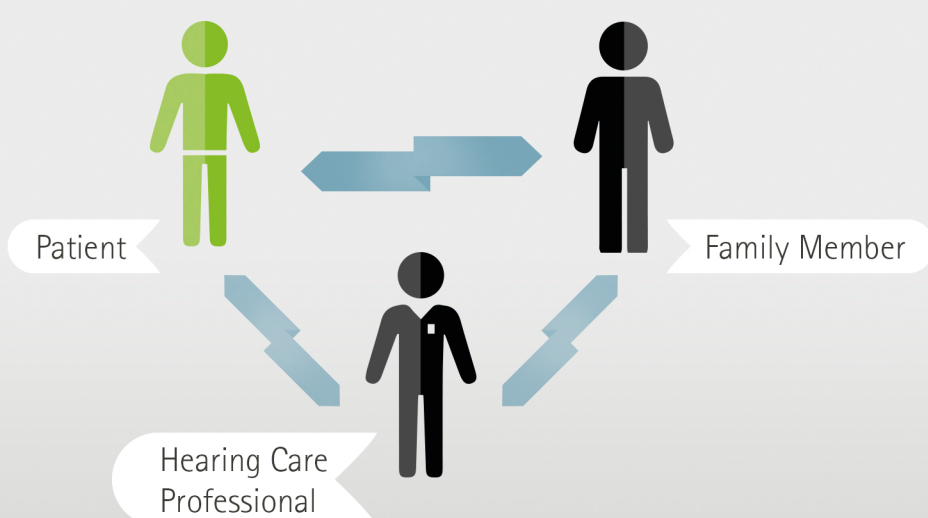


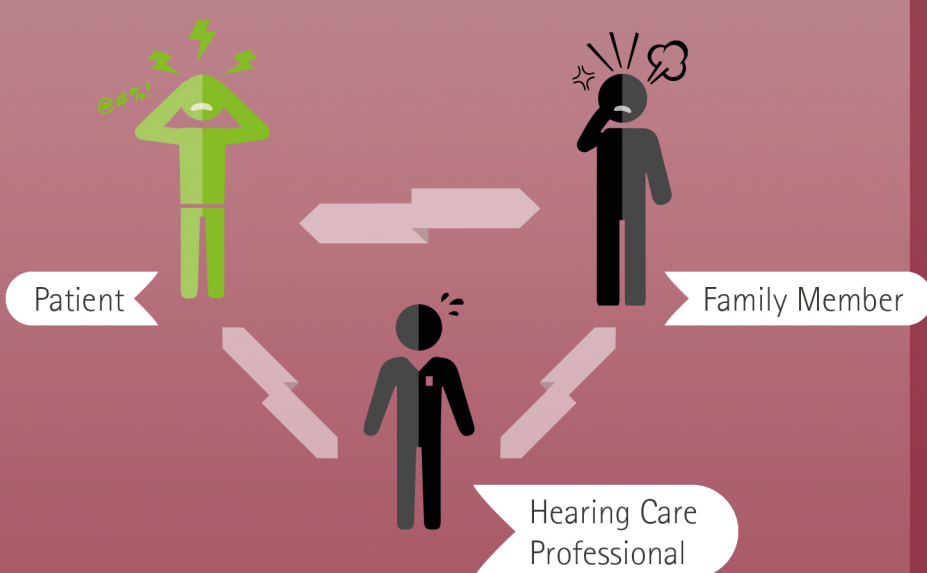
How to manage difficult conversations

Difficult conversations can arise when patient and family member have different perceptions of the severity and importance of the hearing loss.

1 The family becomes the patient

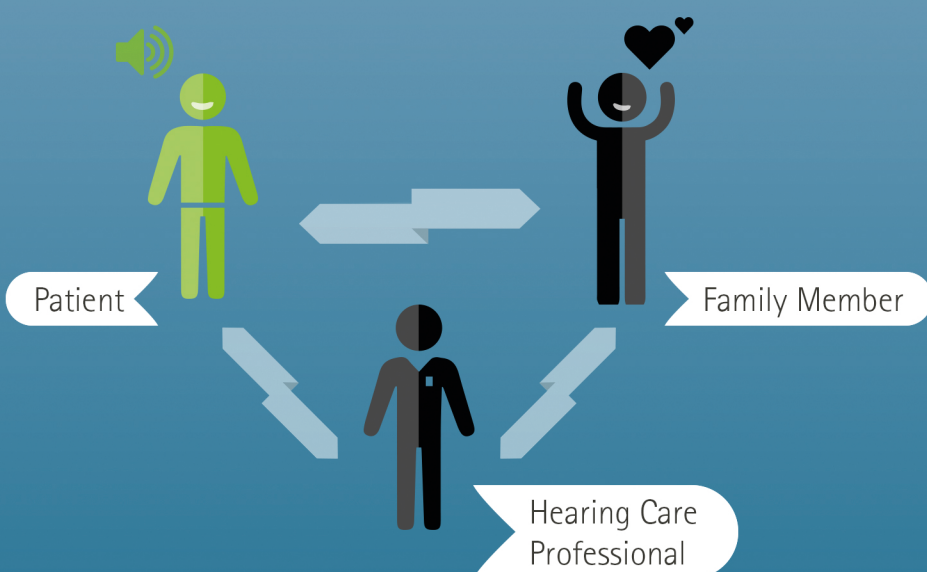


2 Potential for difficult conversations¹ if patient and family are in disagreement



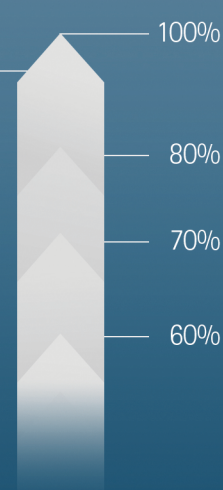
Practical tips how to advance these conversations:

1. Accept uncertainty, ambiguity and complexity of the situation
2. Acknowledge the emotions in the room
3. Use open-ended queries
4. Provide the opportunity to reframe the situation in the family's own words
5. Be able to wait to let patient and family member gather their thoughts



3

96%
higher uptake of hearing instruments in mild hearing losses when a family member is present²



What is Family-Centered Care (FCC)?

FCC is an approach to healthcare that recognizes the vital role that families play. It considers the patient and his/her family members as partners in the planning, execution and monitoring of the treatment. FCC has become a success model in healthcare over the last decade, and it is now finding its way into hearing healthcare.

¹ Kris English et al, Working with Difficult Conversations, HearingReview, 2016; 23 (8) [Aug] 2016
² Gurjit Singh and Stef Launer, Social Context and Hearing Aid Adoption, Trends in Hearing, 2016, Vol.20: 1-10