

DO YOU SPEAK PATIENT?

TRUST

is the Foundation

EMPATHY

Creates Context

LISTEN

with Deep Curiosity

TELL ME

LIMIT

Constraints
Together

MAINTAIN HEALTH

It is More Effective
Than Restoring It

ELIMINATE

Barriers Now

Doc Philip Brown

Foreword by Charles J. Hardy, PhD

An Actionable Journal for Credible Medical Professionals



For me, the phrase "TELL ME" always represents an invitation. For my readers, I invite you to "TELL ME" your perspectives as we try to make health care better in a difficult world. Join me at <https://aha.pub/TELLME> and become part of a great community dedicated to transformational changes in health care!

Doc Philip Brown

—Doc Philip Brown

Do You Speak Patient? (Book Excerpt)

An Actionable Journal for Credible Medical Professionals

Doc Philip Brown

Foreword by Charles J. Hardy, PhD



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Please go to

<https://aha.pub/DoYouSpeakPatient>

to read this AHAbook and to share the individual AHA messages that resonate with you.



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All proceeds of the book will go to fund an endowed scholarship for health professions students at the University of North Carolina Wilmington called the "HEALTH EQUITY FOR ASPIRING LEADERS SCHOLARSHIP," also known as the HEAL Scholarship.

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Dedication

This book is dedicated in loving memory of my mother-in-law, Willow Dean Blackmon. Having her at home with my family during her last months of life gave me a new understanding of what care really is, and what the medical care system needs to be. For that, I am forever grateful.

Acknowledgements

I would like to acknowledge the sacrifices made by my family during my career as a physician. I fear too often that the sense of responsibility for the lives of patients demanded a disproportionate amount of my time, which could only then be taken from my wife Christy, son Philip, and daughter Sallie. I am grateful to them for enriching my life and for the love and support that saw me through very stressful times.

To my parents Mike and Bonnie Brown, thank you for the foundation of the person I continue to become. My sense of duty and service came from you, and it has helped many patients along this journey. I also appreciate your steadfast support throughout the years.

To my brother David Brown and sister Karrie Rushing, thank you for always being there. While the demands of the profession may have created physical and emotional distance, there has never been a question about the closeness of our bond. I have always known that you are there in times of need, at most a phone call away.

To the many teachers, professors, and mentors over the years, thank you for sharing your gifts in ways that allowed me to develop my own to pass along to others. You may have been formal or informal instructors, and I feel so blessed to have always been surrounded by people doing their best to help others, while helping me learn and become a better physician. Some of you may not even be aware of how positively you affected me, and I hope you come to know how much I appreciate it.

To my colleagues through the years, thank you for tolerating and supporting me in tough times, and for sharing with me the joys of helping others. I have found no substitute for the unwritten understanding between medical professionals, whether it be about saving a life or being helpless to stop disease and death.

Finally, to those patients who entrusted me your care, thank you for adding such meaning to my life, for being a true partner in your health, and for believing I would always do my best for you.

How to Read a THiNKaha® Book

A Note from the Publisher

The AHAtat/THiNKaha series was crafted to deliver content the way humans process information in today's world—short, sweet, and to the point, while delivering powerful, lasting impact.

The content is designed and presented to appeal to visual, auditory, and kinesthetic personality types. Each section contains AHA messages, lines for notes, and a meme that summarizes that section. You should also scan the QR code or click on the link to watch a video of the author talking about that section.

This book is contextual in nature. Although the words won't change, their meaning will every time you read it, just as your context will. Be ready, you will experience your own AHA moments as you read. The AHA messages are designed to be stand-alone actionable messages that will help you think differently. Items to consider as you're reading include:

1. It should only take less than an hour to read the first time. When you're reading, write one to three action items that resonate with you in the underlined areas.
2. Mark your calendar to re-read it again.
3. Repeat step #1 and mark one to three additional AHA messages that resonate. As they will most likely be different, this is a great time to reflect on the messages that resonated with you during your last reading.
4. Sprinkle credust on the author and yourself by sharing the AHA messages from this book socially from the AHAtat platform <https://aha.pub/DoYouSpeakPatient>.

