

# Connection And Synergy Presents:

Beyond the White Coat:  
We're Human – Make a  
Connection with Us

**A Presentation  
By Susan Bloom,  
Master Equine Gestaltist,  
Healthcare Relationship  
Advocate, and Storyteller**

- Real stories that reveal how genuine human connection can transform the experience of care—for both patient and provider.
- Practical insights to strengthen communication, trust, and empathy in clinical interactions.
- A reminder that the most effective care begins when we see the person behind the patient.



## Program Overview

In this presentation, I invite you into the world I've lived as both caregiver and patient, and as a lifelong horsewoman who learned lessons in presence, connection and authenticity. In "We're Human – Make a Connection with Us," I explore how our health-care relationships shift when we stop seeing each other as roles and begin seeing each other as humans.

Together we'll explore real-life stories of missed connections, moments of compassion, and healing that happened when a doctor, nurse or clinician paused to truly connect. You'll walk away with tangible insights you can use right away in patient-care, team interactions, and within your own life to cultivate connection, reduce isolation and improve outcomes.



## Key Learning Points

Attendees will leave with:

- **The language of humanity**  
How subtle shifts in how we speak and listen invite more openness, trust and dialogue.
- **Presence over perfection**  
Why the most effective "intervention" is often showing up and being fully present, rather than having all the answers.
- **Empathy in action**  
Practical ways to move from feeling empathy to showing it in the exam room, in rounds, and in daily interactions.
- **Recognizing the person behind the patient**  
How remembering "somebody's daughter, somebody's son" changes the dynamic and improves care.
- **Applying equine-sensibility to healthcare settings**  
What I've learned from horses about attunement, rhythm, non-verbal connection and how that transfers to medical practice and caregiving.
- **Building relational resilience**  
How connection becomes a protective factor for both caregiver and patient, and how to nurture it even in fast-paced, high-stress environments.

## Signature Moments in the Talk

Here are a few moments I share in the talk that serve as "anchor stories" and invite deep reflection and engagement:

- An oncologist who reviewed all the prior notes, asked thoughtful questions, and created immediate trust by saying "I know where you live."
- The surgeon who listened to an unrelated anecdote (about truck pulls), then gave me a hug when I needed it. Reminding me that yes, I mattered too.

- The primary-care doctor who left a conversation, came over, gave me a hug and explained — not just “here’s what we’ll do” — but why we were doing it, including how we’d partner together.
- A moment when the system told us one thing (“we’ll wait until January”) and by the next day everything had changed — prompting a conversation about urgency, fear, clarity, and trust.
- Reflection on what happens when the caregiver becomes the patient and how that flip invites new perspectives on connection, agency, and healing.

## Why This Talk Matters

- Health-care environments are under tremendous pressure—time, staffing, technology, and metrics dominate. Yet the relational piece often gets sidelined. This talk reminds providers and teams that connection isn’t a “nice-to-have”—it’s foundational to quality, safety and healing.
- Patients and families feel invisible, rushed and misunderstood in too many settings. When connection is missing, errors increase, adherence drops, and burnout grows. This talk offers a fresh lens to shift culture.
- Caregivers (professional and family) are increasingly bearing emotional, physical and relational burdens. By integrating presence, authenticity and relational awareness, this talk supports caring for the “carers” too.
- In our era, everything is being measured. And the un-measured (presence, trust, connection) may in fact drive many of the measurable outcomes. This talk helps bring the invisible into visible form.
- For any team, clinician, leader or patient-advocate who wants to do “better medicine from the inside out,” this talk gives a grounded, story-rich, actionable roadmap.



## 5 Reasons This Work Lights Me Up

Because I lived both sides of the bed. I’ve been caregiver and patient, so I know what it feels like to be on the receiving end of connection—or the lack of it.

Because horses taught me the language of presence. In the pasture, everything matters: stance, breath, attention. I carry that into healthcare and story-work, because I’ve seen how it changes everything.

Because I believe connection is the missing “secret ingredient.” Not in place of medicine, but in front of it: when connection leads, care flows more easily.

Because I refuse to settle for “just okay.” When someone says “you’re somebody’s daughter/son,” the system shifts, the person shifts—and I want to help trigger that shift.

Because when we connect, we heal more than bodies. We reconnect stories, relationships, hope—and that ripple goes far beyond the exam room.

## About Susan Bloom

### Master Equine Gestaltist | Healthcare Relationship Advocate | Storyteller

Susan Bloom is a lifelong horsewoman, a Master Equine Gestaltist®, and an Equine Assisted PlayShop facilitator who helps people rediscover authenticity, connection, and wholeness through the wisdom of horses.

As a Master Equine Gestaltist, Susan is trained in the Equine Gestalt Coaching Method® (EGCM), a four-year intensive program that blends experiential coaching with the healing presence of horses. In this work, she partners with her herd to help clients uncover unfinished business, release limiting patterns, and find new pathways to healing and growth.



As an Equine Assisted PlayShop facilitator, Susan designs interactive, horse-guided experiences that foster connection, self-awareness, and emotional intelligence for both individuals and groups — from healthcare professionals and corporate teams to caregivers and families. Her programs invite participants to explore communication, leadership, and mindfulness through direct, authentic engagement.

Beyond the arena, Susan brings a rich personal perspective to her work. She is a breast cancer survivor, a reluctant caregiver for both her husband and son, and a western lifestyle photographer and writer. With a B.A. in Communications, she weaves her lifelong passion for storytelling into everything she does.

Today, Susan partners with doctors, caregivers, and professionals to create spaces where healing conversations can begin—places where both people and horses remind us what it means to be truly present, human, and whole.

## Contact

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