

Medical Terminology

In class we discussed many of the important parts of understanding medical terms. One of the most crucial is the ability to build words. Below are some reminders of those discussions.

Medicine has a large vocabulary, but you can learn much of it by word building. When you put words together from their parts, you are word building.

1. All words have a word root.

- ▶ The word root is the foundation of a word. Trans/ port, ex/port, im/port, and sup/port have port as their suf/fix. Pre/fix, af/fix, and fix/ation have fix as their word root.
- ▶ The foundation of the word is the word root. The word root in tonsill/itis, tonsill/ectomy, and tonsill/ar is Tonsill.

2. Compound words can be formed when two word roots are used to build the word. Even in ordinary English, two word roots are used to form compound words. Example: Shorthand

3. A combining form is a word root plus a vowel. In the word therm/o/meter, therm/o is the word root.

- ▶ In the word speed/o/meter, speed/o is the combining form. In the words micr/o/scope, micr/o/film, micr/o/be, micr/o is the combining form.

4. The combining form of word roots is also used to build compound words.

- ▶ The previous examples, therm/o/meter, speed/o/meter, micr/o/scope, and micr/o/film are compound words.
- ▶ Compound words can also be formed from a combining form and a whole word. Thermometer is a compound word built from a combining form and a word. Example: therm/o/meter.

Listening and Empathy

In class we discussed being able to say things the right way. Sometimes customers hear things differently than we intend. It is important for claims professionals to appreciate that what they say can be interpreted in many ways, and to learn to say things the right way. Below are some reminders of those discussions.

Trying to get a customer to be patient:

The adjuster says, “Sir, you’re going to have to be patient.”

The customer hears, “Sir, since I’m not taking your situation seriously, and I’m overworked, and don’t really have the time necessary to do a good job for you, you’re going to have to be patient.”

The adjuster should say, “Sir, I understand the need to get this claim resolved promptly and efficiently for you. I will do everything I can to keep it moving.”

Trying to get a customer to trust him/her:

The adjuster says, “Sir, you are going to have to trust me on this.”

The customer hears, “Sir, I have no reason for the things I do or say. If I did, I would explain them to you in a way you could understand. So, question everything I tell you. And for heaven’s sake, DON’T TRUST ME.”

The adjuster should say, “Sir, you have every right to question the process. You, like me, want to make sure you get everything you are entitled to. I’ll do my best to make things clear.”

Trying to get a customer to calm down:

The adjuster says, “Sir, I don’t know if there is any reason to get excited over this.”

The customer hears, “Sir, you have no reason for your actions, and your feelings have no value. What a hysterical moron you are.”

The adjuster should say, “Sir, I can understand why you are frustrated. Let me see if I can help.”

Trying to get a customer to be reasonable:

The adjuster says, “Sir, you are going to have to be reasonable about this.”

The customer hears, “Sir, you are not a reasonable person. I’m going to make you change your mind. And when you do, you’ll be proving that I was right for calling you unreasonable.”

The adjuster should say, “Sir, I understand your points. You are obviously a reasonable person. You are entitled to an explanation, and I’d like to provide that to you now.” ■



P R E S E N T

ACE

America's Claims Event

12th Annual
ACE America's Claims Event
June 9-11, 2008

Renaissance Orlando Resort at SeaWorld
Orlando, Florida

Modernizing Claims Processing for Operational Efficiency and Productivity

2008 Agenda Available Online
at www.NUCOEVENTS.com

THIS YEAR'S AGENDA FEATURES:

- Breakout sessions within two tracks: **Technology Education** and **Business Operations**
- Keynote presentations
- Panel discussions
- Interactive workshops
- General sessions including two sessions addressing the latest trends in fraud.

Be sure to take advantage of this very unique opportunity to network with your peers, ask questions, and get the answers you need to improve your claim operations.

2 Convenient Ways To Order

1 ONLINE
www.nucoevents.com

2 CALL
Laura Knox at
859-692-2157

For Sponsorship & Exhibit Information –
Contact Jeremy Campbell at
jcampbell@nuco.com or call
859.692.2209



Mike Jackowski



Roger L. Looyenga



J. John Wortman

Featured Speakers:

Mike Jackowski

Vice President of Claim Technology Services
Allstate

Roger L. Looyenga

Chairman and Chief Executive Officer
Auto-Owners Insurance Group

J. John Wortman

Chief Executive Officer
Louisiana Citizens Property Insurance Corporation

2008 ACE Conference Chairman

Eric Gilkey

Editor

Claims Magazine and Florida Underwriter

XACTIMATE-ENABLED
ASK US!

Life is full of uncertainties

Why take a chance with your policyholders?



CRDN. Be Certain.

Trust the textile restoration specialists who offer:

- ◆ Immediate response, on-call 24/7
- ◆ Timely follow-up and service
- ◆ On-site room-by-room inventory
- ◆ Detailed list of restored and non-salvageable items
- ◆ "Rush" service reduces ALE
- ◆ Prompt invoicing to set reserves quickly
- ◆ Secure storage and delivery back to property owner when ready
- ◆ Our guarantee: If it doesn't restore, it's free



Because Response Matters and Caring Counts®

1-800-963-CRDN (800-963-2736)

www.CRDN.com