After reading this THiNKaha book, marking your AHA messages, rereading it, and marking more AHA messages, you'll begin to see how this book contextually applies to you. We advocate for continuous, lifelong learning, and this book will help you transform your AHAs into action items with tangible results.

Mitchell Levy, Global Credibility Expert
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THiNKaha®

A THiNKaha book is not your typical book. It's a whole lot more, while being a whole lot less. Scan the QR code or use this link to watch me talk about this new evolutionary style of book: <https://aha.pub/THiNKahaSeries>



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Foreword

In *Do You Speak Patient: An Actionable Journal for Credible Medical Professionals*, Dr. Philip Brown has created a practical roadmap for those who are committed to enhancing the health and quality of life of individuals, families, and communities. The AHAtthat/THINKaha format of this book is intended to be used as an actionable journal for the reader. The section summaries are brief and are followed by a series of "AHA points" presented in a format to allow the reader to reflect and add their perspective.

This approach allows the author to deliver the content with high impact in a direct and pointed manner, as well as to invite the reader to contribute to the dialogue through reflection and journaling to specific prompts/questions. Such an approach is refreshing and powerful, demanding both consumption and production.

This readable and imminently useful book builds on and expands the AHAtthat/THINKaha model of self-reflection through journaling to health care. Dr. Brown presents a model that has helped him reconnect to his purpose as a physician – "TELL ME." This acronym (Trust, Empathy, Listening, Limiting Constraints, Maintaining Health, and Eliminating Barriers) provides the cornerstone for the different sections of this book.

Following the summaries of each of the elements of TELL ME in separate sections of the book, the author challenges the reader to add their own thoughts and feelings to an inventory of penetrating questions/statements connected to each element of the model. Through this process, the author invites the reader to reflect, think, and share their values, training, and real-life experiences to each element of the acronym. The author states that *"as that happens, it is my hope that your sense of purpose can be refueled in meaningful ways, that you can find ways to ignite others, and that we all move a little closer to understanding how much we count on each other for health and quality of life as we strive to help each other through the most difficult life challenges."*

This book is intended to be an active experience. Clearly, the more you put into reading and contributing to this book, the more you will gain. While a quick read will take about an hour, providing your own responses to the reflective questions/comments for each element in the TELL ME model is, and was intended to be, a lifelong experience. The book is also connected to a social platform – the AHAtthat platform <https://aha.pub/DoYouSpeakPatient> – for you to share your AHA messages with others.

The goal of this book experience is to help the reader transform AHAs into actionable items with tangible results toward a better state of health for individuals, families, and communities. Through this process, the author hopes to move health care to a more interdependent model where professionals are driven by TELL ME, where personal and collective values and expectations of their patients and themselves result in a team approach to health and wellness. It should be noted that the author has committed the proceeds from this book to providing financial assistance to students enrolled in health programs at the University of North Carolina Wilmington through the Health Equity for Aspiring Leaders (HEAL) Endowed Scholarship – this TELLS ME that Dr. Brown is committed to igniting others to overcome difficult life challenges by connecting to his own sense of purpose as a healthcare professional.

Charles J. Hardy, PhD
Professor and Founding Dean
College of Health and Human Services
University of North Carolina Wilmington

Introduction

Why join the medical profession in the first place? For many medical professionals, the drive is a powerful desire to conquer disease combined with a solemn covenant to care for people — fellow human beings — to the best of one's abilities and judgments. This sense of purpose combined with the fulfillment obtained through complex problem solving becomes a powerful motivator that allows one to push the limits of personal growth during education and training.

