



## Dancing Together: The Power of a Relationship-Centered Approach

Session: Presented Friday, 8 A.M., August 9, 2013, Philadelphia, PA

Session Title: “Dancing Together: The Power of a Relationship-Centered Approach

The attached presentation was given at the 40<sup>th</sup> annual American Association of Diabetes Educators’ (AADE) national conference.

The program’s facilitators, Riva Greenberg and Boudewijn Bertsch, led an interactive workshop on the value and “How-To’s” of relationship-building, to help educators achieve more successful outcomes both for themselves and their patients.

The program introduced a new and innovative Relationship-Centered model: Push (Teach), Pull (Inquire), Yield (Be) and Build (Co-Design Treatment Plans) that leverages the strengths and expertise of both educator and patient. Participants were introduced to relationship qualities such as “Rapport before Report” and “Working from a Positive Frame.”

Through exercises, participants practiced coaching skills, asking open-ended relationship questions, exploring patients’ strengths and skills and co-designing healthier habits.

This approach is firmly grounded in scientific theories and practical applications gathered from over 150 interviews with patients and anecdotal evidence. The practices presented can be applied equally well working with individuals and groups.

The presentation was attended by more than 140 participants who work with patients and was reported as being one of the most impactful they attended. This program is an extension of the one delivered in 2010, “Beyond Motivational Interviewing: What Can Happen When You Catch Someone Doing Something Right.”

The following slide contains photographic impressions from the workshop.

© 2013 Riva Greenberg and Boudewijn Bertsch. Without comments this presentation is incomplete. Contact: Riva Greenberg, [riva@diabetesbydesign.com](mailto:riva@diabetesbydesign.com)







THE POINT OF **POSSIBLE**

**AADE13**

**AADE13**  
**ANNUAL MEETING & EXHIBITION**  
PHILADELPHIA, PA  
AUGUST 7-10, 2013



# DANCING TOGETHER THE POWER OF A RELATIONSHIP-CENTERED APPROACH

Riva Greenberg & Boudewijn Bertsch

**AADE13**  
**ANNUAL MEETING & EXHIBITION**  
PHILADELPHIA, PA  
AUGUST 7-10, 2013







# Riva Greenberg, DPE, CHC

Patient-expert, Author and  
Health Coach

Brooklyn, NY

**AADE13**  
**ANNUAL MEETING & EXHIBITION**  
PHILADELPHIA, PA  
AUGUST 7-10, 2013





# Boudewijn Bertsch

## Executive Fellow

RSM Erasmus University  
Rotterdam, The Netherlands

**AADE13**  
**ANNUAL MEETING & EXHIBITION**  
PHILADELPHIA, PA  
AUGUST 7-10, 2013



# Purpose of our session

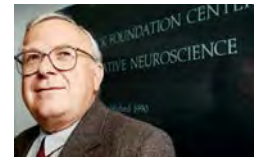
**Provide understanding of – and tools for working from – a relationship-centered approach**

- View of theoretical underpinnings
- The “I-You-We” Dance
  - How to ask relationship questions
  - Identify strengths, skills & recognize emergent solutions
- Co-design effective treatment plans for sustainable behaviors
  - Coaching beyond motivational interviewing



# Theories That Inform Doing

- Systems Theory – Ackoff
- Complexity Theory – Snowden
- Sense of Coherence – Antonovsky
- Neuroscience – Merzenich
- Positive Psychology - Seligman & Frederickson





# Each Of Us Is A Leader

- We lead ourselves
- We lead our patients
- Our patients lead themselves
- Together, we are in a dance - We need to know how and when to lead and follow

# Relationships: The Linear View

I (CDE)



You (Patient)



Pushing



Pulling

# The HCP - Patient Dance

I (CDE)

