**Colorado CPS Council**

**Medical Practices**

Approaching Medical Practices

Do’s and Don’ts

8/2013

**Do’s**

* Start with someone who may be the most receptive to the information
* Call to schedule a time to speak to the Pediatrician a month in advance, if possible
* Provide resources that are clear and concise.  An example is listed below.  Feel free to customize and add your own flavor.
* Be brief in your pitch
* Remember that doctors may be highly trained, but they’re human, too
* Keep in mind that the average patient consult time is 10 minutes
* Have your key talking points defined and memorized beforehand
* Be respectful of time constrictions – many physicians are crunched for time
* Exude confidence and approachability – your goal is to be a resource
* Watch this video as an example: [http://www.youtube.com/watch?v=kZaRVYbl7Ic](http://www.youtube.com/watch?v=kZaRVYbl7Ic   )
* Ask the Office Manager if you can have 10 minutes on the agenda of an upcoming staff meeting (making sure they understand this is a local project that can’t afford to cater lunch for them)
* Ask them if you can check in again in 12 months
* Leave your business card with the Office Manager
* Record notes after the visit on the conversation, i.e., how receptive they appeared to including and/or promoting the CPS info

**Don’ts**

* Don’t expect to meet with a physician for 20 minutes, they can see two patients in that amount of time
* Don’t get frustrated or feel defeated if you don’t actually get to talk to a doctor - often times support staff can be just as key in getting your materials out
* Don’t use technical car seat terms with medical staff
* Don’t assume that doctors giving outdated car seat recommendations have bad intentions; they have hundreds of recommendations that they must keep up to speed on
* Don’t expect that the physician will be able to keep all the info straight; a recent study showed that more than 50 percent of pediatricians admit they make at least one or two diagnostic errors a month, and that once or twice a year, the slip-up is serious enough to cause harm.