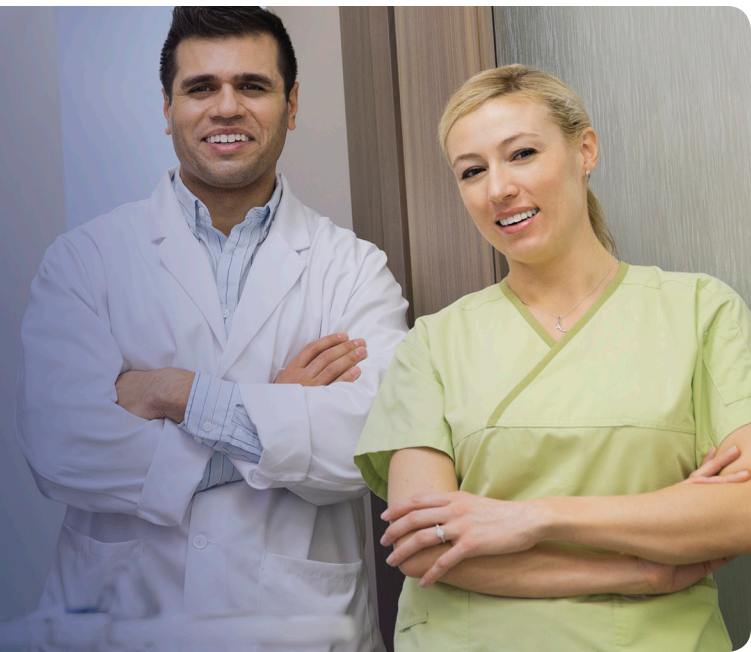





HEALTHCARING CONVERSATIONS FRAMEWORK

A behavioral science-based program using concepts
proven to support behavior change



Understand



Uncover The Motivation of Your Patient

Ask the patient what matters to them for their oral health

Confirm Understanding & Provide Feedback

Provide transparent and personalized feedback to your patient about their oral health

Establish Habits and Overcome Barriers

Discuss what might get in the way and how to overcome

Connect



Connect The Conversation

Leverage patient motivations and connect to oral care behaviors

Provide Choices

Discuss choices a patient has and agree on a path to progress

Use Friendly Terms

Describe the oral exam process and clinical findings in terms that patients easily understand

Enable



Set Realistic Goals

Collaborate on realistic goals based on patient choice and need

Show Don't Tell

Shift from information sharing to skill building

Build On Success

Help your patient to understand where they are making progress over time



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KEY STEPS IN AN ACTIVE RECOMMENDATION TO DRIVE PATIENT COMPLIANCE

Be specific and detailed^{1,2}

When recommending a new product or behavior, discuss with your patients:

- The problem it can help solve
- How it can help them achieve their goal
- How to use it and allow them to try
- Which brand they should use
- When they should use it in their routine
- How many times a day they should use it

Establish habits²

To help patients fit their new behavior into their routine, ask them to think about:

- What will remind them to do their habit?
- What will their routine be?
- What benefit will they get from their new habit?

Teach signs of success²

Give them signs to look for that prove that their new behavior or choice is working:

- “Over time you should see/feel this difference...”

References: 1. Halvari A, Halvari H. Motivational predictors of change in oral health: an experimental test of self-determination theory. *Motiv Emot.* 2006;30:295-306. 2. Zhou G, Sun C, Knoll N, Hamilton K, Schwarzer R. Self-efficacy, planning and action control in an oral self-care intervention. *Health Educ Res.* 2015;30(4):671-681.