



The Effect Communication Skills in Personal Branding and Increase New-patient Numbers in Medical Centers

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Article Info	ABSTRACT
Article type: Original article	Background and Aim: Personal branding is the process by which you carefully manage how your practice is perceived. In essence, you strategically influence how others think of your practice by carefully cultivating your personal reputation. This is achieved by effectively communicating to others how you can help them, what you believe in, and how you get things done. Some doctor wonder why I have more talent when compared others but are never recognized for patients. personal branding allows prospective patients to decide much earlier in a relationship, often before they even enter into one, whether or not a particular doctor is the best resource for them to address their needs and desires. Materials and Methods: Communication is an essential element of the relationship between patient and doctor. Good communication between patient and doctor is associated with increased efficiency and more accurate diagnosis, improved patient outcomes and satisfaction and less likelihood of complaints or litigation. The important skill set is the technique of empathy and sympathy – but particularly empathy. We may not have experienced similar situations to our patients (sympathy) but we should be able to empathize with what the patient is going through, which for some with severe phobia is very important in establishing rapport and reducing patient anxiety. Conclusion: To conclude, good communication skills among the doctor is crucial in building a trustworthy doctor-patient relationship that not only helps in therapeutic success by providing holistic care to the patient but also leads to job satisfaction among the doctors. The process of curing a patient requires a holistic approach which involves considerations beyond treating a disease. It warrants several skills in a doctor along with technical expertise. When you and your team feel good about yourselves, you are much more likely to grow personally and professionally. Thus, a positive personal brand causes growth in yourself, your staff, and your patients. when patients finally arrive, they feel good about themselves and the choices they make in your presence.
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