



Communication

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Who am I?

- ▶ Dr. Justin Hildebrand
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 - ▶ Doctor of Chiropractic, Cleveland Chiropractic College
 - ▶ Cleveland University Adjunct Faculty
 - ▶ Graston Technique M1 Provider
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Dr. Mark King

“They don’t care how much you know, until they know how much you care.”

Report of Findings

- ▶ This is the time to explain what you found in your exam
- ▶ It is time to let your exam skills sale your care to your patients
- ▶ What did you find?

Diagnosis

- ▶ Yes, you can tell them you believe they have mechanical back pain complicated by DJD and somatic joint dysfunction
- ▶ WHAT???
- ▶ Explain to the patient what this actually means
 - ▶ Your back pain is due to increased stress on the joints probably due to your posture long with lack of motion in your hips and mid back

Terminology

- ▶ You can use all the medical terms you want
 - ▶ You paid 100's of 1000's of dollars to learn those terms, use them
- ▶ But.....
 - ▶ Don't talk down to your patients, translate everything you said into terms they understand
 - ▶ Patients who understand their condition, partake in their care with more consistency

Next, Functional Diagnosis

- ▶ After they understand the diagnosis, explain their functional diagnosis
- ▶ Lower Crossed Syndrome?
- ▶ Muscle Imbalance
- ▶ Posture, etc

- ▶ How can you help with this problem?

Treatment Plan

- ▶ Have a defined treatment plan
- ▶ “Due to your mechanical low back pain and lower crossed syndrome, I would like to see you 2 times a week for 3 weeks and then we can re-evaluate. “
- ▶ Setting a treatment plan holds you responsible for your skills and gives the patient an idea of what to expect
- ▶ Open ended care does not give the patient confidence that they will return to function

Goals

- ▶ Lastly incorporate the patient's goals
- ▶ These should be listed in the initial paperwork
- ▶ “You are looking to run a 5k in 2 months. If treatment goes well and you do your exercises I can see you completing this goal. I want to jog walk your training runs for this, ¼ jog, ¼ walk unless the pain increases. After this week we can look at increasing your jogging.”
- ▶ Plan progressions in their goals, so they can reach them.

Report of Findings

- ▶ ROFs have many components and can be given in many ways
- ▶ I believe all ROFs should contain
 - ▶ Diagnosis
 - ▶ Functional Diagnosis
 - ▶ Treatment Plan
 - ▶ Goals
- ▶ If the patient understands these components they will be more active in their care, and progress quicker.

Why else should they understand?

- ▶ Referrals!!!!!!
- ▶ If the patient understands their condition, they can explain it to their friends and family.
- ▶ If they can talk about their condition, treatment and plan, they can talk to more people about YOU!

Imaging

- ▶ Patients will bring in imaging or will need imaging at times.
- ▶ First is the imaging going to change your treatment plan?
- ▶ Second, sit them down to actually explain what the report means.
- ▶ This sounds ridiculous but don't lie to your patients

Imaging Reports

- ▶ Arthritis
 - ▶ Is it the problem?
- ▶ Disc Herniations
 - ▶ We all have them
- ▶ Be informative not scary
 - ▶ If you don't get treated 20 times you will DIE

Care & be Professional

- ▶ Make sure the patient understands that you care about their pain
- ▶ Don't be a medical textbook, EXPLAIN what you found
- ▶ Get the patient involved in their care
- ▶ Lay out your plan

Seven Features Forming The Set of Professionalism

- ▶ Stuart Kinsinger sets 7 features forming the set of professionalism
- ▶ 1. There exists a defined body of knowledge and skills, with this knowledge built upon rational theories, established fact, disseminated in scholarly publications and related academic venues
- ▶ 2. There is a long and formal education process, culminating in qualifications sufficient to meet working standards, with the term and conditions having been established by those engaged in practice

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- ▶ 3. The work and knowledge is controlled and organized by associations that are independent of states and governments
 - ▶ 4. The mandate of these associations is formalized by written documents, which include state or jurisdictional laws that govern authority, licensure, continuing education and conduct
 - ▶ 5. Individual members practicing under the authority of these associations remain completely autonomous, so long as they work within the prescribed regulations

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- ▶ 6. There is a commitment to serve in one's area of expertise, including the relief and prevention of pain and suffering, participating in researching newer and safer practices, serving as an authority in public affairs related to one's domain, and valuing performance and the public interest above financial reward
 - ▶ 7. Individual members are held to a higher standard of behavior than non-members, ensuring public trust

Kinsingers 7 Defining Features of Professionalism

- ▶ Professionals...
- ▶ 1. subordinate their own interests to the needs of the patient
 - ▶ Who is more important? You or your patient?
- ▶ 2. hold to high ethical and moral standards
 - ▶ This should be a given but is taken advantage of too often
- ▶ 3. respond to the needs of society within their community
 - ▶ We can not forget about our communities, (Dr. Eddy)

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- ▶ Professionals...
 - ▶ 4. are honest, caring, respectful and trustworthy
 - ▶ This should also be a given but I hear too often from patients who felt they were lied to and don't trust chiropractors
 - ▶ 5. are accountable for themselves, and for and to their colleagues
 - ▶ I am responsible for you and you are responsible for me

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- ▶ Professionals...
 - ▶ 6. are competent by committing themselves to scholarship and lifelong learning
 - ▶ You are all here so CONGRATS you have nailed this one
 - ▶ 7. are held to higher standards in competence, behavior, decision making and accountability
 - ▶ Do we recommend things that we do not do ourselves?

Thank you

▶ Questions?