

hearing through the noise



Translating contemporary audiological topics into clinical practice

Patient-Centered Care

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New year, New you. A change in behavior.

Nicole Klutz, Au.D. *Product Marketing & Audiology Manager*

It's the start of a new year and we all know what that means: resolutions. We commit to change some aspect of our behavior to better ourselves or others around us. From personal to professional, each one of us makes a commitment that we try to adhere to for as long as possible.

What was your resolution? Can you change your behavior by one small way to positively impact yourself and the people around you?

This year my professional resolution is simple: put my patient first. I choose to be more aware and engaged with my patients and their families. Over the past 2-3 months there has been a steady increase in the discussion around "patient-centered care," "patient-centered interviewing," and moving from "patient-centered to patient centric".

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It is known that audiologists create very close relationships with their patients, and we work diligently to do so. We built trust, honesty and respect with our patients, their family and support system. We pride

ourselves on knowing the individuals who walk through our doors, trust us with their hearing, and rely on us to take care of them.

"Trust appears to be the elixir of effective, long-term professional relationships. In other words, when clinicians focus their attention on gaining and improving their level of trust, they are likely to promote patient-centric care." Brian Taylor, Au.D.

In the recent November 2015 Audiology Today, Martha W. Wilson, AuD., sums it up brilliantly: "The best clinician is the one who listens to the patient, understands the concerns and symptoms, addresses the issues, and resolves, or at least, remediates the problems."

As an audiologist, I strive to be that clinician. This mindset is not innate in our education models. Instead, it is learned, inherited and often takes time to master. It is a change in behavior. This was something I had to do every day. I remind myself daily of my goal – my patient – and consciously work towards keeping the patient in the front of my mind for all the right reasons.

What about you? It's easy enough for us all to say that we all put our patients first – but do you actually do it? Can you

About the author



Nicole Klutz, Au.D., joined Phonak in 2013 and has worked extensively with the global product and marketing teams. Nicole dedicates a great deal of her time developing and implementing clinically relevant and easy to use demonstration tools in every day environments and is an active supporter of live demonstration.

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commit yourself to a simple change in behavior, a resolution, to proactively and consciously modify or change one thing you do in your clinical practice every day? It can be as simple as changing the questions you ask, or the way you ask them.

Start this new year off in the right direction. Take a look at the professional tools and processes you use every day – is there room to change? Explore the idea of a fresh, new direction that leads you to try something new.

I commit to continue to put my patient first. My world, and more importantly my patient's world, will be better off for it.