Push



We

Build & Explore together



Be/Yield



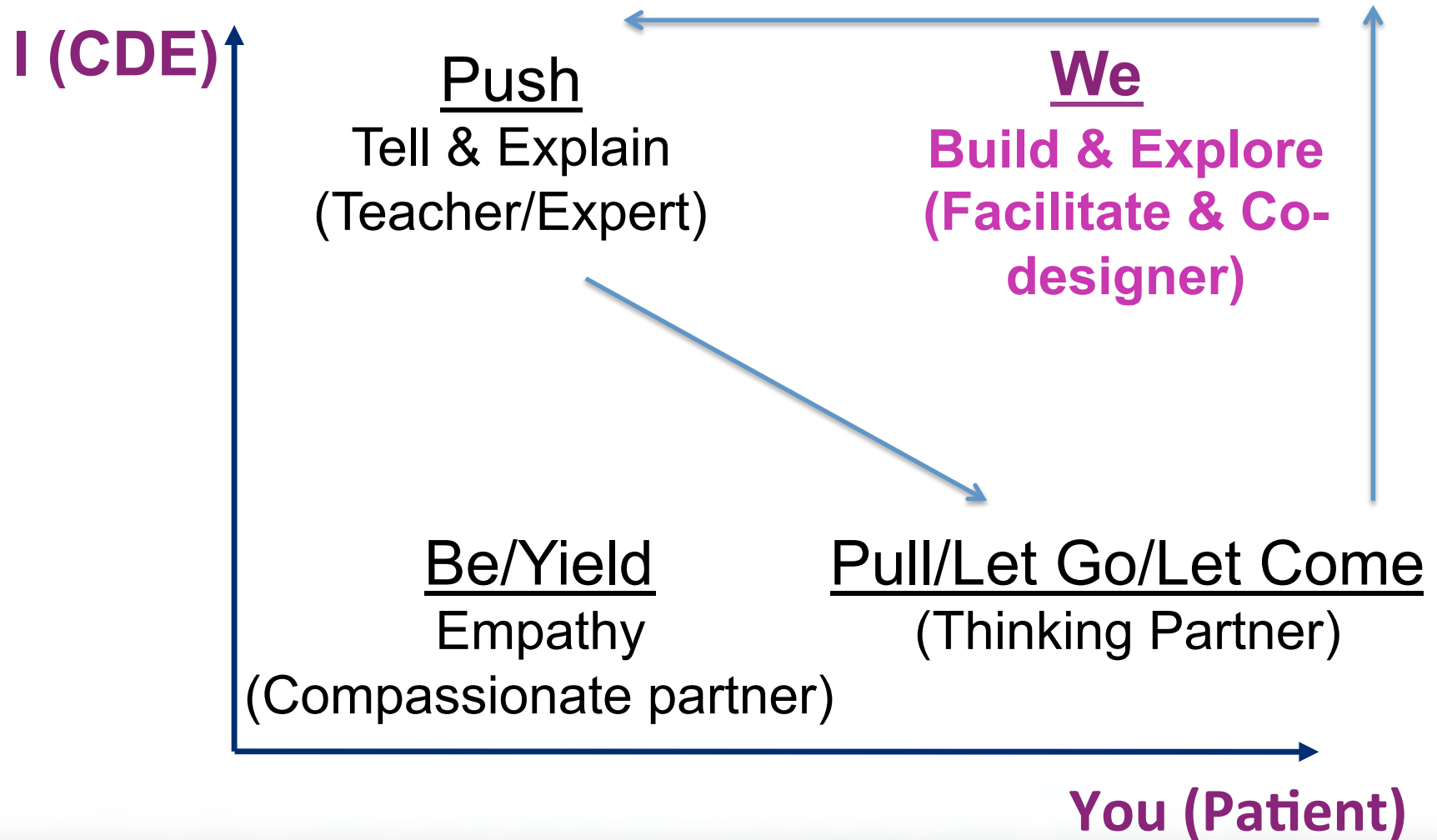
Pull/Let Go/Let Come



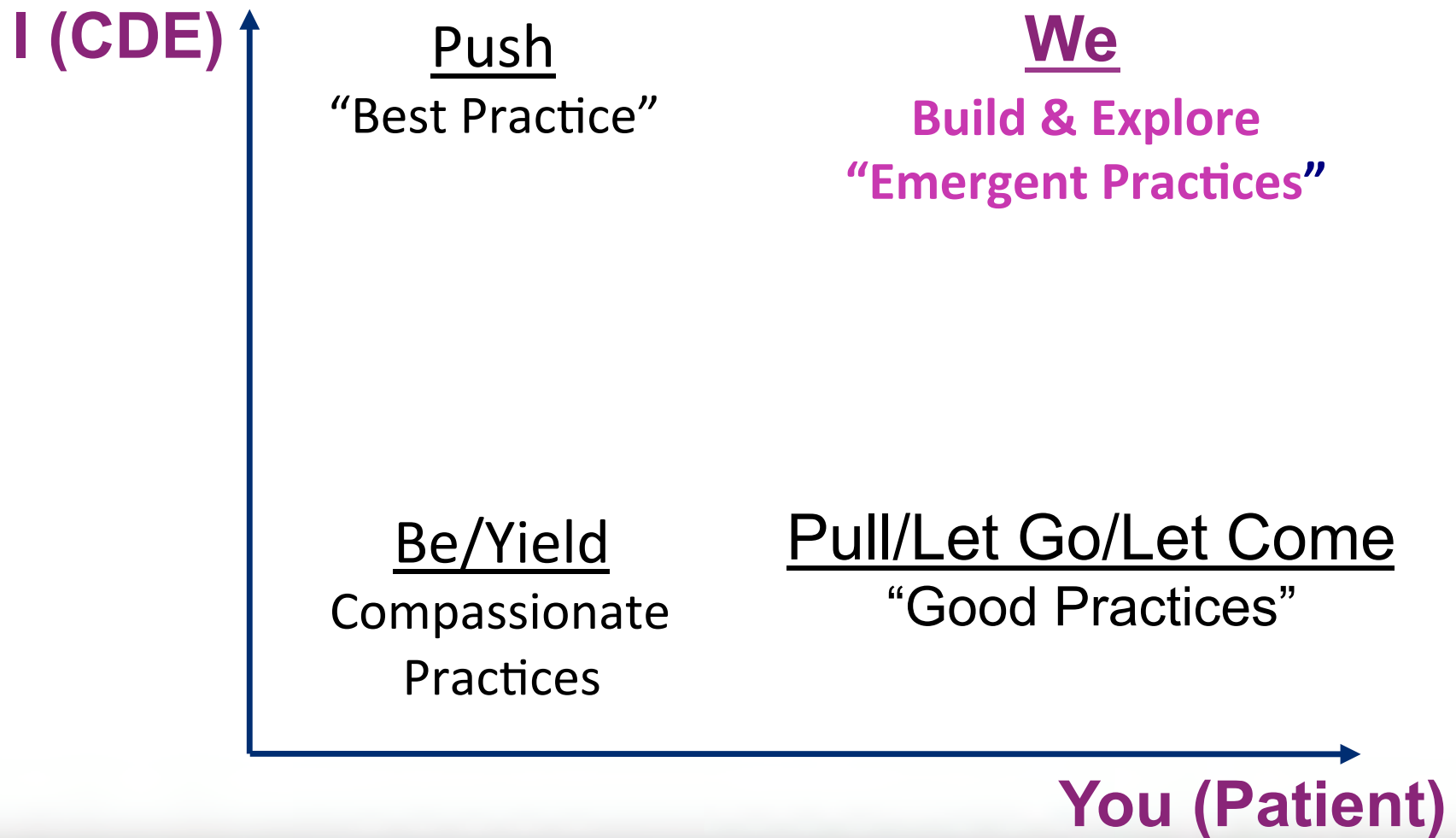
You (Patient)



# The HCP - Patient Dance



# Practices In The Dance



# Relationship-Questions

- About you as CDE and the patient
- An element of “We”
- Open-ended and explorative
- “Thinking Questions”



