



In Practice, Communication is Key

By Paul S. Inselman, DC

There is nothing better than a happy and profitable chiropractic office. The staff is happy, the patients are happy, and all of the associates are happy. To add to that happiness, your spouse is happy, your kids are happy, and even your in-laws are happy. Life is good! Are you experiencing that “happy factor” in your life and practice? If not, the following article should shed some light on ways that you can achieve it.

Communication is an art. There is verbal (spoken) communication and nonverbal (body language) communication, and both are vitally important. The nonverbal part is most often overlooked. Every single one of your patients, colleagues, family, etc. comes to you with their own particular “language.” If you do not know and understand the language they speak, miscommunication and a diminishment of the “happy factor” will ensue.

Knowing the other person’s personality type will greatly aid you in knowing what “language” the other person speaks. While there have been volumes written on personality types, I would like to distill the types down to the basic four: analytical, driver, amiable, and expressive.

Analytical people are known for being systematic, well organized, and deliberate. These individuals appreciate facts and information presented in a logical manner as documen-

tation of truth. They enjoy organization and completion of detailed tasks. Others may see them at times as being too cautious, overly structured, or those who do things too much “by the book.”

Analytical Characteristics:

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|----------------|------------------|
| 1. Controlled | 6. Cautious |
| 2. Orderly | 7. Diplomatic |
| 3. Precise | 8. Systematic |
| 4. Disciplined | 9. Logical |
| 5. Deliberate | 10. Conventional |

How to Speak to an Analytical Patient:

1. Speak slowly and resonantly.
2. Provide just the facts.
3. They appreciate information in a logical manner.
4. They are detail oriented, so you must describe how detail oriented you are.

Drivers are people who thrive on the thrill of the challenge and the internal motivation to succeed. Drivers are practical folks who focus on getting results. They can do a lot in a very short time and usually speak quickly, directly, and to the point. They are often viewed as decisive, direct, and pragmatic

Driver Characteristics

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|--------------------|----------------------|
| 1. Action oriented | 7. Risk taker |
| 2. Decisive | 8. Forceful |
| 3. Problem solver | 9. Competitive |
| 4. Direct | 10. Independent |
| 5. Assertive | 11. Determined |
| 6. Demanding | 12. Results oriented |

How to Speak to a Driver Patient:

1. Speak quickly and distinctly.
2. Focus on the results.
3. Paint a picture of what the results will look like.
4. He with the most certainty wins. If you do not present your position with certainty, a driver will bowl you over.
5. You must be confident and state the facts clearly and precisely.
6. Give them choices that you can live with, but let them make the choice. For example, "I have a 3:00 p.m. or a 6:00 p.m. appointment open. Which would you prefer?"

Amiable people are dependable, loyal, and easygoing. They like things that are nonthreatening and friendly. They hate dealing with impersonal details and cold, hard facts. They are usually quick to reach a decision. They are often described as being warm people who are sensitive to the feelings of others, but at the same time, they can be wishy-washy.

Amiable Characteristics

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|----------------|----------------|
| 1. Patient | 6. Mature |
| 2. Loyal | 7. Supportive |
| 3. Sympathetic | 8. Stable |
| 4. Team person | 9. Considerate |
| 5. Relaxed | |

How to Speak to an Amiable Patient:

1. Speak softly and slowly.
2. Be nonthreatening and very friendly.
3. Don't give them hard, cold facts, but rather create a "feeling of peacefulness and harmony."
4. They respond well to a very caring, sympathetic attitude.
5. Don't give them too many choices because they are easily overwhelmed.

Expressive people are very outgoing and enthusiastic with a high energy level. They are also great idea generators, but

usually do not have the ability to see the idea through to completion. They enjoy helping others and are particularly fond of socializing. They are usually slow to reach a decision. They are often thought of as talkative, overly dramatic, impulsive, and manipulative.

Expressive Characteristics

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|-----------------|----------------|
| 1. Verbal | 7. Charming |
| 2. Motivating | 8. Confident |
| 3. Enthusiastic | 9. Dramatic |
| 4. Convincing | 10. Optimistic |
| 5. Impulsive | 11. Animated |
| 6. Influential | |

How to Speak to an Expressive Patient:

1. Speak quickly and be outgoing and personable.
2. Use high energy.
3. Compliment them (hair, glasses, car, etc.) because they want to be noticed.
4. You need to paint them a clear picture of how the process goes.

Communication is the key to happiness, compliance, and motivating people to take your treatment recommendations. If you are able to quickly identify the personality style of patients, you will know the "hows and whys" of what to say to meet their needs. Once they feel that you truly understand them and feel emotional connections, they will come up with the logical reasons to do as you ask.

Remember to practice PTC, or present time consciousness, with everybody with whom you interact. Also, make sure that you are en rapport or your communication efforts are destined to fail.




Dr. Paul S. Inselman, president of Inselman Coaching, is an expert at teaching chiropractors how to build honest, ethical, integrity-based practices based on sound business principles. From 2008 to 2014, his clients' practices grew an average rate of 145%, while the general profession was down 28%. His 30 years of clinical experience coupled with 10 years of professional coaching has allowed him to help hundreds of chiropractors throughout the nation. He can be reached at 888-201-0567. To schedule a free, no-obligation consultation, go to <https://www.timetrade.com/book/JNW2J>. His website is www.inselmancoaching.com.

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