



**Workshop name** Choices and Changes – Doctor Influence – Patient Action

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**Target audience** General Practitioners and Specialists

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**Duration** 4.5 hours

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**Number of participants**

Optimum	7-15
Minimum	5
Maximum	25

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**Other recommended workshops**

**Recommended to undertake before this workshop:**

- Doctor Patient Communication
- Clinical Communication Program

**Recommended to undertake after this workshop:**

- Difficult Doctor Patient Relationships

See overviews at [www.cognitiveinstitute.org](http://www.cognitiveinstitute.org)

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**CME** Refer to College Accreditation and Points Document at [www.cognitiveinstitute.org](http://www.cognitiveinstitute.org) or email [enquiries@cognitiveinstitute.org](mailto:enquiries@cognitiveinstitute.org)

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**Format** Workshop with short lectures, reflective exercises, small group facilitated discussions, group activities, rehearsal of skills.

Brief didactic presentations will provide the focus for small group sessions in which participants are able to share experience and pool knowledge, enabling critical comparison of their skills with their peers and peer learning. Videotaped case vignettes will be used to enable participants to analyse and reflect upon their own skills. The format has been carefully structured to enable a mix of lectures, discussion, critical reflection and evaluation.

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**Premise** Patient health behaviour is the leading cause of morbidity and mortality.

Doctors frequently express frustration about patient behaviour and the impact of that behaviour on health outcomes.

A patient's difficulty giving up smoking, following a diet or sticking to a treatment plan often results in creating frustrations for both the Doctor and the patient.

Doctors' responses to these frustrations range from cynicism to anger.

Because of the enormous costs involved, the government and private health insurers have become especially sensitive to the issues of patient health behaviour.

Why change behaviour?

- Improves the patient's health status
  - Improves the Doctor's satisfaction
  - Reduces the costs to the health system
  - Increases patient's feeling of well-being
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## Objectives

- Encourage Doctors to look at their own attitudes to change
- Develop an understanding of the process of change
- Practice specific skills and techniques to enhance change

## Summary

Choices and Changes provides Doctors with an opportunity to explore their own beliefs about the process and to test out these beliefs against the empirical literature that has developed during the past twenty years.

The program provides the Doctor with specific strategies that can be utilised within the highly time limited constraint of the typical office visit.

### Doctors learn about:

- Premises of change
- Adherence & compliance Issues
- Reasons for resistance to change
- Problem areas in behaviour change
- Self-destructive behaviours

Participants also learn about the sequential stages of change. By identifying which stage a patient is at, the Doctor can implement strategies to move the patient to the next stage and then the next stage.

Choices and Changes uses videotaped case studies as a vehicle for small group interaction around realistic issues involving patients with standard conditions.

Participants practice using strategies with live case situations and receive feedback from their peers. To facilitate continued investigation of patient motivation, the workshop includes an extensive annotated bibliography with the workbook.

## Presenter

All presenters of Cognitive Institute workshops are Doctors who have a specific interest in communication skills and have undertaken formal communication skills training with the Institute.

## The Challenge facing Doctors

Historically, patient motivation and behaviour were viewed as the domain of the patient. The Doctor was encouraged to provide information.

The implied assumption was that the Doctor could do little more than provide information to influence the patient's actions. We now know this to be an inaccurate assumption about the dynamic that takes place between Doctor and patient.

The challenge is to abandon the historical but inaccurate assumptions and to provide the Doctor with influence strategies that have proven themselves in study after study.

## Authors

This workshop was developed by the Institute for Healthcare Communication in the USA. The Cognitive Institute has adapted the materials for the Australasian context.

For information on the Cognitive Institute, presenters and workshops visit [www.cognitiveinstitute.org](http://www.cognitiveinstitute.org)

To book a workshop call Head Office on 61 7 3876 5711  
or email [enquiries@cognitiveinstitute.org](mailto:enquiries@cognitiveinstitute.org)