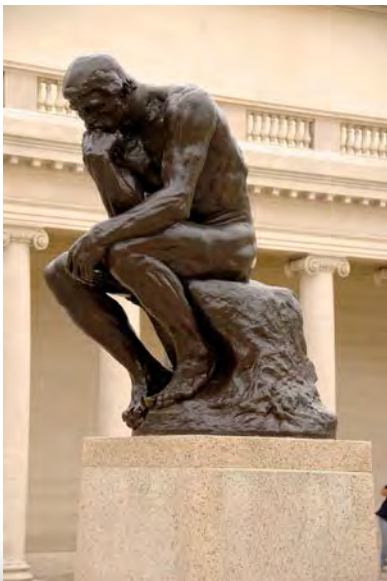
# Examples of Relationship Qs

- How can we work together as a team?
- How do you see my role in helping you?
- Where would you like us to start today?
- What can I do differently to help you make an improvement?
- What can I do for you to make this session successful for you?
- What needs to happen for us working together to see some improvements in your diabetes?

# When do you hand over the microphone?



# We and our patients are leaders and followers





# Leadership and The Basics

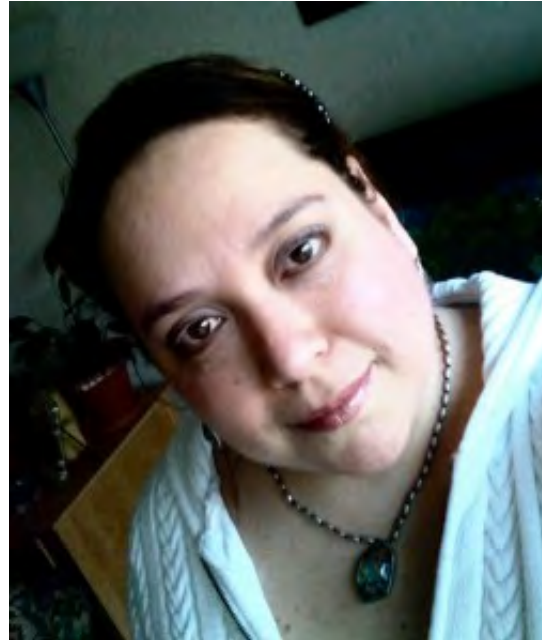


*Photo credit anon*

# Unheard and Unseen



Sara Nicastro



Beatriz Domingues



Kelly Kunik

*“What would you share in a letter with your HCP?”*

DOC, March 2013

# We Dance By Being Connected

*“Through a Compassionate Partnership”*

Qualities: Rapport, Empathy, Positive Frame  
Respecting patient's expertise, Trust



# Rapport Before Report



# Be Empathetic

- Ground yourself for :10
- Ask about patient's concerns – and listen
- Observe patient's body language for unspoken concerns & needs
- Ask interest-based questions (open-ended)
- Don't judge. Express understanding.

# Work From a Positive Frame



# Work From Positive Frame

## Create a “Happiness-Intervention”

- Ask, “What’s improved since last we met?” “What went well?” “What’s better?”
- Look for what’s working:
  - Numbers in range, eat 2 green vegetables
  - Ask, “How did you do this?”, “How can you do more of this?”
- Hold up a picture of what’s possible
  - Hope is a powerful force



# Two Experts In The Room

## Explore patients' strengths



# Establish Trust

**“Patients don’t care how much you know until they know how much you care”**

- Greet by name, shake hands
- Be Present and Attentive
  - Ask a few relationship questions
  - Show curiosity and interest
  - Look at patient, not screen
- Praise efforts, not just successes

