



Website Manner: Tips for Building Rapport

- **Ensure good eye contact** by looking at the camera directly and not at the face on the screen (this will take practice and appropriate camera placement)
- **Be engaging and transparent** throughout the visit. It's important for your patients to feel comfortable with the process, especially as they are getting used to new technology.
- **Convey empathy** through non-verbal cues such as leaning forward to convey engagement or nodding your head to demonstrate active listening
- **Be aware of non-verbal communication cues** like facial expressions, gestures, and tone of voice. Nonverbal communication is perceived as more believable than verbal communication and varies by culture.
- **Vocalize your actions:** If you are looking away from the camera to review a chart or input a note into your EHR, be sure to tell your patient so they understand what is occurring. When in doubt, over communicate.
- **Have an engaging voice** – sound interested, caring and concerned
- **Be an active listener** and verbally acknowledge or summarize patient concerns, thoughts and feelings by reflecting on them