

Tailoring Your Counseling Approach to Your Patient's Personality

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PATIENT PERSONALITY

Helping Us interact with our Patients



[Beltone.com](https://www.beltone.com)

LEARNING OUTCOMES

1

LIST THE 4 PERSONALITY
TYPES AND CHARACTERISTICS
OF EACH ONE.

2

DESCRIBE THE WAYS TO
MODIFY YOUR COMMUNICATION
APPROACH FOR EACH PATIENT
PERSONALITY TYPE.

3

LIST THE WAYS TO BUILD
TRUST WITH EACH OF THE
PERSONALITY TYPES

RISKS/ LIMITATIONS

- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context; you should evaluate the course accordingly.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

TRUE OR FALSE?

**The best hearing care providers
are able to “read” their patients**

“Often the decision between a customer choosing you, over someone like you, is your ability to know exactly what to say - when to say it and how to make it count”

~ Phil Jones

WHAT IS PATIENT PERSONALITY?

Set of unique characteristic behaviors or preferences

4 PERSONALITY TYPES

1. Driver (Assertive)

2. Analytical

3. Expressive (Influencer)

4. Amiable (Steady)



D R I V E R

A professional office scene featuring a middle-aged man with grey hair and glasses, wearing a dark suit and a blue tie. He is seated at a wooden desk, intently reviewing a document. In the background, other office workers are blurred, suggesting a busy corporate environment. A large blue circular graphic on the left side of the image contains the word 'ANALYTICAL' in white capital letters.

ANALYTICAL



EXPRESSIVE



AMIABLE

BEST PRACTICES:

- Listen
- Show Value
- Build Relationships
- Follow Up

How to tailor your approach

DRIVER EDITION:

- Focus on how you solve their problem
- Be confident
- Mirror their actions
- Get straight to the point
- Make sure they see the value



How to tailor your approach

ANALYTICAL EDITION:

- Give them all the information in a structured way
- They love facts, stats and ROI
- Make sure address all their concerns



How to tailor your approach

A M I A B L E E D I T I O N

- Listen carefully
- Don't be pushy
- Highlight how the features can help
- Demonstrate the product
- Be patient with them



How to tailor your approach

EXPRESSIVE EDITION:

- Focus on Experience
- How it can help them meet their needs
- Don't like a lot of details
- High Energy



How do we DIFFERENTIATE?

Associate each personality with someone you know
(ie. Expressive : Think of someone who is the life of the party.)

Which
P E R S O N A L I T Y ?

Always ask...
did that answer your question?

DRIVER



ANALYTICAL



EXPRESSIVE



AMIALE



A professional office setting. In the foreground, a middle-aged man with grey hair and glasses, wearing a dark suit, light blue shirt, and patterned tie, is seated at a wooden desk. He is holding and looking at a document. On the desk, there are also some papers with charts, a calculator, and a smartphone. In the background, two other people are blurred, suggesting a busy office environment. A large blue circular graphic is on the left side of the image.

ANALYTICAL

Which PERSONALITY?

Avoid being too pushy or aggressive

DRIVER



ANALYTICAL



EXPRESSIVE



AMIALE





AMIABLE

Which PERSONALITY?

**Enjoys storytelling and engaging
conversations**

DRIVER



ANALYTICAL



EXPRESSIVE



AMIALE





EXPRESSIVE

Which characteristic is not with A DRIVER PERSONALITY?

- A. They don't make quick decisions.
- B. They don't want their time wasted.
- C. They are looking for credibility.
- D. They may appear confrontational.

Which characteristic is not with A DRIVER PERSONALITY?

- A. **They don't make quick decisions.**
- B. They don't want their time wasted.
- C. They are looking for credibility.
- D. They may appear confrontational.

SUMMARY

1

LIST THE 4 PERSONALITY TYPES AND CHARACTERISTICS OF EACH ONE.

2

DESCRIBE THE WAYS TO MODIFY YOUR COMMUNICATION APPROACH FOR EACH PATIENT PERSONALITY TYPE.

3

LIST THE WAYS TO BUILD TRUST WITH EACH OF THE PERSONALITY TYPES

QUESTIONS?

THANK YOU

Please let us know if there are any future topics you would like to learn more about.

