



Break Out: Implementing strategies for utilizing mindset in practice

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Today:

Identifying & Shaping Patient Mindsets



**You understand your
practice **best.****



Reflect on a recent patient encounter that was **particularly successful**.

Write down what you remember about this interaction.

What did the patient say or do?

What did you say or do?

What qualities did you exhibit?

What worked well in this situation?



Reflect on a recent patient encounter that was **particularly challenging**.

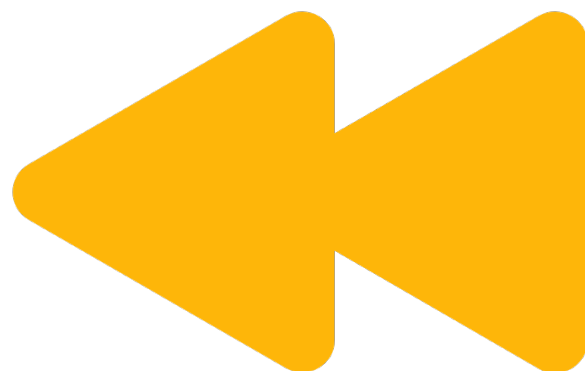
Write down what you remember about this interaction.

What did the patient say or do?

What did you say or do?

What qualities did you exhibit?

What didn't go well in this situation?





Mindsets about **treatment**.



Treatment is
ineffective.

*“This treatment won’t
help me.”*



Treatment will
work.

*“This medication will
help solve my
problem.”*



Treatment is
harmful.

*“Taking medication
leads to negative side
effects.”*

Mindsets about side effects.



Side effects are
a bad sign.

*“These side effects
mean treatment isn’t
working well for me.”*

Side effects mean the
treatment is active.

*“These side effects are a sign that
the treatment is active and
working in my body.”*



Mindsets about illness.



Illness is
catastrophic.

*“Chronic illness ruins
most parts of life.”*



Illness is
manageable.

*“A chronic illness can
be dealt with.”*



Illness is an
opportunity.


*“A chronic illness is a
chance to make
positive life changes.”*

Mindsets about the care team.



My care team is
competent.

*“My care team members get it
(the disease, the diagnosis, the
treatment).”*



My care team gets
me (is warm).

*“My care team gets me (my goals,
my needs, my concerns).”*

3 steps for shaping patient mindsets

1. Uncover current mindset
2. Identify more adaptive mindset
3. Communicate in ways that instill more adaptive mindsets



Step 1

Uncover patients'
current mindsets





Reflect: were any of these mindsets at play in your successful or challenging encounters?

Share

Which mindsets might have been at play?

How could you tell?

Did you do or say anything to change or reinforce these mindsets?



Look for **clues**

“My sister took that medication and it made her so nauseous.”

Treatment is harmful.



Look for **clues**

*Patient undergoing long-term hormonal treatment for cancer:
“It is your ovaries going to sleep that are making
you ache...It doesn’t get me down in the dumps
‘cause I’m happy to be here...I think ‘Well it’s doing
its job and I’m here’.”*

Side effects mean the treatment is **working.**



Look for **clues**

“My father had high blood pressure his entire life, and he died from a heart attack at 63.”

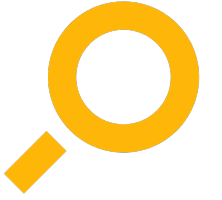
Illness is catastrophic.



Look for **clues**

“This is the fifth medication we’ve tried.”

Treatment is **ineffective**.



Look for clues

“My last doctor never listened to me.”

My care team doesn't get me.



Look for **clues**

“Nothing I do helps reduce my pain.”

Treatment is **ineffective** &
Illness is **catastrophic**.



Look for **clues**

Cancer survivor:

“My friends were by my side the whole time, and something interesting happened as a result of such trauma: I learned to stop and smell the roses. I don’t take anything for granted these days and feel so lucky to have such wonderful friends.”

Illness is an opportunity.



What questions could you ask to help uncover patients' mindsets?



What questions could you ask to help **uncover** patients' mindsets?

“What do you know about this treatment?”

“What do you think of when you hear [diagnosis]?”

“What do you think it means when you have side effects?”

