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| **SESSION** | **W4 – Reimagining the Communication Model**  March 16, 2021 |
| DESCRIPTION | Communication is imperative, especially in workers’ compensation. There is power in communication. The words you use and how often you communicate can have a positive effect or a depleting effect on an injured worker as well as their recovery journey.  Not everyone absorbs information the same. Having a multitude of communication avenues can increase transparency and clarity, leading to more consumable information and less miscommunication. While miscommunication is one of the must underestimated productivity killers, it can also derail relationships due to ineffective communication.  We invite you to join in to listen to this panel as we discuss essential communication contacts, methods of communication, frequency of communication, and all things soft skills from verbiage to tone in both oral and written forms. |
| **LEARNING OBJECTIVES** | 1. Apply knowledge of human communication & language processes as they occur across various elements of the workers compensation system from multiple perspectives. 2. Develop knowledge, skills, & judgment around human connection that facilitate the ability to work collaboratively. 3. Improve communication effectively orally and in writing and deliver effective messages based on audience and context. |
| **REFERENCE MATERIALS** | * “[Claire & Mark on ... Communication](https://youtu.be/jfJ91Je2SmU)” on YouTube with Claire Muselman and Mark Pew * “[Breaking the Cycle of Entitlement: How Do We Get Better?](https://www.workerscompensation.com/news_read.php?id=14280)” by Bob Wilson on 5/3/12 * “[Can We Change the Culture of Comp With a Single Word?](https://www.workerscompensation.com/news_read.php?id=24798)” by Bob Wilson on 10/19/16 * “[Why Workers' Recovery?](https://www.workerscompensation.com/news_read.php?id=33167)” by Claire Muselman on 7/23/19 * “[Elevating the Standards of Workers' Recovery: Employer Style](https://www.workerscompensation.com/news_read.php?id=34386)” by Claire Muselman on 12/4/19 * “[How to Win in WC? Build a recovery TEAM](https://www.workerscompensation.com/news_read.php?id=36526)” by Claire Muselman on 7/30/20 * “[How to Build Your Company Culture](https://thecompeffect.com/2021/02/22/how-to-build-your-company-culture/)” by Todd Thams on 2/22/21 |

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| **PANELIST POINTS** | |
| **CLAIRE MUSELMAN**  **Continental Western Group** | 1. The workers’ compensation system functions best when people feel seen, heard, and acknowledged, regardless of involved party. 2. Verbiage and consumable language need to be the focal points within the industry. How we speak to one another matters. 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **BOB WILSON**  **WorkersCompensation.com** | 1. We have the opportunity to create a compassionate system that fully understands the bio-psycho social elements that can dramatically influence the recovery process. 2. The language we select affects the outcome we achieve. 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **GREG HAMLIN**  **Berkley Industrial Comp** | 1. Success is making an injured worker whole. By doing so, this is a successful outcome for the injured worker, the employer, and the insurance carrier or TPA…the system must work together! 2. We should pride ourselves on clearly explaining benefits, provide transparency, and give timely follow ups throughout a claim. 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **LISA FITZPATRICK**  **XcelABLE** | 1. Medical professionals need to help injured workers understand and know that it is okay to not be okay. 2. Be an active listener, looking for a root cause rather than judgement. 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **TODD THAMS**  **Thams Agency** | 1. Overcommunicate. 2. Processes and expectations need to be clear for all parties including but not limited to the employer, the case manager, the agent, the adjuster, and the medical professional. 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **CREATING A PLAN TO-DO’S** | |
| **Within the next week** |  |
| **Within the next month** |  |
| **Within the next six months** |  |

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| **NOTES** | |
| **Things to Remember** |  |