After medical school, residency training, and fellowship, or one of the many educational tracks in health care, professionals set out to deliver quality health care, often with inadequate early mentorship. Then somewhere along the way, the burning passion and motivation that initially provided all the energy necessary to make a difference in the lives of others gets replaced with a sense of frustration and futility. Once this pattern emerges, the template for personal trauma is in place. Until that pattern is interrupted, the risk to both professional and patient is on an escalating trend line. Danger is near.

I wish I could claim to have THE answer, a single path forward to navigate away from the abyss. But the truth is much more modest. What I do have is a simple mental model that has helped me reconnect to purpose. I am going to share it with you in the hope that your version will help you. For me, when I think back to all the patient visits that began with me saying, "TELL ME," the acronym takes me directly to that sense of purpose. You see, "TELL ME" was always an invitation. "TELL ME how things are going," or "TELL ME what brings you in today" provided a powerful opening for my patient to talk, and for me to listen. The connection soon followed, yet "TELL ME" has always been the start. In this short book, I will explain what "TELL ME" has come to represent for me.

T is for trust - the foundation of relationship between professionals and patients.


E is for empathy - the ability to truly see from another's perspective.

L is for listen - the only path to know what the patient wants and hopes for their care.

L is for limit constraints - only by understanding them first are we able to successfully navigate them.

M is for maintain health - the easier path to wellness is to go forward and not to take steps backward.

E is for eliminate barriers - some barriers to care can't be worked around, they must be removed.



The acronym is simple, but not always easy to do. As we go through each chapter, I will highlight some of the “AHA” moments that have occurred to me during my career. It is my hope that these simple representations will stimulate thinking so that you are able to attach your career experiences to the framework. As that happens, it is my hope that your sense of purpose can be refueled in meaningful ways, that you can find ways to ignite others, and that we all move a little closer to understanding how much we count on each other for health and quality of life as we strive to help others overcome their most difficult life challenges. And of course, as has always been the case, “TELL ME” is just a beginning.

Section I: Introduction



Share the AHA messages from this book socially by going to
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Scan the QR code or use this link to watch the
section videos and more on this section topic:
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Section I

Introduction

As medical professionals, we strive to deliver our best care to patients. In so doing, it is important to remember that patients are human beings, not just medical data on a chart. Confusion at this point may result in a mismatch of expectations between patient and caregiver.

The basic foundation of our profession is to “care” for our fellow humans. Without truly caring for others, we may fail to provide the quality health care they deserve due to our own ignorance of what they value. In other terms, we must know them before we care for them.

It is also of critical importance that our patients know we care about them. If they don't, how will all the training we've gone through or the certifications we've earned make us trustworthy to them? Remember, they're entrusting us with their lives. Patients want to know, see, and feel that the medical professionals they're entrusting their lives with truly care about them. Anything short of that is insufficient.

Aside from caring about the patient, we also need to care about the patient's support system. How we treat the patient's family, friends, and loved ones should be consistent with the kind of compassion deserved by people facing the major life stress of helping a loved one through a severe life challenge.

This section provides a premise for the entire book on how we, medical professionals, can make patients' lives better by caring enough about them to understand their health desires and support structures, and by engaging them as co-creators in the plan to survive their challenge and reach their highest level of health.

Whether you're a doctor, nurse, technologist, or any member of the healthcare team, this book will help you rediscover your passion to help people. It will also help you reignite your belief and motivation that the medical profession is a higher calling than perhaps any other career on earth.

