Meet the NEW Language of Caring, LLC
By Wendy Lebov, Jill Golde and Dorothy Sisneros

“The future of healthcare requires constant reinvention.”
Atul Gawande
Surgeon, Journalist, Author (The Checklist Manifesto)

...That’s for sure! Propelling changes:
- the profound impact of technology and the web
- growing evidence on best practices
- the overwhelming flood of information
- growing public concern, scrutiny and engagement
- demographic changes
- changes in health policy, financing, access, and measurement
- and much more...

The healthcare system, every healthcare organization and every person on the healthcare team needs constant reinvention.

That’s why we are excited to share with you the news that our company Lebov Golde Group is now Language of Caring®, LLC. We have reinvented and reorganized our company. We know that we too need to be nimble and more responsive to our present and future clients. We want to better serve and support people throughout healthcare as you meet your compelling challenges. Through Language of Caring, LLC, we aim to be your partners for transformation.
Language of Caring

Our new name reflects our mission! We are more than ever committed to achieving an unparalleled patient experience and a culture of caring through exceptional communication. And our logo shows dialogue boxes that symbolize person-to-person connection and communication, because that’s what we help healthcare teams dramatically improve.

Also, we’ve launched a brand-new website www.languageofcaring.com. Please visit to learn more about:

- Who We Are
- Our Language of Caring Programs
- Speeches and Workshops
- Consulting and Training
- Webinars
- Our Results
- Knowledge Center
- Store

…and after you wander around, please tell us what you think!

We are especially excited to announce the NEW AND IMPROVED Language of Caring for Staff program. We’ve learned so much from our clients. Based on all that we’ve learned about achieving optimal results from the Language of Caring for Staff, we’ve completely overhauled, upgraded, and strengthened this crown jewel program. The new program now does a better job of engaging everyone, helping them make their caring felt in interactions with patients, families and each other, and leading to improved CAHPS performance as well.

Language of Caring for Staff: A Few of the MANY New Features

- Now TEN Modules, including an introduction to the Language of Caring and a closing module on how to go from good to GREAT when using the Language of Caring skills.
- Brand new videos
  - GREAT scenarios relevant to ALL staff, whether they serve patients and families directly or not
  - Shot on location at Banner Desert Medical Center and Cardon Children’s Medical Center in Mesa, AZ. These were great places for the video shoot, because Banner Health has embraced the Language of Caring system-wide and achieved remarkable results!
  - A sparkling cast, comprised of Banner Health’s talented employees who now live the Language of Caring every day and night and could easily and skillfully demonstrate the skills
Stressed? Your best bet is to BREATHE!
Sit comfortably and take deep breaths. Or don’t even sit! Just stop and breathe deeply for a few moments -- as you wash your hands before entering a patient room, or before you open the door to enter a meeting room or office. Focus your attention on your breathing. Even out your breathing and you’ll bring yourself to what some call the still point. You’ll calm yourself. You’ll sharpen your focus. Your mind will stop racing. Your stressors will fall away. And you can enter your next situation with a clear head and open heart.

- **Leadership Essentials:** A brand-new process and tools that help leaders succeed in their pivotal role in making the Language of Caring take hold. The process and tools help leaders engage, model the skills, use them personally in interactions with patients, families and employees, coach their own staff members “to a 5,” and hold people accountable. [Click here for sample tools for leaders.]

- **Habit-Builders:** Because we know that skills don’t stick without practice, practice, practice, the Language of Caring now includes, for each module, a set of twenty SHORT (5-minute) activities (ideal for huddles, meeting warm-ups and buddy conversations) that provide quick opportunities to practice each skill, apply it, share successes and prepare to be effective in even the most difficult situations. [Click here for examples from three of the skill modules.]

- **Anywhere, anytime access to all videos and materials 24/7** through the web-based Language of Caring Client Portal.

**See for yourself!**
- Watch the Intro Video. Click [here](#).
- Sign-up for a free webinar, so you can learn more. Click [here](#).
- Contact:
  - **Jill Golde, Partner**
    - jgolde@languageofcaring.com
    - 314-571-9607
  - or
  - **Dorothy Sisneros, Partner**
    - dsisneros@languageofcaring.com
    - 602-615-1192

And finally, we’ve enhanced and enriched our Web-Based Client Portal. This Portal gives our clients fingertip access to all guides, videos, templates, evaluation tools, posters, and other resources for both the *Language of Caring for Physicians* and the *Language of Caring for Staff* programs.

