

HIPPO

EDUCATION







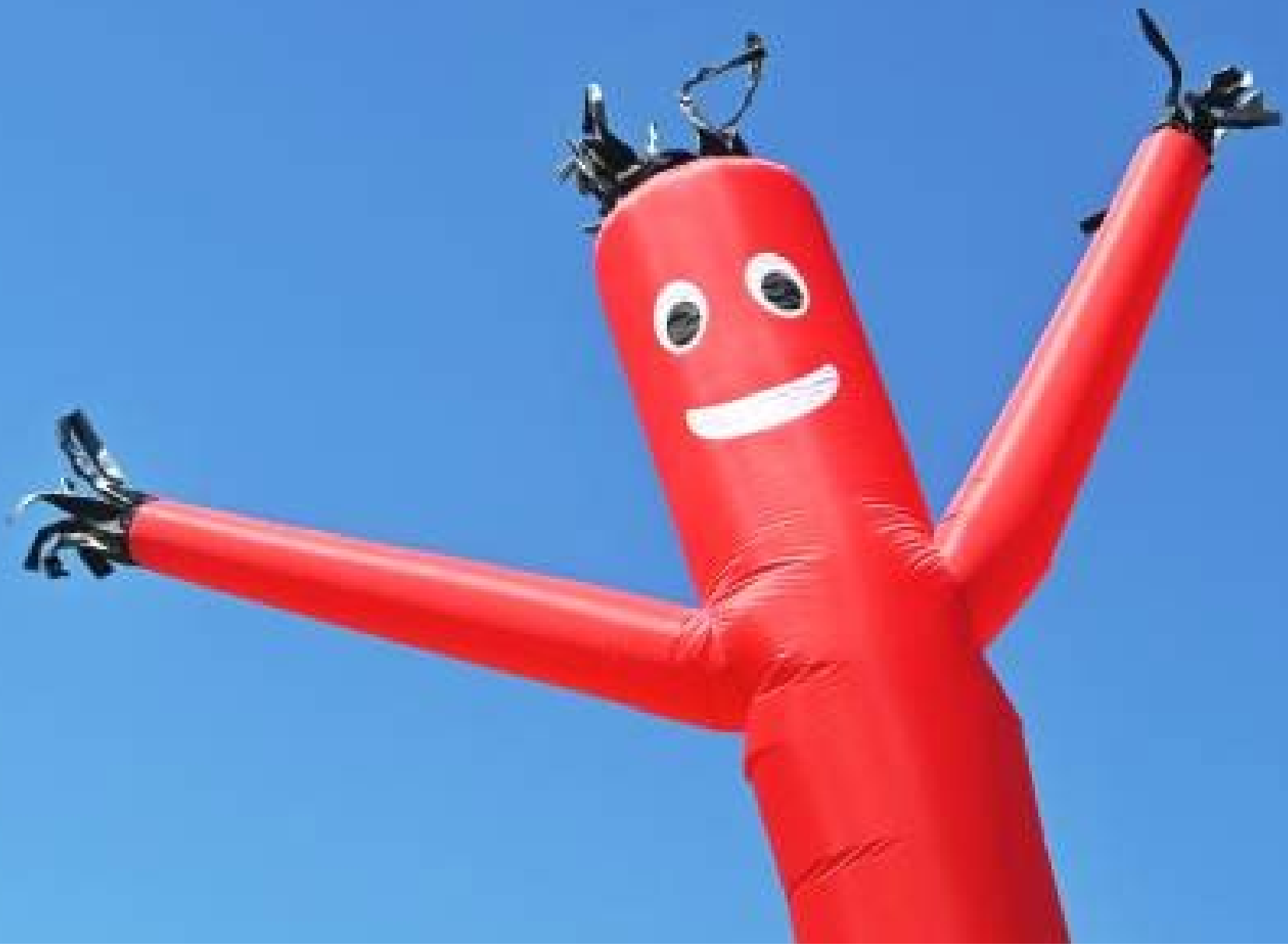
What are YOU going to Do?



STRATEGY

“ Just because you have a plan doesn't mean it will actually work. “















Framing
the

NO!

Ross Cohen DO
CAL-UCA, 2024

Objectives

Master the art of negotiation using select trade secrets of a car salesman, magician and child psychologist !





Andy Elliot

Master Salesman

Arrival Info

Time

05/20 0203

Means of Arrival

Car

Escorted by

Friend

Complaints

Arrival

THINKS HE WAS SPRAYED BY SKUNK THIS AM

Previous Visits

Powerful Introduction





Captivating Introduction

- Set the tone
- Confidence and positivity
- Create rapport
- Align with goals





Have a Script...



