

CLINICAL DEMEANOR : A MUST IN PEDIATRIC CLINIC

Providing child care with an understanding of professional responsibility and demeanor is at the heart of what society values in a "good doctor." Demeanor is the way a doctor acts towards patients including conduct, appearance and behavior . It includes a broad spectrum of verbal and nonverbal communication.

"The most important thing in communication is hearing what is not said" ..(Peter Drucker)

A doctor's demeanor and interpersonal skills encompass the ability to gather information in order to facilitate accurate diagnosis, counsel appropriately, give therapeutic instructions, and establish caring relationships with patients (Duffy et al 2004).

Pediatric dentist use a variety of linguistic strategies during treatment, each of which has a specific effect on the child's behavior and cooperation (Haim Sarnat).

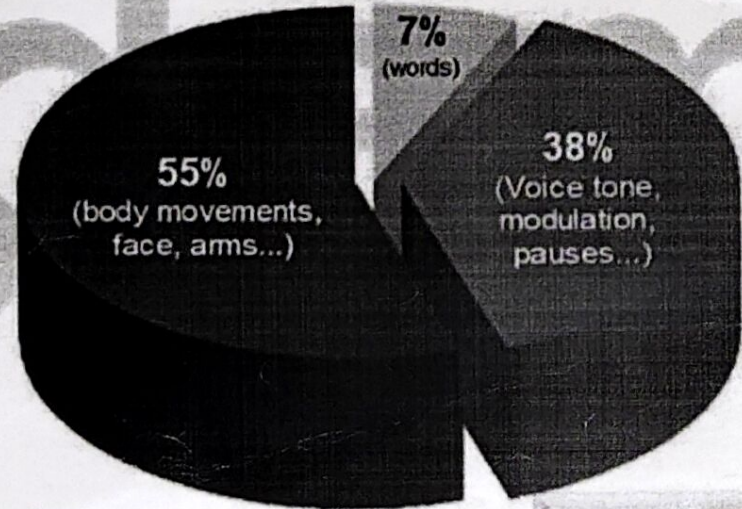


The verbal encounter in the pediatric dental office is part of what has been termed "institutional talk." This includes communication between professional and patient and is part of a wider sphere called "conversational analysis."

Linguistic strategies

- Personal Approach
- Empathic Approach
- Permissive Approach

Prof. Albert Mehrabian Rule



"Most of the communication is nonverbal".

Pediatric Dentist's Demeanor

- Helps to connect with children – including those claustrophobic or panicked.
- Establishing instant rapport.
- Quickly relieve anxiety and pain.
- Saving time and energy during procedures.

Effective verbal communication is essential for successful dental treatment and is an exclusivity in pediatric clinic.

THE DOCTOR IS A POWERFUL MEDICATION.