

## **Dos**

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- 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.
- Ask the office manager if you can have 10 minutes on the agenda of an upcoming staff meeting (making sure he/she understands this is a local project and catered lunch won't be available).
- Ask 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 he/she appeared to including and/or promoting the CPS info).

## **Don'ts**

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- Don't expect to meet with a physician for 20 minutes. Physicians 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. Oftentimes, 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- Don't assume that doctors giving outdated car seat recommendations have bad intentions; they have hundreds of recommendations that they must keep up to speed on.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 the physician to 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.