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## Bedside Manner

Being kind and empathetic goes a long way in gaining a patient's confidence. Bedside Manner is defined, in the Merriam Webster Dictionary, as; "The manner that a physician assumes toward patients," and in a more general sense, "A person's manner in dealing with others." Healthcare involves many personal interactions with a variety of people, and establishing respectable relationships with patients, colleagues, and supervisors can really make a difference in the way a patient will approach their own healthcare.

Service performance in healthcare is heavily scrutinized. It is critical for medical practices to focus on providing positive experiences for patients and caregivers that begins as soon as they enter the door. Everyone from the receptionist to the physician must do their part to convey a sense of courtesy, caring and helpfulness. A healthcare provider's bedside manner encompasses their medical knowledge, personality and ability to understand the patient and communicate their concern for them. A physician should encourage open dialogue, encourage questions, and answer any and all questions in a caring manner, not to dismiss any question as irrelevant or unimportant; if it was asked by the patient, it is obviously relevant and important to them.

Healthcare will continue to face advancements and changes, but professionalism and focus on the patient continue to be at the heart of what it means to be in a healing profession. Sullivan Luallin Group outlines how healthcare professionals can appropriately deliver services using the **C.L.E.A.R.** service model:



### Connect

- Acknowledge immediately
- Establish eye contact and smile
- Use the patient's name
- Use a friendly, helpful voice tone
- Say "please" and "thank you"

## Listen

- Maintain eye contact
- Be relaxed
- Don't interrupt
- Use "active" listening techniques & repeat information for accuracy



## Explain

- Describe what is going to happen
- Answer questions with patience
- Let patients know about expected delays
- Speak slowly, repeat as necessary



## Ask

- "Where all your questions answered?"
- "Is there anything else I can do?"
- "Did you understand...?"



## Re-connect

- Check back frequently with waiting patients
- Direct patient where to go next
- End with a friendly parting comment

Good bedside manner is critical to achieving optimal patient outcomes because it greatly improves a difficult experience for patients and their families, whether it is due to a hospital stay, doctor's visit, testing, etc. The patient should **ALWAYS** come first.

Please **email us** any topics or specific questions that you would like us to cover.  
**Questions?** Contact us today at **800-872-3044**.

The following website was sourced and referenced for this article:

<http://source.southuniversity.edu/healthcare-professionalism-how-important-is-proper-bedside-manner-132067.aspx>

<https://nursingonline.pnw.edu/articles/importance-of-good-bedside-manner.aspx>

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