



# Doctor patient encounter

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המרכז הרפואי ע"ש  
חיים שיבא תל-השומר  
ליבא, צאנז'ים אלמניצ בריאות



מזר 100 שנה  
כללית  
הכי טובה למשפחה



מכבי  
שירותי בריאות

בית חולים  
סנטרל של בריאות

בין לקוחותינו:

# What is our talk about?

## CHEMISTRY

Observance and curiosity

## TOOLS

body language and semantics

## GOALS?

Awareness & new ideas

# BODY LANGUAGE



**UP TO 90% OF OUR COMMUNICATION IS**  
**NON VERBAL**

TOOLS

# **“Body language” is indeed a language!**



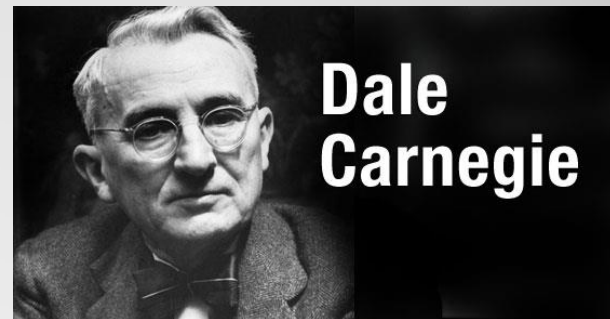
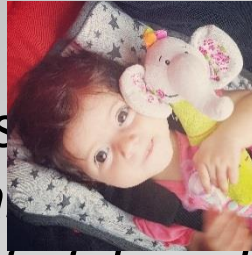
# Every sentence has its tone



**'You see, but you do not observe. The distinction is clear.'**  
Sherlock Holmes; *"A Scandal in Bohemia"*

**OBSERVATION IS ALL YOU"LL EVER NEED**

# "Every one likes to feel important"



**Dale  
Carnegie**

e for of importance  
nguis r etwe  
ima es y  
wear the latest styles, dri latest  
**brilliant children". 1936**

