

# Write Company Plus

*We Can Help!*



Kathleen A. Begley, Ph.D.

*Speaker and Author  
Communication Expert*

**610-429-1562**

Dr. Kathleen A. Begley  
Write Company Plus  
1212 Foxglove Lane  
West Chester, PA 19380-5837  
610-429-1562 Fax 610-407-0199  
KBegley@writecompanyplus.com  
www.writecompanyplus.com

## Benefits for You!

- Prevent horrifying and sometimes deadly mistakes caused by misinterpretation of messages.
- Enhance your reputation as a community leader concerned about people and their health.
- Document to regulators that you actively work to prevent any and all miscommunications.
- Improve confidence among staff who learn how to deal with difficult on-the-job interactions.
- Cut down on the \$12 billion lost each year to bad communications in medical settings according to a 2009 study by the University of Maryland's Robert H. Smith School of Business.

## Savings for You!

***Concerned  
about poor  
communication  
in your hectic  
health-care  
organization?***

**“Poor communications cost \$12 billion a year at U.S. medical facilities.”**

## About Us

Write Company Plus communications training specializes in helping hospitals, stand-alone clinics, and medical offices improve patient care, encourage internal dialogue, and eliminate misinterpretation.

Founded in 1990 by Dr. Kathleen A. Begley, we are dedicated to providing administrators, doctors, nurses, social workers, and others with knowledge guaranteed to make them more successful in the complicated medical world.

In this era of highly publicized lawsuits caused by communication errors, we believe such training is a must-do, not a nice-to-do. Write Company Plus has worked with several of the largest health-care organizations in the United States.

## Testimonials

“I've seen Kathleen Begley of Write Company Plus captivate her audience while motivating them (and me) to unexpected levels of achievement. “

Vice President, Major Suburban Hospital

"The presentations seminar was very informative and entertaining. I didn't know learning could be so much fun!"

Supervising Nurse, Family Practice

“The Write Company Plus customer service seminar was very interactive, informative, and tailored to our needs.”

Administrator, Nationwide Health-Care

## Communications Training in the Medical Setting

**Write Company Plus offers a wide variety of training programs tailored to health-care organizations. To provide opportunity for case studies and role play, most instruction is given in a classroom setting. In respect for your staff's valuable time, we work closely to arrange classes in formats and time frames best suiting your schedule. Five of our most popular programs are:**

**Communicating Among the Medical Staff:** As you undoubtedly know, fact-oriented medical professionals sometimes fail to grasp the importance of so-called soft communication skills, especially those beyond the spoken word. This class provides information on and practice in 15 strategies on using body language and other nonverbals to create better relationships and reputations.

**Providing Customer Service in Health Care:** Today's patients are much more sophisticated than in days past. This class gives medical staff at all levels 12 easy, fast, effective ways to go the extra mile to satisfy customers and maintain a positive community image.

**Bridging Cross-Cultural Issues in the Medical Setting:** Across the United States, 15 percent of the population was born in another country; in urban settings, the number of non-native English speakers is much higher. This class helps health-care workers bridge gaps stemming not from language but from 21 culturally based values such as differing perceptions of time.

**Resolving Health-Care Conflicts in Positive Ways:** Conflict is not a problem; failing to deal with it is. This class empowers participants to customize 15 different strategies to the complexities of the situation.

**Dealing with Difficult Patients, Families, and Co-Workers:** Compared to other industries, health-care professionals daily face life-or-death pressures and decisions. This class teaches 10 ways to calm down and get results from the most challenging individuals.