

## STANDARD I:

### Effectively Manage

# First Impressions

*"A thousand words will not leave so deep an impression as one deed."* -Henrik Ibsen



A combination of **professional dress and a white coat** have been shown to most positively enhance patients' trust and confidence with their physician.



**Addressing your patient by his or her name** creates a sense of individualized care, and implies a personal relationship between patient and physician.



**Knocking before entry** empowers patients and displays respect for privacy and personal space.



**Physical contact** creates a personal connection and solidifies the unique nature of the healing relationship.



**Eye contact** tells patients what your priorities are in a given moment. A lack of eye contact, even when justified, tells your patient that your attention is occupied elsewhere.



The practice of **sitting at the bedside** has been shown to improve the efficiency of communication, and increase the perceived length and quality of an interaction.