



@RETINATODAY

Your Destination for the Latest Developments in #Retina in Print and Online



Asks: How do you gain a patient's trust?



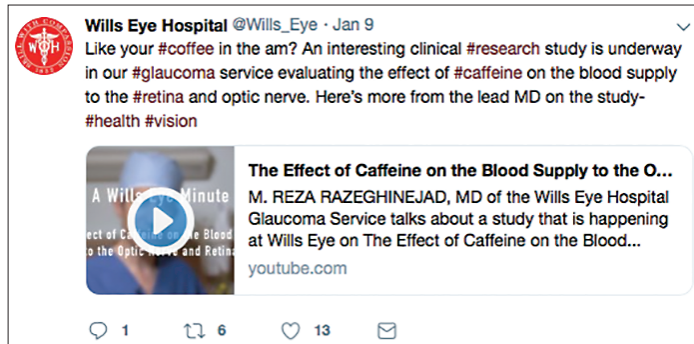
Gaining a patient's trust is central to what we do as retinal physicians. Without trust, we cannot effectively maximize visual outcomes—whether through medical or surgical therapies. The first impression is key to developing a trusting relationship. I make sure to exude warmth when meeting a new patient and impress upon them that I am approachable and ready to listen. After introducing myself, I prefer to sit at the patient's level to speak with them. I develop rapport by recognizing and then verbally acknowledging their emotional response to their problems. Most importantly, I ask what they hope and expect to get out of the visit and emphasize that I am their partner and advocate for their eye health. I always put the patient's interest first and make sure that they understand that.

—Theodore Leng, MD, MS

In each edition of @RetinaToday, the editorial team of Retina Today asks an editorial advisory board member or other expert in the field a question.



TWEETS OF NOTE



Trending on RetinaToday.com

NEXT LEVEL RETINA SURGERY

By Marc D. de Smet, MDCM, PhD, FRCSC, FEBO, FMH