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Efficient, Effective Counseling: Making the Patient Experience Memorable

1. In a typical counseling session:
   ___% of the information is forgotten immediately.
   ___% of the information is remembered incorrectly.
   ___% of the information is remembered correctly.

2. ______ Effect = Information presented FIRST → remembered the BEST
   ______ Effect = Information presented LAST → remembered Second Best
   This information tends to be remembered for: Hours / Days / Weeks.

3. Audiologic Consultation #1:
   Time until main point: __________
   Number of “normal” statements: ____

4. Audiologic Consultation #2:
   Time until main point: __________
   Number of “normal” statements: _____

4. As the amount of information __________ the amount recalled ____________.

5. Which Factors DO NOT Impact Recall?
   * Familiarity with Topic
   * Intelligence of the Patient
   * Severity of Dx
   * Expected vs. Unexpected Dx
   * Emotional state during session vs. during later recall

   * Age
   * Welcome vs. Unwelcome Dx
   * Level of Anxiety
   * Patient Denial

6. Effective Counseling Techniques
   • Keep it simple and specific
   • Present most important info first and summarize at the end
   • Repetition, Repetition, Repetition
   • Address their needs
   • If something is important, show it
   • Use categorization
   • Provide patients with customized counseling summaries