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WHY DOCTORS SHOULD HAVE THE MINDSET OF A PERFORMER?

The magic of medicine begins with the doctor-patient connection. As Gastroenterology becomes ever more procedure oriented, as our armamentarium grows with creation of new medications, as molecular and cell biology advance our understanding of the mechanisms of GI diseases, we can never ignore the role of the personal connection with our patients in treating them. It is only by creating this personal relationship, the connection that we can fulfill the role of effective healers for our patients. In the United States there is great emphasis on “patient satisfaction” and the “patient experience” and many physicians resent patients being considered as and treated like customers. However, research shows that patient experience affects patient outcomes-measures such as hospital readmissions, compliance with medication and even mortality. So, physicians are under pressure to give their patients the best possible experience. Really, we should all want to do that. But how do we do so when we’re already so strapped for time? The answer is to understand that the patient visit is a kind of a performance and by using the same techniques that performers use to win over an audience; we can create a therapeutic connection with our patients. But our performance is not inauthentic, not fake, because the role we are playing is ourselves; the biggest and best version of our physician selves. This talk will offer easy-to-implement techniques and strategies that will optimize the patient experience, will enhance your enjoyment of practicing medicine and which will not take a minute more of your valuable time.

Biography

Bob Baker has completed his MD. He has practiced Internal Medicine and Gastroenterology for 35 years near New York City and was a Clinical Assistant Professor at Hofstra Northwell School of Medicine. He is the author of *"The Performance of Medicine: techniques from the stage to optimize the patient experience and restore the joy of practicing medicine"*. He is also a professional magician and ventriloquist who have appeared on America's Got Talent.

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