**Phew!**
It’s been an exciting and challenging ride. We’ve worked hard to reinvent ourselves so we can serve you better. Wendy’s dad used to say, “It’s better to wear out than to rust out!” We believe it! We want to help YOU in YOUR tireless efforts to reinvent your services and tactics, so you can ensure an exceptional patient, family and coworker experience.
In healthcare, we deal daily with people we find irritating or frustrating. There are also times when we must deliver messages that patients and families do not want to hear. Faced with unsettling behavior and the need to give unwelcome news, members of our care and service teams need to communicate with empathy, directness and tact. This webinar helps to reframe the concept of “difficult people” and strengthens key communication skills that, by turning up the warmth, turn down the heat.

**HIGHLIGHTS INCLUDE:**
- Words and actions that make matters worse, despite the caregiver’s best intentions
- Using the Language of Caring skills to defuse emotionally charged situations
- In-depth attention to how you can hold your ground with compassion and composure after you’ve done everything possible to accommodate the other person
- How you can preserve your precious energy and reduce stress when you deal with difficult situations daily

**WHO SHOULD ATTEND?**
- Everyone!

**WEBINAR FACULTY**
Presented by Wendy Lebov, Ed.D – Partner, Language of Caring, a passionate advocate, speaker and consultant for creating healing environments for patients, families, and the entire healthcare team for over 30 years and author of more than 12 books for healthcare.

**UPCOMING WEBINAR**
Tuesday, March 25, 2014
1:00 – 2:00 pm (EST)

**HOW TO HIRE CARING COMMUNICATORS**
Dorothy Sisneros, MS, MBA

**INDIVIDUAL** $49  
**GROUP (PER CALL-IN LINE)** $199  
If your system wants to purchase several call-in lines, contact us.

**SPACE IS LIMITED REGISTER NOW**

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How you begin a meeting sets the tone. If you start with or allow complaints or problems, that’s what you’ll get. Start on a positive note and your meeting will engage and energize your team much better.

**How?** Pose one positive question at the start of each meeting. Go around and ask people to each respond briefly (in less than 30 seconds). Start with *YOU!*

- What’s one thing you’ve accomplished since our last meeting?
- Name one person who has helped you since our last meeting and explain how they helped you.
- What one thing are you looking forward to in the coming week?
- What’s something funny that happened in the last week?
- What’s one thing you’ve learned since our last meeting?

Give people the opportunity to “Pass” if they can’t think of something or if they just don’t want to. Pressuring people will turn this positive start into a downer. Have the guts to stay upbeat and expect the best.

**QUOTEWORTHY:**

“We work on ourselves in order to help others, but also we help others in order to work on ourselves.”

Pema Chodron  
Buddhist teacher, author, nun and mother

HOT OFF THE PRESS: The One Skill That Can Transform Health Care. Check out Wendy’s feature article in H&HN Daily, Click [here.](#)
YOU AND YOUR COLLEAGUES ARE INVITED TO A FREE WEBINAR OVERVIEW

Language of Caring
FOR PHYSICIANS
COMMUNICATION ESSENTIALS FOR PATIENT-CENTERED CARE
FEBRUARY 19, 2014
12-1 PM (EST)
REGISTER NOW!

Language of Caring
FOR STAFF
COMMUNICATION ESSENTIALS FOR A CULTURE OF CARING
FEBRUARY 11, 2014
12-1 PM (EST)
REGISTER NOW!

- Discover how these blended learning programs are helping organizations achieve breakthroughs in the patient experience and patient/family-centered care, as measured by CAHPS improvement
- Learn how the programs work and their specific components
- Preview our awesome new Client Portal for easy access and sustainability resources
- Get to know our implementation services that help you jumpstart your strategy and accelerate your results
- Ask your questions!

Language of Caring

Achieving an unparalleled patient experience and a culture of caring through exceptional communication.

If you like this e-newsletter, please forward it to a friend or colleague. If someone else sent this to you, please subscribe by visiting us at www.languageofcaring.com. We’d love to hear from you.

Join our LinkedIn Group called “Quality Patient Experience and HCAHPS Improvement” and add to the discussions about the quality patient experience. AND please send us an INVITE so we can connect. Thank you!

Jill Golde, MA, Dorothy Sisneros, MS, MBA and Wendy Lebov, EdD—partners at Language of Caring.