About this Course:

This course seeks to change the current healthcare environment where communication is often viewed as secondary to clinical findings and legal maneuvering. Although effective communication is often considered a “soft science”, the fact is, a lack of communication is listed in the top five as a factor contributing to patient injury. Furthermore, approximately 40% of all medical malpractice litigation has an element of poor communication and is often listed as a reason why a patient or resident has sued. Lastly, when communication is listed as a reason for a claim, the indemnity is 15% - 23% higher, showing there is a direct relationship between poor communication and the amount of money spent on claims.

What It Offers:

This course targets specific skills needed by healthcare managers and legal professionals involved with professional negligence claims and subsequent litigation. Specific blocks of instruction focus on how to manage and settle claims in a way that builds trust and rapport and hopefully, avoid costly litigation. Research is clear, the better the relationship between the healthcare organization and the patient, the less likely they are to sue following an adverse event.

Who Can Benefit from this Course?

- Risk Managers – Learn to communicate effectively with the patient and family, the nursing staff, physicians, the claims review committee, counsel, and external insurance carriers.
- Nursing Supervisors – Learn to appropriately investigate an adverse event.
- Counsel – Learn to investigate claims from a legal perspective, yet not become a barrier to settlement due to disclosure concerns.

SEE THE COURSE:

July 10, 2015 - Nashville, TN
Hampton Inn, Vanderbilt West End
1919 West End Ave,
Nashville, TN

July 17, 2015 – Atlanta, GA
DoubleTree Hotel
2061 Druid Hills Road
Atlanta, GA

Cost: $199 Per Attendee

“Patient Today…Plaintiff Tomorrow” has been approved for 8 contact hours of Continuing Education Credit towards fulfillment of the requirements of FASHRM (Fellow) and DFASHRM (Distinguished Fellow) and towards CPHRM renewal.

Also approved for 7.5 hours of Continuing Legal Education (CLE) by Texas State Bar and 7.25 of CLE by the Tennessee State Bar. Approval is pending by the Georgia State Bar.
COURSE OUTLINE:

8:00 - 9:00  Avoiding Litigation through Effective Communication
9:00 - 9:15  Break
9:15 - 10:15  Rapport and Rapport Building Techniques
10:15 - 11:15  Investigative Techniques
11:15 - 11:30  Break
11:30 – 12:00  “The Emotional Impact” – Why Patients Today Become Plaintiffs Tomorrow
12:00 – 1:00  Dismiss for Lunch
1:00 – 2:00  Understanding Deception vs. Willingness to Please
2:00 – 2:15  Break
2:15 – 3:15  Negotiations and Mediation before Litigation
4:15 – 4:45  Communication Barriers
4:45 – 5:15  Patient Satisfaction Surveys

At the conclusion of “Patient Today…Plaintiff Tomorrow”, attendees will be able to do the following:

- Describe why communication is an essential component of today’s healthcare environment.
- Discuss rapport building techniques designed to promote effective communication.
- Explain basic investigative techniques specific to claims investigations.
- Recognize the effects of emotions and how emotions may impact your case review.
- Apply basic investigative techniques to uncover deception.
- Implement basic negotiation strategies.
- Recognize how cultural differences and language barriers impact communication.
- Formulate conflict management strategies to diffuse conflict between patient, physician, facility and insurance carriers.

James Ruffin, Ph.D. is the owner of James Ruffin Consulting, a Trial and Litigation Service company based in Dallas, Texas. Dr. Ruffin spent 21 years with the United States Department of Justice as a Supervisory Special Agent and served two years as Director of Litigation Services for Hamlin and Burton Liability Management. In addition to his direct support of Attorneys, Risk and Claims Managers, Dr. Ruffin is a nationally recognized speaker and communications trainer and serves as Adjunct Professor for Colorado Christian University where he teaches Conflict Resolution and Negotiations.

For more information, please visit www.JamesRuffinConsulting.com or call (972) 215-8805

Spaces are limited, so register today at
www.JamesRuffinConsulting.com