



(Document HC 2B)

Materials to Help Meeting Planners

**Suggested Introduction by Host for John Paling's Healthcare Presentations
based on his book "Medics are from Mars and Patients are from Pluto"**

INTRODUCTION FOR JOHN PALING

- ❖ John Paling has traveled an unusual journey en route to speaking with us today.
- ❖ First, he was a professor of zoology at Oxford University in England, the University of California at Santa Cruz and finally, at the University of Florida in Gainesville.
- ❖ Then, for over 20 years he traveled the world filming, producing and presenting wildlife films for BBC, NOVA and Nature.
- ❖ From this exceptional background, he gained unrivalled experience in visually communicating scientific information to the public. (Pause)
- ❖ His most recent National Geographic TV program was awarded two Emmys and involved him actually swimming with alligators! (Pause)
- ❖ And from this, he gained unrivalled experience in assessing hazards...And moving backwardsVery quickly!
- ❖ A decade ago, he invented a simple "Richter Scale for Risks" to help the public sort out what he described as "the worry of the week and the molecule of the moment" – the current issues that were threatening our environment.
- ❖ Since then, he founded the Risk Communication Institute and has extended his focus to helping improve doctor-patient communications.
- ❖ Recently The British Medical Journal commissioned him to write about his unique approach to helping patients understand risks.
- ❖ Since this is the essence of all our informed consents and few others are qualified to bring the lessons for effective risk communication from other professions, he offers special value to healthcare professionals.
- ❖ His topic today is: (Client's choice of title to match theme of meeting, possibly)

Medics are from Mars and Patients are from Pluto!

New tools to help partner with patients.

- ❖ Please help me welcome John Paling

Please contact John Paling directly with any questions. (352) 377 2142 or e-mail at johnpaling@trci.info