Step 2



Identify more adaptive
mindsets



Identify a more useful mindset

Treatment is ineffective.	→	Treatment will work.
Treatment is harmful.	→	Treatment will work.
Illness is catastrophic.	→	Illness is manageable.
Illness is manageable.	→	Illness is an opportunity.
Side effects are a bad sign.	→	Side effects mean treatment is active.



What strategies do you use to help identify more adaptive mindsets for your patients?

Step 3



Communicate in ways
that instill more
adaptive mindsets



Just say it.



Provide evidence.



Provide **evidence.**

“90% of patients who take this medication see improvement.”



Provide **evidence.**

“I’ve seen many patients use a diagnosis of diabetes as an opportunity to make positive life changes.”



Provide evidence.



Frame **selectively**.

“These side effects are a sign that the treatment is working well for you.”



Include the patient.



Include the **patient**.

“Based on your current complications with diabetes and your health history, I believe this particular medication is going to be a really good fit for you.”



Let's try it.



65 year old male presents complaints of continuous high blood pressure. Height 5'9" 170lbs BP 175/99 and reports an average home reading of 170/95. Describes adherence to medication and lifestyle changes. Denies missing medication dose. Physician prescribes new medication. Patient reports taking an HTN medication already and says **“So far it hasn’t worked. I don’t know if another medication will work.”** How can you help this patient **adopt an adaptive mindset** about his new medication?



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Just say it
Provide evidence
Frame selectively
Include patient



Observer: What worked well? Were there any missed opportunities?

Patient: What did that feel like? What did the provider do well?

Provider: What felt successful? What was challenging?



Communicate to instill mindsets about the **care team**.

My care team is
competent.

*“My care team members get it
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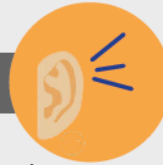
*“My care team gets me (my goals,
my needs, my concerns).”*



How do you signal to patients that you get both “it” (medicine) and “them” (as people)?

From our SFM Care Team, ideas for
SIGNALING WARMTH WERE TO:

listen actively



- Listen generously and use silence
- Listen to personal experiences
- Ask how the patient is doing and feeling



show investment in patients' lives

- Anticipate patients' needs before they ask
- Remember and take notes on the important people, animals, and activities in patients' lives
- Open and close each visit with brief small talk
- Ask patient how their day is going

use empathetic statements



- Use "we" pronouns to indicate we are in this together
- Say statements such as "This might feel frustrating."
- Validate feelings and expressions of concern
- Sympathize with reflective statements
- Use statements such as "Thank you for driving all this way to see me."
- Show that you can relate to patients' experiences



use effective body language

- Look patient in the eyes and call them by name
- Connect with eye contact in the first few minutes without looking at the computer
- Greet patient with a smile and handshake
- Sit down when talking to the patient
- Use touch or pats on the back appropriately

From our SFM Care Team, ideas for
SIGNALING COMPETENCE WERE TO:

reference expertise



Use statements such as "I've seen this many times."

Tell patient about past successes

Reference systematic approaches and techniques

Communicate how things will feel so patient knows what to expect and is less anxious

Use statements such as "Dr. ____ is the best!"

show confidence



Don't seem flustered

Perform procedures calmly

Be prepared

Review and reconcile chaos

share helpful information



Be informative without the patient having to ask

Answer patients' questions with relevant information

Cite evidence for why a treatment is important

Use statements such as "There are lots of ways to achieve improvement, and I/we want to find the one(s) that fit you best."

Find resources for patient

be aware of presentation



Organize exam room for regular visits and procedures

Look presentable and wear professional clothes

Reference Stanford's name, excellence, and resources

Check that badge is facing forward



What will be your go-to phrases for instilling adaptive mindsets about treatment & illness?



What will be your go-to phrases for instilling adaptive mindsets about treatment & illness?

Treatment will work
Side effects mean the treatment is active & working
Illness is manageable
Illness is an opportunity

Just say it
Provide evidence
Frame selectively
Include patient



Mindsets about **treatment**.

“I think this treatment is going to help you.”

“I’ve seen a lot of patients benefit from this treatment.”

“I think this medication is a great fit for you.”



Mindsets about **illness**.

“You’re going to be okay.”

