relating to employment or business, expenses relating to the program may be tax-deductible according to I.R.C. Reg. 1.162-5. Please consult your tax adviser.

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Please e-mail or fax my confirmation to me within 48 hours.

My e-mail address or fax number is: _____

5 NAMES OF ATTENDEES (Please list additional names on a separate sheet.)

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Ms. _____
Job Title _____ Event # _____

E-mail Address _____ Business Home

#2 Attendee's Name
Mr. _____
Ms. _____
Job Title _____ Event # _____

E-mail Address _____ Business Home

#3 Attendee's Name
Mr. _____
Ms. _____
Job Title _____ Event # _____

E-mail Address _____ Business Home

6 METHOD OF PAYMENT (Payment is due before the program.)
Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (5.84%), and West Virginia (6%).

Total amount due: \$ _____

Check # _____ (payable to **CareerTrack**) is enclosed.

Bill my organization. Attn: _____

Purchase order # _____ is enclosed.
(Attach purchase order to completed registration form.)

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Please attach a copy of your Tax-Exempt Certificate for payment processing.



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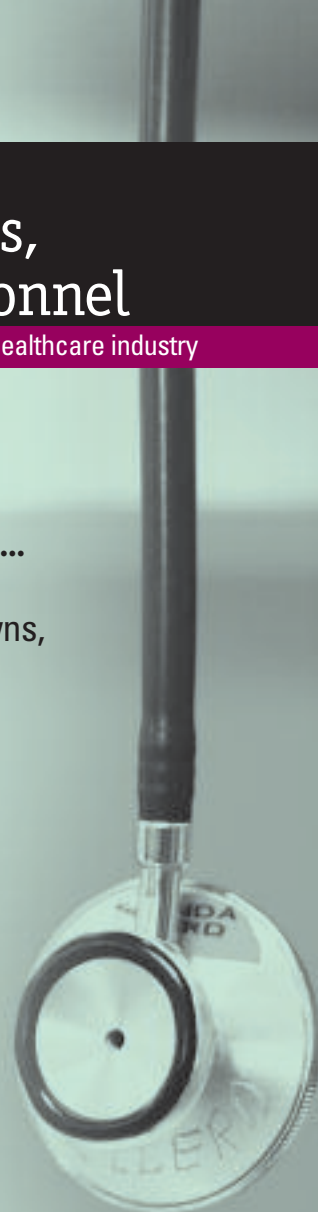
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How to effectively communicate in the healthcare industry

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Are you tired of putting up with ...
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demands, pushy behavior, put-downs,
whining, hostility, and resentment?

Regain control over your workday
and the personalities that make
it difficult to do your job as a
healthcare professional.



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