



THE EMPATHETICS TRAINING APPROACH FOR HEALTH PLANS

ABOUT THE EMPATHETICS APPROACH

Empathetics provides innovative empathy and interpersonal skills training for medical professionals leveraging new, scientifically proven methods that enhance human relationships and make medical practice more effective and efficient.

Health Plans can uniquely benefit from empathy training that can significantly improve the quality of human interactions. Negative consequences of uncompassionate communication threaten the effectiveness of the overall healthcare experience for members and their providers. Empathetics offers novel training based on the neurobiology and physiology of human interactions that improve interpersonal behavior benefiting health plan employees who work in interprofessional teams, as well as those who work with members and providers.

VALUE TO PROVIDERS OF A HEALTH PLAN NETWORK

- Providing essential CME/CE-accredited education allows providers to develop important relational skills sets to improve health outcomes and lower costs
- Training the Provider Network in empathy and communications provides a competitive advantage for physicians to attract patients to their clinical practice
- Empathy training is important for Employers choosing a health plan with a network of compassionate physicians to care for their employee population
- Communications training meets different accreditation and licensing requirements including Joint Commission, Magnet Status, risk management, end-of-life care training

VALUE TO HEALTH PLAN EMPLOYEES

- Employees will learn the value and practice of empathy based on the neuroscience of emotion and improve customer satisfaction
- Empathy training will help clinical case managers work with members and patients either telephonically or in person to communicate necessary information
- Member-facing employees will learn how to deliver bad news compassionately and effectively
- Empathy training will improve the ability for Provider Reps to connect and understand the needs of Providers
- Empathy training will provide interpersonal skills to give professional feedback constructively
- Health plan employees will learn to decode emotional facial expressions in others and understand important non-verbal cues to build relationships

EMPATHETICS TRAINING APPROACH – WHO SHOULD TAKE THE TRAINING?

The Empathetics Training Approach is appropriate for all health plan employees and members of the provider network. The skills learned will improve relational skillsets that enhance the experience for interprofessional teams, members and providers. A few specific examples include:

- Communications Specialists and Clinical Case Managers who work with members/clients to communicate updates, new information or have the responsibility to deliver bad news
- Medical Directors and other clinical staff who work with inter-disciplinary teams
- Corporate Employees who work in a customer service role, with members or providers and want to improve their ability to communicate effectively to improve the service they provide



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