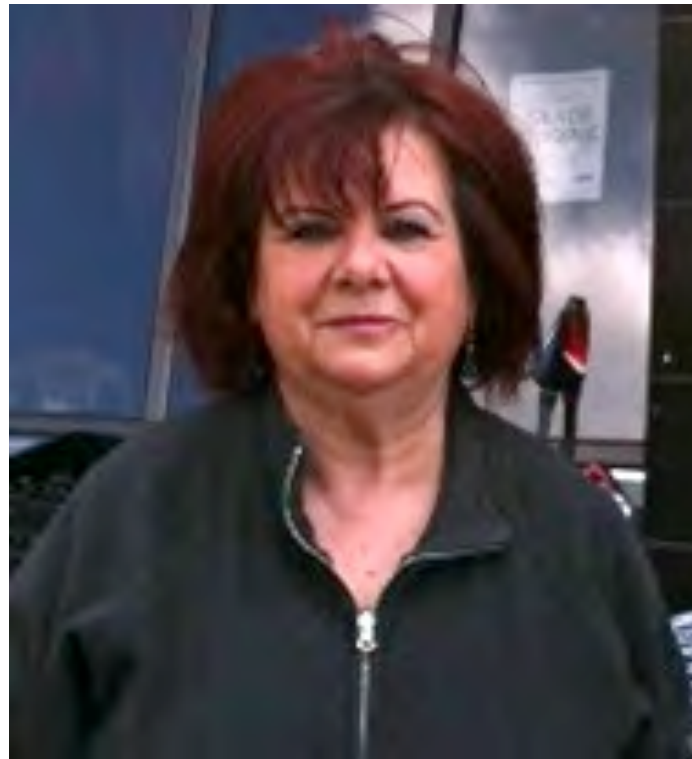


# Skills and Practice Matter



# Practice Makes Permanence

**65 year old Type 2. Newly put on insulin pen.**





# Co-Designing a Habit

**58 year old Type 1. Little energy for self-care.**

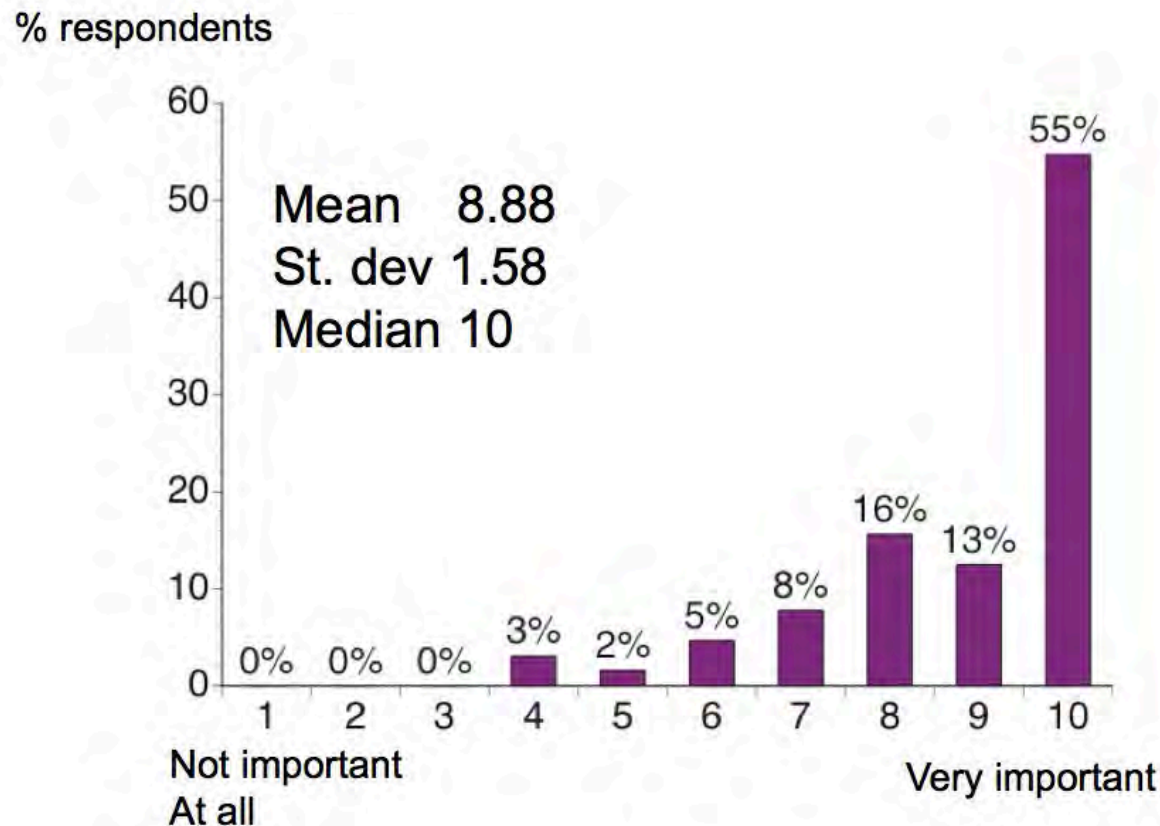


# Healthy Habits/Skills

Habit	Knowledge	Skill
Eat breakfast every day	Eating breakfast helps keep BS stable and supports weight loss	Cook a nutritious breakfast, environmental supports
Check BS each morning	Understand how a meter works and importance of checking BS	Be able to work a meter and lancing device