Objections



Car Sales

A close-up photograph of a hand holding a car key. The hand is wearing a white long-sleeved shirt. The key is a black plastic fob with a silver metal key attached. The background is a blurred car dealership with several cars on display.

- Car Price
- Car Payment
- Trade In Value



WHICH ONE

Objections for Unnecessary Antibiotics



- *“I have tried everything else!”*
- *“But...I am suffering!”*
- *“I want to get better NOW!”*

Framing





STILL DO.

Framing

Sample script





Review

1

Power of
scripting and
preparation

2

Disarm the
objection

3

Use framing to
lead the patient
to a desired
solution

4

Change the
perspective of
the patient





Imagine...





Equivocae Magician's Choice



Magician's Choice





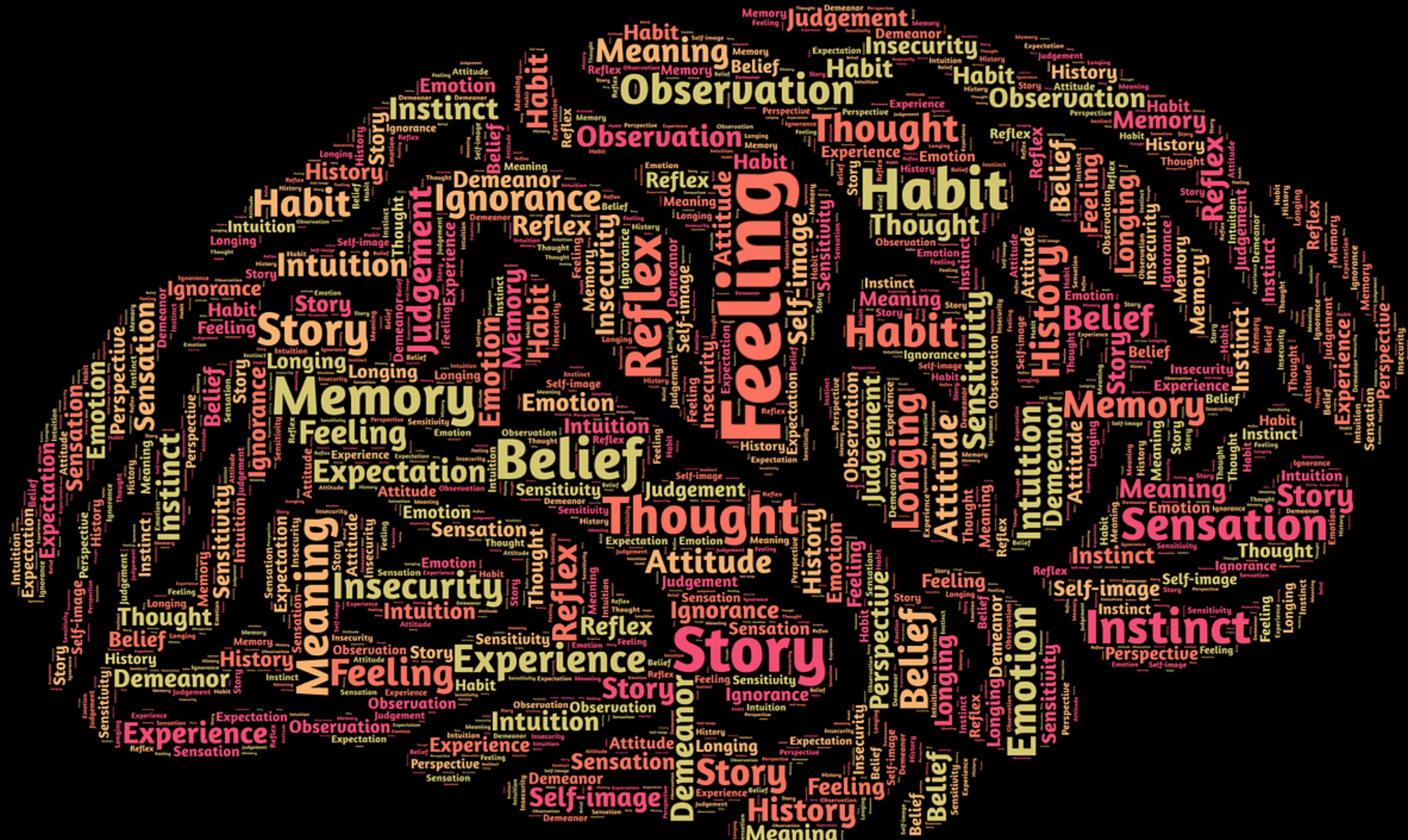
Approach with Curiosity...

