

Communication Strategy:

**You can't be effective if they don't hear
what you're saying**

Keith Yoshizuka

PharmD, MBA, JD

Touro University, Mare Island, Vallejo, CA

Speak Their Language

- Don't talk "*Pharmacyese*"
- Lay the foundation
- Disclose the risks up front
- Explain why the benefits outweigh the risks

Identify Who Your Listener Is

- What is their motivation?
- What stake do they have in the outcome?
- What will it cost them and what is their return on investment?
- Don't cite labor savings unless you're willing to lay people off

Keep the Message Simple

- Limit the message to 2-3 themes or concepts
- Repetition is key: keep the message consistent until they can recite it on their own
- Tell them when its coming, when its happening, and when it happened

Give Them the Credit for Success

- OR Improves Drug Accountability
- Med/Surg Reduces Medication Errors by 38%
- ED Improves Drug Charge Capture by 40%
- If its related to drugs, people will know that you're behind it, but give the other guy the credit