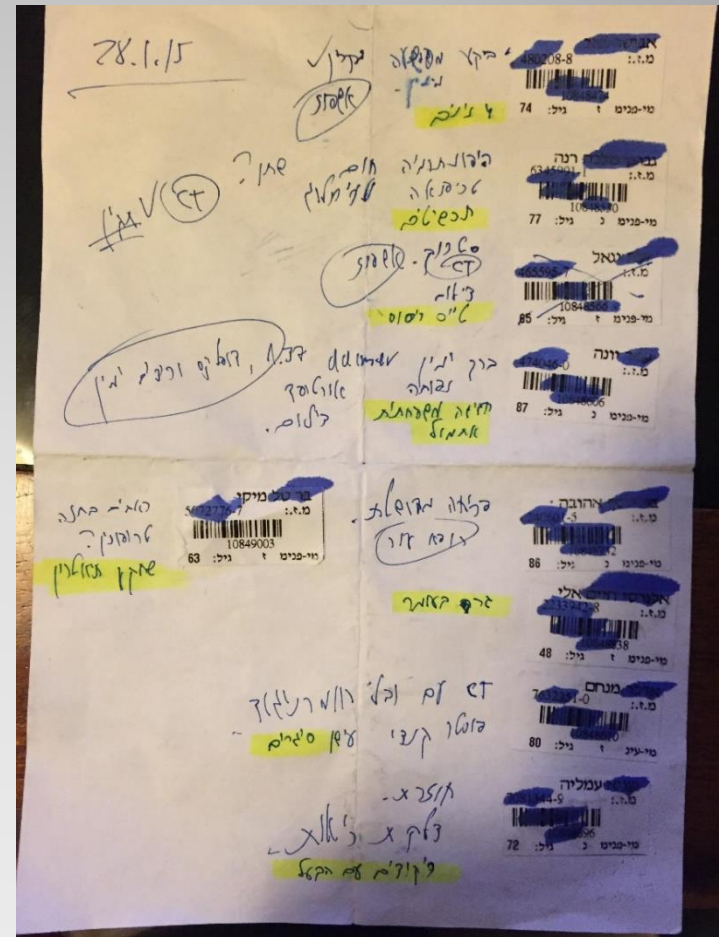
# Taking medical history



**The little fun stuff.**

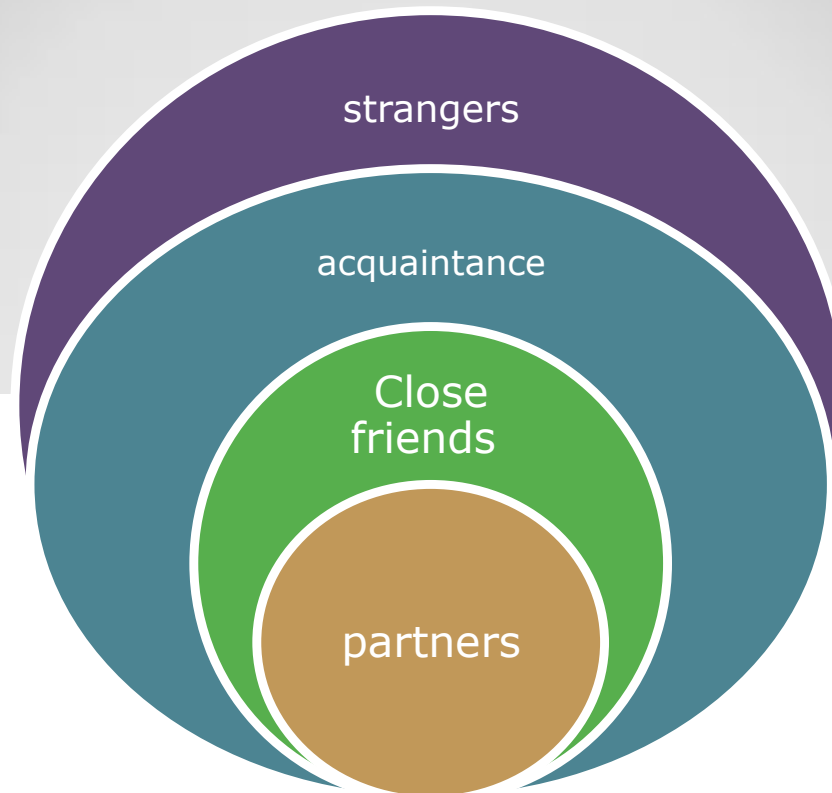


# A day in the ER





# ARE YOU ALL FELLING COMFORTABLE?



**Personal space**

**TOOLS**

# Controlling the work space



TOOLS



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# Controlling the work space



TOOLS

# Controlling the work space



TOOLS



# MIRRORING & CHEMISTRY



TOOLS





# MIRRORING AND FRIENDSHIP



TOOLS





# MIRRORING AND NEGOTIATION



TOOLS

# COLD WAR?



TOOLD

# COUPLES DYNAMICS





# SIGNS OF MIND STATE



כלים  
שפת גוף וסמנטיקה



# SEMANTICS

"Peace begins with a smile.."

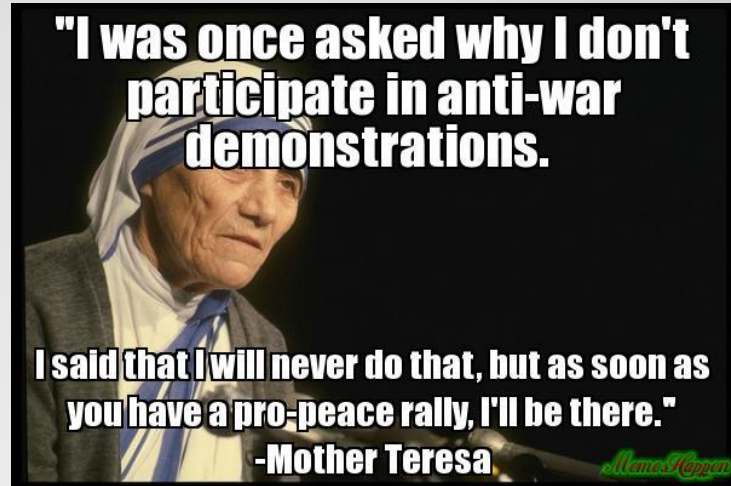
-Mother Teresa



"I was once asked why I don't participate in anti-war demonstrations."

I said that I will never do that, but as soon as you have a pro-peace rally, I'll be there."

-Mother Teresa



TOOLS

# SEMANTICS



For sale:

19 y/o, few **external hits** from bad parking, nothing **huge**, no **serious accidents**. Great mechanical condition.

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# SEMANTICS



For sale:  
1995 TOYOTA, its not **new**, not **spotless**, however  
in **great shape**. Call now

**GOOD MESSAGE = POSITIVE AND PRO ACTIVE**

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# SEMANTICS



Don't you **worry**, it is usually not that **painful**,  
and **death during this procedure** is not **common**

# SEMANTICS



**I know you are not calm, it wont be pleasant, but it will be short, and your health is in good hands.**

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**3 MIN TO GO – SHORT Q:**



**HOW MUCH FUN ARE YOU HAVING (1-10)?**

# It's up to you!



**GO TO**

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