*Instead of leading with judgement
lead with **curiosity, understanding**
instead of criticism, **discussion**
instead of punishment...*







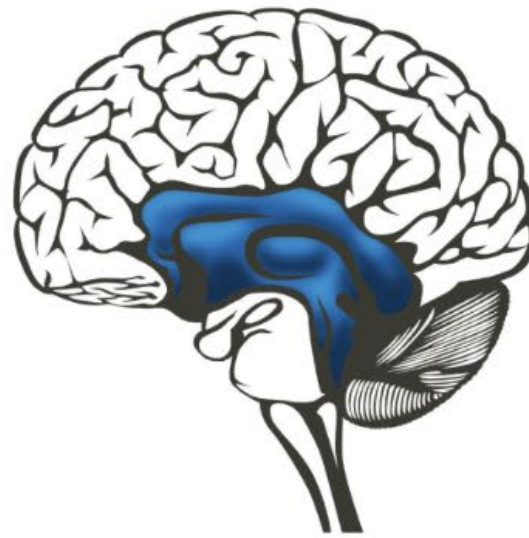




Survival State

BRAIN STEM

The Survival State represents the primal brain and asks the question, “**Am I safe?**” The only way to soothe the Survival State is through the **creation of Safety**.



Emotional State

LIMBIC SYSTEM

This Brain State represents **mid-level functionality** and asks the question, “**Am I loved?**” The only way to soothe an upset emotional state is through **Connection**.



Executive State

PREFRONTAL LOBES

The Executive State represents the **optimal state for problem-solving and learning**. This Brain State asks the question, “**What can I learn from this?**”

