

## THE 'THERAPEUTIC ALLIANCE' BETTER RESULTS THROUGH EMPATHY AND COMMUNICATION

SATURDAY 11TH MAY 2019  
NOVOTEL LONDON WATERLOO SE1 7LS

### EVENT OUTLINE

Empathy, listening and the ability to explain well are key skills for any clinician, and are essential requirements for building rapport, trust, and a strong therapeutic alliance with each patient. Not only does this improve patient satisfaction and compliance with care, but when used properly can even lead to better outcomes. This seminar will cover the essentials of empathic communication within chiropractic practice, particularly in the first few visits. Attendees will leave with not just a greater understanding of the current evidence around clinical empathy, but simple and effective strategies they can implement Monday morning in clinic to improve their therapeutic relationships with patients.

### LEARNING OUTCOMES

After attending, delegates will be able to:

- Understand how the therapeutic relationships can positively or negatively impact patient outcomes;
- Listen fully and effectively to patients, and make them feel heard;
- Discover the underlying emotional components of the patient's experience, and demonstrate genuine empathy;
- Explain the problem and the proposed plan in a simple, reassuring manner tailored to each individual patient;
- Avoid nocebo and common ways we can unintentionally create fear avoidance and yellow-flag behaviour during their first few visits;

### SPEAKER: Chris Chippendale MRCC LRCC (Pain)

A second generation chiropractor, Chris has worked in clinics since his teens. After graduating from WIOC in 2011, he went on to earn a PGCert in Advanced Professional Practice from AECC, with a particular focus on issues surrounding patient communication. He oversees a team of 8 DCs in Kent and provides training for chiropractors through which he provides private workshops and seminars to chiropractors and other health professional on effective communication, evidence-based care, and patient-centred clinical strategies.

### PROGRAMME

09.00 - Registration  
09.15 - Seminar begins  
17.00 - Close  
Lunch included

### REGISTRATION FEES

RCC Members: £99.00  
Non-Members: £145.00  
Special rate for students—Please enquire

Online registration and payment are available at [www.bit.ly/RCCevents](http://www.bit.ly/RCCevents)

To register and pay via card/ bank transfer please contact the RCC directly on **0118-9469727** or at: [admin@rcc-uk.org](mailto:admin@rcc-uk.org).

Alternatively, please send registration forms to our address below, with cheques made payable to,  
The Royal College of Chiropractors.

Cancellations: Fees will be refunded, less a £10 administration charge, for all cancellations received at least 10 days before the event.  
No refunds can be given after this date.

**\*\*Please do not attend this event unless you have received confirmation of a place and joining instructions\*\***

### REGISTRATION FORM

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Postcode: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

#### Registration fees:

I enclose a cheque for £ \_\_\_\_\_.

Please send your completed registration form to:  
The Royal College of Chiropractors, Chiltern Chambers,  
St Peters Avenue, Reading RG4 7DH