

## **H1: THE FUTURE OF EMPATHIC CARE**

**Sub:** We've diagnosed declining job satisfaction in frontline clinical staff as a communications failure.

**B1:** Empathic care has been deemed a gratuitous, self-indulgent practice by many healthcare professionals in recent years—dissuading them from engaging in this practice. To the detriment of many medical practitioners, this misconception has stunted growth within healthcare. Empathic care is the missing piece in the critical path for many physicians, nurses, and administrators. Self-examination, active listening, and applying feedback are consequential factors that will prevent clinical staff burnout. In turn, this attuned foundation will improve quality of care for patients long-term.

## **H2: OUR FINGER ON THE PULSE**

**B2:** Though interchanges between physicians and nurses have improved over the last decade, the culture of siloed thinking, undermining feedback, and ignoring questionable conduct is still prevalent in many healthcare settings. This environment fuels a breakdown in communications, leading to compassion fatigue, clerical errors, and avoidable patient fatalities.

We see prideful doctors quietly struggle with task overload that takes time away from patient care. We see overworked nurses, also struggling with task pressures, withhold information or support from physicians who have lashed out in the past. We see a healthcare system full of fractured relationships, unsupportive colleagues, and an “every man for himself” mindset—forcing some of the best contributors to leave healthcare altogether. But ultimately, it's the patient who suffers.

## **H3: HEAR US OUT**

**B3:** The communications drivers facing the industry today have flown under the radar for decades, or worse—are not recognized as problems, but are treated as “business as usual.” To disrupt this systemic issue, we must use empathy.

By employing the philosophy of empathic care we will create supported individuals, stronger teams, and a high-reliability culture. unified healthcare workforce. Creating an environment where you can openly communicate a

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better treatment plan for a patient, where you can assert that a physician or nurse needs to take a step back—or more importantly—is *wrong*, not only boosts team morale, but it can save lives. We know that providing and guarding these safe spaces for clinicians, staff, and administration is the next step in the healthcare frontier.

Transforming leadership and individual contributors alike, Softway has effectively implemented company-wide communications alignment and strategies for Fortune 50 companies. Within healthcare, success starts by unifying teams through their common desire to heal others, and through our humanity.

### **H3: TASK PRESSURES**

**B4:** Holistically, we understand that task overload is the primary cause of relational degradation for both physicians and nurses. But to improve this symptom of communications breakdown, behavioral intervention is needed. We must address the mindsets and attitudes that cause compassion fatigue within healthcare professionals. As experienced communications facilitators, we've seen industry misdiagnose operational inefficiencies as problems with processes—instead of focusing on their people. Disrupting this “business as usual” format will lead to improved care for your teams.

### **H3: IT'S ABOUT TIME**

**B5:** As mentioned, physicians, nurses, and healthcare administrators struggle to manage their daily workloads—largely due to the time task pressures occupies. We understand that time is finite, and taking leave for conventions, workshops, and seminars can become burdensome. But the healthcare industry owes it to their patients to offer the best care possible, which starts by taking care of yourself and your teams. Softway's solutions are always designed in tandem with our partners and will effectively maximize time away from clinical care.

### **Executive POV**

*“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rutrum lectus sed urna egestas facilis. Quisque non porttitor quam. Cras neque dui, sagittis a tempus vitae, fringillia non mauris.”*



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— *Jane Doe, Softway ACD*

**H2:** Other healthcare services Softway humanizes

- Corporate Culture
- Leadership Transformation
- Change Management

**LEAD GEN BOX**

**Head:** Let's fix this thing.

**Body:** We know this is too important of an issue to continue to slip through the cracks. Wholistic change in healthcare is the forward charge we rally behind. So, let's put egos aside, roll up our sleeves, and fix this thing, together. *(We won't spam you or share your info with 3rd party vendors.)*