



White Coat Communications

Achieve greater patient satisfaction, improved presentation skills and a reputation as a skilled communicator. It all starts by attending the White Coat Communications seminar tailored specifically for physicians. Three seasoned professionals combine more than 75-years of experience in medicine, media and message delivery to help physicians increase their effectiveness with patients, peers and the news media.

Alice O'Connor, Steve Busalacchi and Mark Timmerman, M.D. have created an innovative program customized to meet the unique challenges faced by physicians today. Master the skills you never learned in medical school, but can't live without if you are going to communicate well.

Benefits From Our

Customized Seminar

1. Build Superior Patient Relationships

Learn how to:

- Increase patient compliance
- Build patient rapport
- Minimize liability risk through good communication
- Exude professional warmth while delivering a disappointing diagnosis
- Make office visits more enjoyable for you and your patients

2. Develop Media Savvy

Learn how to:

- Get your message across in print or broadcast
- Know what to say regardless of what questions are asked
- Develop relationships with reporters
- Handle difficult questions, without sounding defensive
- Dress for effective communication

3. Deliver Effective Presentations

Learn how to:

- Increase audience rapport
- Vary your voice for a more powerful delivery
- Use your body and gestures to help sell your message
- Select props and other visuals to engage your audience
- Maximize audience participation

Who We Are

Mark Timmerman, MD



Mark is a family medicine and sports medicine physician who takes patient/doctor communication seriously. And it shows. Mark has either ranked first or tied for first in every Dean Health patient satisfaction survey involving 40 family physicians. He consistently is in heavy demand, as measured by scheduling requests for appointments, and his "fill rate" for office appointments is over 97%. Mark has been listed six times in Madison Magazine as a "Top Doc" in physician peer surveys.

Steve Busalacchi



Steve Busalacchi, principal with Busalacchi Communications, is an award winning medical journalist with 25 years of media and public relations experience. His clients include various physicians' organizations, as well as individuals who prize effective communications and positive media relations. He is author of *White Coat Wisdom*, a book chronicling the memoirs of extraordinary physicians, including Mark Timmerman, MD. In 1998, Steve created an interview program featuring physicians called *On-Air Healthcare* that remains among the most sought after content on the website where it is based.

Alice O'Connor



Alice has operated her own communications company since 1991, combining years of experience inside press rooms, board rooms and state capitols to bring effective advocacy to her clients. She is also a national motivational speaker, trainer and coach and has been an active member of the Wisconsin Professional Speakers Association for two decades. Alice has taught presentation skills at the UW Business School, UW Law School and elsewhere. She previously oversaw the political agenda for the Wisconsin Medical Society and created the Wisconsin Women Physician Leadership Institutes. She also provides advocacy leadership for a number of health care clients.

What People Are Saying...

...about Mark

"You have shown me that a doctor can be caring and honest at the same time."
"You did something many physicians don't do. You LISTEN to your patients."
"You made each visit - good news or bad - memorable in your own special way."

...about Steve

"Steve is well-connected in the media world and his knowledge of media strategies is unsurpassed. I highly recommend him to anyone who needs help with media or communications issues."

- Edward Belongia, MD
Principal Investigator, Wisconsin Antibiotic Resistance Network

"Steve blends a passion for training with a unique blend of experiences, both as a reporter and advocate for critical health issues. He could not only assess my strengths and target my weaknesses, but he did so with an innate understanding of my issue."

- Aaron Doeppers,
Campaign for Tobacco free Kids

...about Alice

"Your serious, but entertaining message was instructional, fun and refreshingly honest."

- Sue Ann Thompson,
President of Wisconsin Women's Health Foundation

"Your presentation was a real energizer, just the spark of energy we needed. You're a great storyteller, weaving your tale with fresh humor and engaging body language."

- Wisconsin physician

Tap the power

Schedule a Seminar with **White Coat Communications** today!

Our base seminar runs five hours and includes a working lunch. We also offer customized programs tailored to meet your schedule and specific needs and can accommodate up to 75 participants. We ensure that everybody learns when rotating through all three focus areas:

Patient Satisfaction • Media Training • Presentation Skills

For Pricing & Availability:

Contact Steve Busalacchi

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www.PRDRSteve.com

Never again question if people are hearing what you are really saying!

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