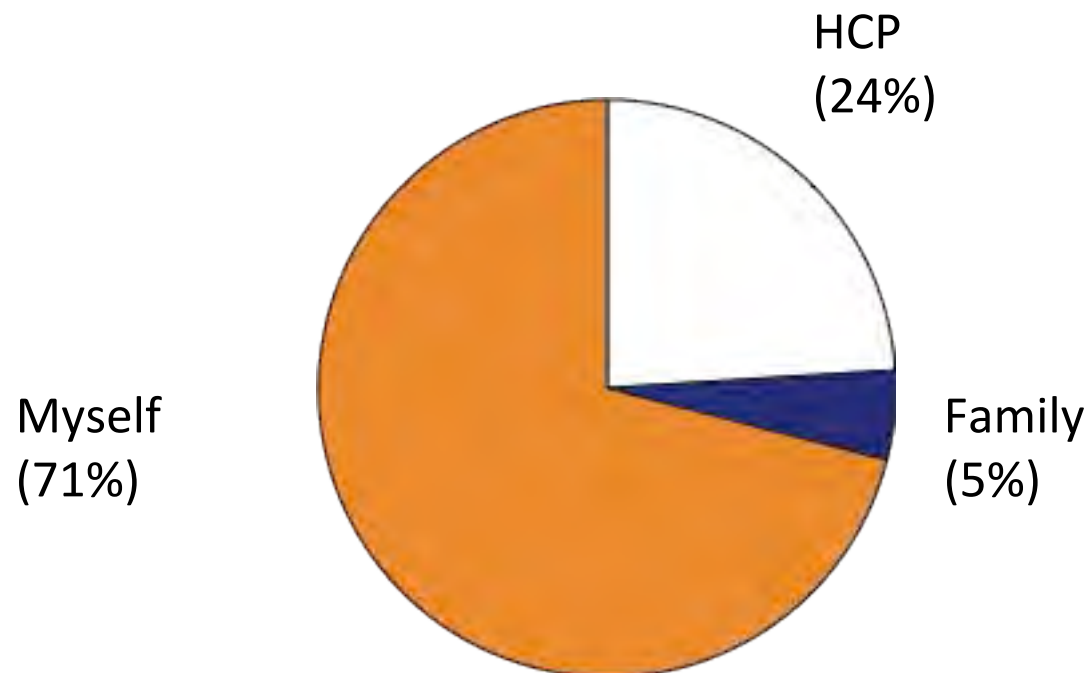
# >90% Report Habits Key In DSM

Survey conducted 2010 – 64 respondents



# Opportunity for CDEs

## Co-design skill-based habits





# Co-design Healthy Habits

1. Choose one of the four “Dos” below to work on
2. Then read the “Do”

Food	Medical	Fitness	Attitude
<u>1. Do:</u> Become a label maven	<u>2. Do:</u> Know how to inject if you inject	<u>3. Do:</u> Find an activity that fits you	<u>4. Do:</u> Be a warrior, not a worrier
Page 49	Page 119	Page 160	Page 197

# Brainstorm In Your Group

1. What questions might you ask your patient to discover their current ability to do this “Do”?
2. How can you work with your patient so they will gain more skill to do this “Do?”
3. How can you demo/practice this “Do” with your patient?
4. Be ready to share plenary

# Why Dance?



*Photo credit anon*

# Ultimately Why Dance?





# Our Provocation



*What if my role  
with each patient  
is to create a  
“Happiness-Intervention?”*