



Establish Rapport

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A study published in the Archives of Internal Medicine concludes that most patients want physicians to shake their hand, want their first names to be used when physicians greet them and want physicians to introduce themselves using their first and last names. *Arch Intern Med.* 2007; 167:1172-1176

Risk Management recommends that when you meet patients for the first time, use the five-second warm greeting:

1. *Reach out to shake their hand;*
2. *Look them in the eye long enough to know the color of their eyes;*
3. *Use their first name and last name;*
4. *Use your name; and*
5. *Then sit.*

This subtle yet powerful communication technique will help establish instant rapport. Practice it and teach it to your staff.