



THE BUSINESS OF GENERAL PRACTICE

Customer & Conflict Management

- Dealing with Difficult Conversations

Web Workshop

23rd February 2022: 9am - 12.30pm

10th March 2022: 1pm - 4pm

15th March 2022: 1pm - 4pm

28th April 2022: 1pm - 4pm

This web workshop will be held on MS Teams, if you are interested in attending one of these dates, please send the following details listed below to jenny@practicemanagersuk.org in order to register for any of the above:

1. Full name
2. Title and date of web workshop you want to book onto
3. Email
4. Practice name

Introduction

This three-hour web workshop has been developed to support front line staff and other health care professionals in General Practice to develop their skills and confidence to provide excellence in customer service and to better manage disputes and to help manage challenging conflict situations experienced in practice. We will consider how and why conflict may arise between staff members and the patients or their carers around access to services, treatments and other aspects of practice life and will consider and reflect on ways to manage this.

We will also have a particular focus on the challenges of providing a 'safe haven for patients' and the particular things to consider when managing patients who may have been excluded or expelled from other practices.

The workshop will be interactive – delegates will be encouraged to share challenges and conflicts they have already encountered – our facilitator will also share their experiences from GP practice. Participants can take the opportunity to practice their skills in conflict resolution skills.

By the end of the workshop delegates will be able to:

- ❖ Recognise barriers to good communication.
- ❖ See the importance of excellent internal communication and the positive effect this has on service delivery.
- ❖ Enhance awareness of your response to different conflict situations and personality types and the effect this can have when dealing with challenging situations.
- ❖ Manage and understand the expectations, feelings, fears and needs of the patients.
- ❖ Understand the specific challenges with managing patients excluded from other practices.
- ❖ Exhibit more confidence, motivation and control when dealing with challenging situations and complaints.
- ❖ Understand the difference between assertive, aggressive and passive behaviour.

Slides and handouts will be provided to support this workshop and certificates of attendance are awarded after the workshop.

Programme

Introduction, Objectives, Why are we here? ...

What the Patients think...

- ❖ What do patients say?

Key Characteristics of Excellent Customer Service

- ❖ First Impressions
- ❖ Last Impressions

Communications

- ❖ Face to face communications
- ❖ 3 V's of Communication
- ❖ Non-verbal Communications
- ❖ Great Communication is....
- ❖ Things to Avoid...
- ❖ Professional Touches

Listening for Success

- ❖ Active Listening
- ❖ Open vs Closed Questions
- ❖ Context
- ❖ Risk Assessment – developing a safe environment
- ❖ Triggers

BREAK

Models of Communication

- ❖ Models of Communication
 - ✓ Escalate or De-escalate
 - ✓ Managing Difficult Conversations
 - ✓ Escalating Conflict – recognising the signs
 - ✓ Take Action
 - ✓ Things to Remember...

Conflict Management – a skills practice session

Practical exercises that will require the attendees to think about a situation that they have previously encountered and to think about how they dealt with it and what they would do differently.

Action Planning**Final Q&A****CLOSE**