



# Advanced Communication and Leadership Skills for doctors

## Influencing Patients, Peers and Allied Health Professionals with Medical NLP

Amsterdam, October 29th, 30th and 31th 2012

Trainer: Garner Thomson, Training Director, The Society of Medical NLP



## OVERVIEW

### The problem

Today's healthcare environment is facing challenges on an unprecedented scale. An estimated one in 10 patients admitted to hospital in the EU is a victim of medical error. A disproportionately large percentage (a further one in 10) of these accidents results in serious injury or death.<sup>1</sup>

Figures from elsewhere are even more worrying. According to a report by Dr Barbara Starfield, MD, MPH, of the Johns Hopkins School of Hygiene and Public Health, medical errors – iatrogenesis – may now be the third leading cause of death in the United States, following cancer and heart disease.<sup>2</sup>

### Under-reported statistics

Many researchers believe the figures for medical errors may be significantly under-reported throughout the world, possibly for fear of litigation.<sup>3</sup> Since no effective, mandatory, official system of registration of medical errors, no mandatory root cause analysis and no systems established to prevent the occurrence of medical errors exist in Europe, the figures may be even higher than one in 10. In contrast, motor vehicle accidents have been for decades routinely and systematically registered along with the recording of deaths and injuries.

Various studies blame a number of factors, including work pressure in hospitals, limited consultation time and reduced financial resources. But, one of the recurring problems revealed in successive studies is defective communication – between doctors and nurses and their patients, as well as among the health professionals themselves.

### The solution

Numerous studies, as well as a growing body of clinical experience, show clearly that communication reaches beyond simply transmitting information from one person to the next. How we communicate – verbally and nonverbally, consciously and unconsciously – can impact the listener's physical and psychological health and well-being, and directly affect the clinical outcome for better or worse.<sup>4,5,6</sup> The informed and experienced speaker may be as much as 75% more responsible for successful outcomes, including both the physical and emotional functionality of the listener, than the treatment itself...whatever that might be.<sup>7,8, 9</sup>

Since 1998, The Society of Medical NLP, an independent, self-funding organisation, has been serving the specific needs of doctors, nurses, psychologists, psychiatrists, dentists, medical students and associated health professionals of all specialties. The Society and its members are committed to reviewing the growing body of research and developing non-pharmacological, non-invasive and integrative treatment options. To date, it has provided accredited professional development training, student

education, practice-development and consultation in Medical Neuro-Linguistic Programming™ and advanced communication skills to hundreds of health professionals from the UK, continental Europe, North America, Canada, Australia, China and India. This programme has been designed, by Garner Thomson, NLP Master Practitioner and Trainer and Training Director of The Society of Medical NLP, with the specific needs of clinicians in mind.

Throughout the three days, participants will be introduced to evidence-based principles and practical techniques that will allow them to harness the power of language in healing and health.

Since many of the elements and approaches of the Medical NLP communication model are equally relevant to exchanges between doctors and their patients as well as with their colleagues and peers, this dynamic and experiential course will focus first on essential commonalities of effective communication practices, including the management of conflict and dealing with “difficult people”.

It will then move on to nine communication skill requirements in three professional relationship domains, doctor and patient, doctor and nurse, and doctor and doctor. Finally, it will suggest directions in which participants can take these learnings into their fields in the future.

## DAY ONE

### The elements of communication and leadership:

- More than advising, persuading or, instructing. Understanding eight ways in which we communicate
- Mastering the foundations of effective communication; ensuring you are ready to communicate and your listener is ready to receive
- The origins and objectives of a “language of healing and health”
- Moving from problem-solving to solution-orientation (helping the patient vs curing the disease)
- The first 30 seconds; how initial impressions can contaminate a new relationship
- Creating agreement, concordance and adherence
- A formula for successful communication

### DAY TWO:

#### The mechanics of communication and leadership:

- How to achieve real empathy and involvement without burn-out or “emotional contagion”
- “Reading” the person you’re dealing with and avoid trouble before it begins
- The value of “story”; why the right kind of listening matters
- Accessing and stabilising positive resources
- Orientating towards successful outcomes; auditing for change
- Thinking in time; temporal language, permanent change
- A formula for problem solution

### DAY THREE:

#### The importance of language:

- Words that harm, words that heal
- Acquiring quality data; the art and science of effective questioning
- Direct and indirect influence
- Three tools of indirect persuasion
- Designing, making and maintaining change
- Putting it together. The three-part communication model with patients, peers and other health professionals
- When time is at a premium; how to get more done in less time
- Managing conflict and dealing with difficult people
- The way forward; applying the language of healing and health to nine communication domains in three communication relationships: Doctor-and-Patient, Doctor-and-Nurse, Doctor-and-Doctor
- Q&A Session

### REFERENCES

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- 3** Bismark, M. Paterson R. 'No Fault Compensation in New Zealand: Harmonizing Injury Compensation, Provider Accountability & Patient Safety. Health (Milwood) 200; 25:278-83
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- 5** Benedetti F, Amanzio M, Vighetti S, Asteggiano G (2006) The bio-chemical and neuroendocrine bases of the hyperalgesic nocebo effect. Journal of Neuroscience 26: 12014–22.
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- 9** Lambert, Michael J.; Barley, Dean E. The therapeutic relationship and psychotherapy outcome. Psychotherapy: Theory, Research, Practice, Training, Vol 38(4), Win 2001, 357-361



GARNER THOMSON, NLP Master Practitioner and Trainer, is the founder and training director of the Society of Medical NLP, and the creator of the Medical NLP programme. Medical NLP is a field developed out of the work of Dr Richard Bandler, integrating Neuro-Linguistic Programming, solution-oriented psychotherapy and advanced communication skills into mainstream medical practice.