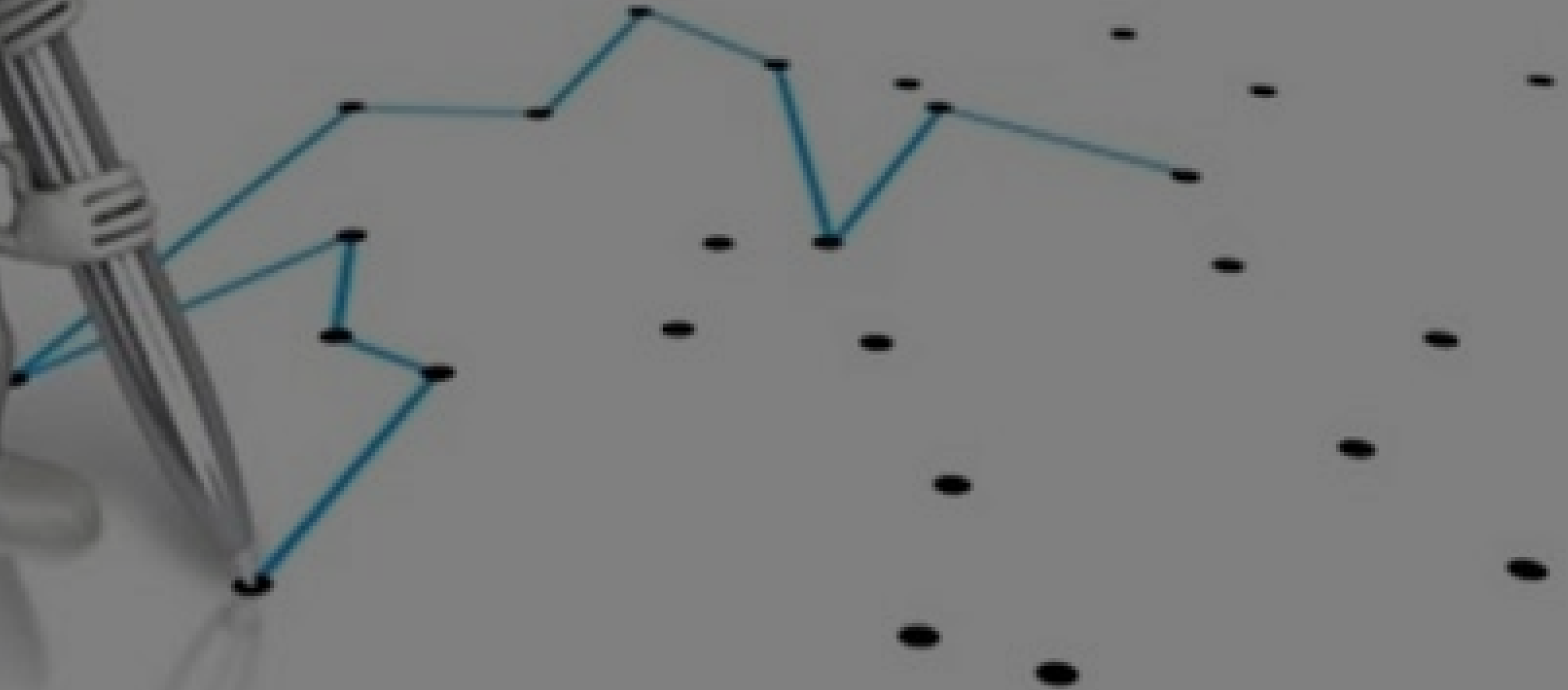
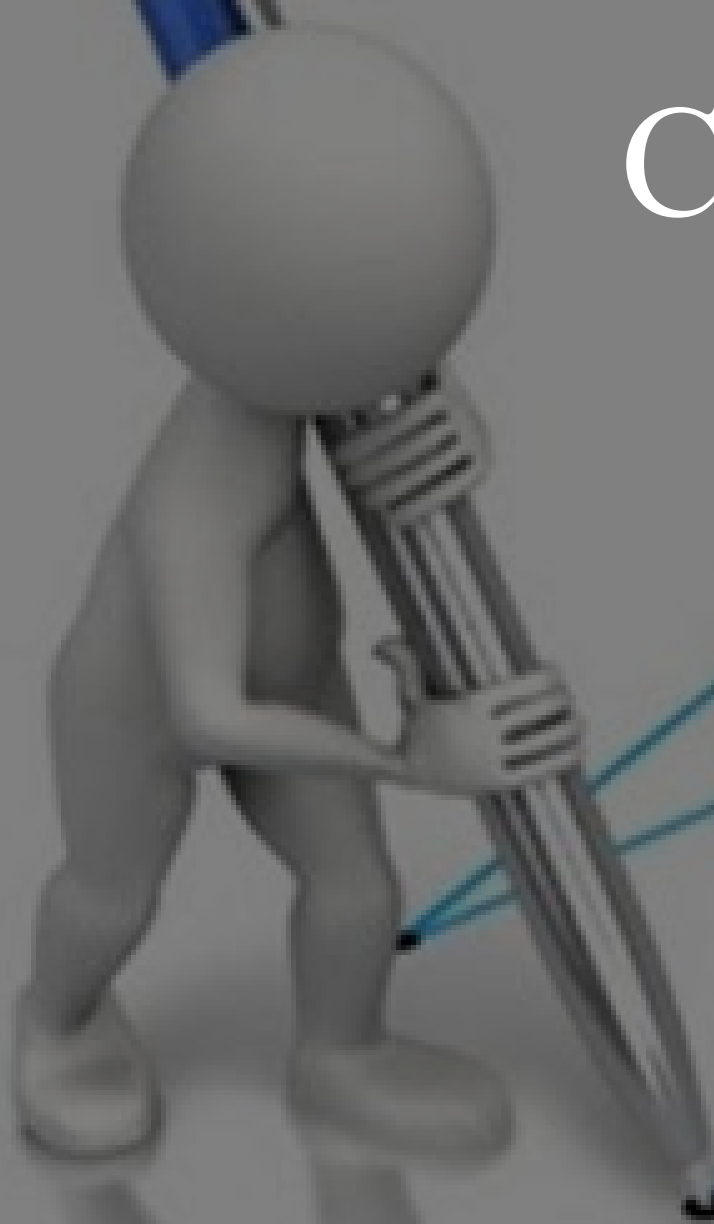
Tantrum Script

- I can hear you. You're (name the emotion) about (name the trigger). I get it. It's ok to be (name the emotion again). You're safe. I'm here.

Empathy



Connect before you Redirect



Conditional Yes!



Jon Fogel

Whole Parent

Conditional Yes





The Conditional YES!



“Firm and warm, boundaried and validating, focused on connection, while acting as a sturdy authority.

And I believe that, in the end, this approach also feels right, not just logically, but deep in our souls...”

~Dr. Becky

Child Psychologist



Review

Power of scripting and preparation



Disarm Objections



Framing



Conditional Yes !



Your Turn...



HIPPO

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References

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