WHAT PATIENTS FEAR AND WHY WE HAVE TO KNOW

COLLEEN SWEENEY
Webinar
Friday, September 21, 2012
11:00 a.m. – 3:00 p.m.
Hosted by SunCoast Council
St. Joseph’s Hospital
Medical Arts Building Room 4
3001 W. Dr. Martin Luther King Jr. Blvd.
Tampa, Fl 33607

96% of all people have some fear about their healthcare. This session reveals the results of a three-year study entitled The Patient Empathy Project. Colleen will share her Top 11 Patient Fears list that patients fear most and how we can substantially change the patient’s perception of care by asking just one question. Participants will identify ways to address patient fears that impact perceived outcomes.

RSVP no later than August 31, 2012 to Judi.roberts@baycare.org or 813-870-4191