1

As a medical professional, it is important to remember that patients are human beings, not just numerical data on a chart. #CredibleMedicalProfessional

2

The motivation for many medical professionals to enter the field is to make people's lives easier and better. What other factors inspire you to stay in health care? #CredibleMedicalProfessional

3

Nobody cares how much you know until they know how much you care. What ways do you show how much you care? #CredibleMedicalProfessional

4

Credibility in the medical field requires caring about and caring for people. What makes it difficult for you to show how much you care about a certain patient or group? #CredibleMedicalProfessional

5

Medical professionals should have the skills, good judgment, and manners expected of someone who's well trained to deliver quality health care. What's your greatest strength and which of these domains needs the most effort? #CredibleMedicalProfessional

6

Table stakes for credible medical professionals are training, initial board certification, and reputable practice. Patients will only trust you more when they know you care about them. #CredibleMedicalProfessional

7

Patients, friends, and family will ask for your recommendation. Sometimes they don't need textbook answers, but rather the assurance that you actually care. How do you listen with that in mind?
#CredibleMedicalProfessional

8

Honoring the patient's health desires can sometimes outweigh specific techniques for disease management. Listen to understand, it gives the best chance to make the right recommendation.
#CredibleMedicalProfessional

9

When you know that someone cares for you, you love the person back. That agape love patients have with medical professionals is key to being and staying healthy. #CredibleMedicalProfessional

10

Medical professionals are almost like extensions of family with the level of care that they provide to patients. That relationship is crucial for the patient to transition from sickness to good health. #CredibleMedicalProfessional

11

Medical professionals deliver quality care by caring for their patients with the passion they would their own family, but consistent with the values of the patient and their supports. #CredibleMedicalProfessional

12

Value not just the patient, but also their support system by setting expectations, communicating, and demonstrating how much you care.

#CredibleMedicalProfessional

13

Treat the patient's support system - their family, friends,
and loved ones - just like you would treat the patient.
#CredibleMedicalProfessional

14

The medical profession is not just a job; it is a higher
calling to serve people. Your patients are fellow humans
who deserve love and respect. Treat them consistently
with what they value. #TheCrediblePhysician

Appendix

All proceeds will be used to provide new opportunities for students to pursue education as medical professionals by supporting the growth of the University of North Carolina at Wilmington Health Equity for Aspiring Leaders Endowed Scholarship (HEAL Scholarship).

About the Author



Doc Philip Brown formerly served as EVP, Chief Physician Executive at New Hanover Regional Medical Center and Chief Community Impact Officer at Novant Health with a proven track record of building high performing teams. He believes the healthcare industry needs radical reinvention, and that we should focus on understanding different needs, and then create opportunities for all people to reach their highest level of health.

Dr. Brown's ability to bring simplicity out of chaos in order to help lead organizations and individuals to accountable action is particularly needed in today's environment. When we are inundated with facts and data points that can be and are spun to obscure truth, creating clarity requires both quantitative and qualitative information. His transformational leadership is effective because he is willing to listen, hear, and understand diverse perspectives through connection and earned trust.

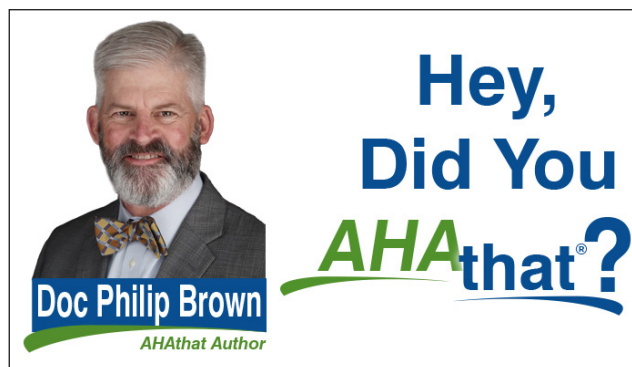
Creating environments where teams can innovate courageously, bolstered by a resiliency that makes the potential of failure a stepping stone rather than a barrier, is a modern challenge to effective leadership. Dr. Brown's methods make it possible to amplify all voices so it becomes easier to identify common goals, dream bigger visions of what can be accomplished together, and create aligned action (not just plans) for achieving amazing results. Through deep connection and trust, teams can develop the resiliency that allows this kind of breakthrough performance.

Above all, Dr. Brown is a doctor deeply concerned about the health and life quality of his patients and colleagues.



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