

# OCHIN WEBSITE MANNER GUIDE

Webisode Manner is the telemedicine equivalent of clinician bedside manner.

- This interpersonal aspect of patient care has a proven impact on patient outcomes.
- Subtle facial expressions and verbal cues can influence the relationship.
- Standards of care, professionalism, and ethics are identical for virtual care and in-person visits.

## SURROUNDINGS



- Use password-protected (encrypted) Wi-Fi access or a stable mobile data connection.
- Choose an uncluttered, neutral space such as a wall with a painting. Try to avoid including a door in the frame.
- Consider sources of ambient noise (e.g. fan, keyboard clatter, street noise coming from a window, or others in the room). Use a headset with microphone if needed.
- Silence your cellphone and *turn off vibrate*.

## LIGHTING



- Face the brightest part of the room such as natural light from a window or indoor lighting.
- Create a diffusely bright space.
- Avoid backlighting.

## CAMERA



- Place the camera at eye level.
- Sit close to the camera so that your head is centered and fills much of the frame. The appearance of closeness will feel more personable and help build rapport with the patient.
- Practice or preview your video to adjust your appearance and positioning.

## PROVIDER APPEARANCE



- As in office, you should maintain a professional, clean, and polished appearance.
- Clothing with solid neutral tones or lighter shades of blue work best.
- Avoid wearing patterns with stripes, dots, and checkers.
- Some clinics encourage providers to wear an ID badge or lanyard so that it is visible.

## NONVERBAL COMMUNICATION



- Be aware that facial expressions and eye movements are magnified on screen.
- Before starting the visit, look into the camera and smile. Initial impressions are important.
- Looks towards the camera as much as possible to maintain eye-contact.

## VERBAL COMMUNICATION



- At beginning of visit, confirm the patient can see and hear you.
- Speak slowly and clearly. Gives pauses to listen.
- Use reflective listening, to make sure that the patient knows that you understand.
- Know how to mute your microphone. Prepare for unexpected interruptions.

## PRIVACY & CONFIDENTIALITY



- Reassure the patient that the conversation is private. Verbally disclose if you share an office. Use a headset if possible. Close the door and post a "Do Not Disturb" sign to notify others.
- If there are other people in the patient's or provider's room, both parties should be made aware and agree to their presence.
- Do not use public unencrypted Wi-Fi. Use a password protected network.

## HANDLING TECHNICAL PROBLEMS



- Give the patient instructions at the beginning of the visit for if the connection drops.
- Stay calm. Be patient. Do not express frustration.
- Be upfront about addressing technical issues with the patient. Remember that if the virtual visit fails, the rest of the visit can be conducted over the phone and MyChart.

## HELPFUL PHRASES



- "Thank you for inviting me into your home today."
- "Thank you for giving this new visit style a try," or "I appreciate your willingness and patience to move our visit to a virtual platform"
- "If it's OK, I will be looking at your chart and typing as we talk to capture our visit accurately."
- "What worries you the most?" Or "Tell me about your concerns today."
- "I hear the concern in your voice. Tell me more."
- "What questions do you have before we disconnect the video/call?"

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