

Science of Compliance Presentation

The **Science of Compliance Presentation** has been developed specifically for audiences that work in the Healthcare Sector and is founded on the six universal Principles of Persuasion as identified by Dr Robert Cialdini, one of the world's most cited experts in the field of behavioural science. In this increasingly challenging environment where every penny has to deliver real benefits the **Science of Compliance Presentation** will provide Healthcare professionals with insights into:



- How to increase the chances that your important healthcare messages are listened to and acted upon, potentially saving time, money and most importantly lives
- How to reduce wasted time and effort from issues such as patients not attending your clinics
- How to avoid common communication errors that often encourage unwanted patient behaviours

- How to incorporate these insights into your written and printed health communications to improve their quality and productiveness

Whether the need is to persuade people to take their medicines, incorporate a little exercise into their daily routines or eat a little more healthily, most healthcare professionals recognise that a little extra persuasion can bring real benefits.

If you are looking for an entertaining and highly relevant presentation that can be delivered either as a memorable individual event or incorporated into a medical meeting or conference then the **Science of Compliance Presentation** will be a great choice. Not only will it educate and inform you, it will help to save money, reduce inappropriate demand and increase patient satisfaction and compliance.

The 45 – 90 minute **Science of Compliance Presentation** will be adapted to suit your specific timing requirements and meeting needs. It can also be extended and customised to include a practical workshop if required.

Call Sarah Tobitt on 0870 787 4747

“You inspired, amused and educated. The feedback was utterly superlative.”

Professor Aidan Halligan, Director of Education, University College London Hospitals Trust

“Stimulating ideas, easy to understand and compelling.”

NHS North West Public Health