“The good news is, this illness is very manageable.”

“You can handle this.”



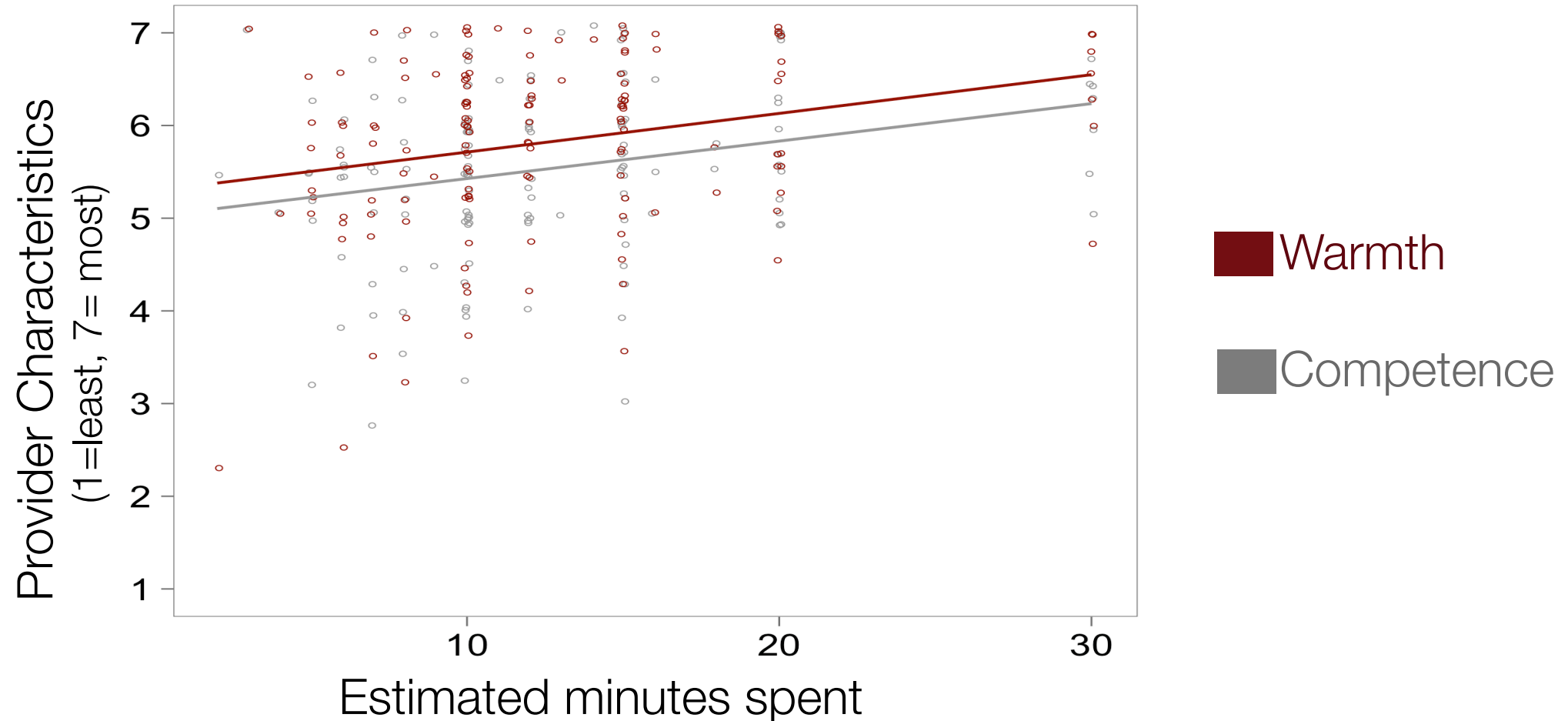
What about...?



**Shaping patient
mindsets doesn't
have to take
significantly more
time.**



Patient Mindsets Influence Perceptions of Time



Forging connections
with patients is
associated with
greater meaning and
lower burnout for
providers.



3 steps for shaping patient mindsets

1. Uncover current mindset
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Triggers.



Each day when I _____,
I will be reminded to use the power
of mindset in my practice by
_____.

MEDICINE 
PLUS MINDSET

Questions?





Thanks!

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