At the request of a number of doctors who became interested in the results achieved in his own practice by his non-invasive, drug-free approach to chronic illness, he began to share his experiences with health professionals of all specialties in 1996.

In 1998, he founded The Society of Medical NLP, with the support of Dr Bandler, and clinical advisor and GP trainer Dr Khalid Khan. He assembled a group of professional advisors, including specialists in primary care, and consultant physicians in pain management, surgery, anaesthetics, care of the elderly, psychiatry, paediatrics, nutrition and nursing, all of whom trained with him in Medical NLP and communication and consulting skills.

Since then, he has taught several hundred doctors, dentists, psychologists, psychiatrists, nurses, and allied health professionals from the United Kingdom, continental Europe, China, North America, Australia, Canada and India.

Between 2003-2004 he designed, introduced and taught several Special Study Modules (SSMs) on Medical NLP to a number of students at Guy's, King's and St Thomas's Medical School (GKS) in London. The SSM module programme was introduced by the medical school to offer students a choice of different subjects not otherwise part of their course syllabi, all to be taught at Masters' level.

The Medical NLP modules established themselves among the most popular in the years they were offered, and pioneered the introduction of Neuro-Linguistic Programming into medical education in the UK. Aside from advanced linguistic and communication skills, the modules also covered practical skills, including non-pharmacological management of illnesses such as IBS, anxiety disorders, high blood pressure, phobias and allergies. A number of British medical schools have since followed GKS's far-sighted lead and run NLP modules of various kinds as part of their further education programmes.

A former science and medical writer whose articles appeared in a wide range of newspapers and magazines, Garner Thomson was especially interested in studies that claimed that between 30% and 50% of all conditions for which patients seek medical

help have no evident pathological cause. He and the medical professionals who work with him found that many of these challenging conditions responded to the principles and techniques developed within Medical NLP.

Most recently, preliminary audits at a leading Birmingham hospital, where anaesthetists and surgeons are applying principles taught by Garner Thomson, have shown a significant improvement in clinical outcomes, including a reduction in patient's experience of pain and the use of peri-operative medication, increased patient satisfaction, and shortened bed stay. A paper on this programme is currently in preparation by a senior consultant on staff for a leading professional journal.

At the same time, he has applied his knowledge and experience of communication skills in a bid to help medical professionals address the serious issues faced on a day-to-day basis, including the risk and cost of medical error, a cause for growing concern in both Europe and the United States, and often caused by a failure in the communication chain.

Aside from teaching, he has been invited to address a number of National Health Service trusts, specialist health and management groups, as well as other influential organisations, including the Royal Society of Medicine in London. He also consults with and helps individual medical and dental practices develop, manage change, and improve communication skills between staff members and patients.

A long-time student and associate of Dr. Bandler's, Garner Thomson has a background in psychology, communications, Ericksonian hypnotherapy and trans-cultural and integrative health-care approaches that spans more than 30 years. He also runs a busy Medical NLP and Hypnotherapy practice in London, mostly by referral from doctors in primary and secondary care.

He writes and lectures widely, in the UK, Europe and India, and appears on radio and television, both as presenter and guest. He is the author of *Magic in Practice, Introducing Medical NLP—The Art and Science of Language in Healing and Health*, is editor of *Richard Bandler's Guide to Trance-formation*, and has co-authored with Dr Bandler the recently published *Secrets of Being Happy – The Technology of Health, Hope and Harmony*. He is currently working on a third book with Dr Bandler, *Living Legends*, about the people who influenced the early development of NLP, and is in development talks with a major British TV network about a series demonstrating rapid and lasting change techniques for certain health and emotional issues.

#### Websites:

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### Details

#### Event

Advanced Communication and Leadership Skills for doctors  
Trainer: Garner Thomson, Training Director,  
The Society of Medical NLP

#### Dates

October 29th, 30th and 31th 2012

#### Times

10am till 6pm with 1 hour lunch (lunch is included)

#### Location

De Nieuwe Liefde, Da Costakade 102, 1053 WP Amsterdam

#### Admission

Medical doctors and doctors in training

#### Support staff

This event is supported by Sesmu Arbous, MD PhD NLP Master Practitioner, Carlos Elzo Kraemer, MD NLP Master Practitioner and Joost van der Leij, NLP Master Trainer

#### Price

875,- euro inc 19% VAT (675,- euro for doctors in training)  
Price includes a free copy of Magic in Practise  
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