



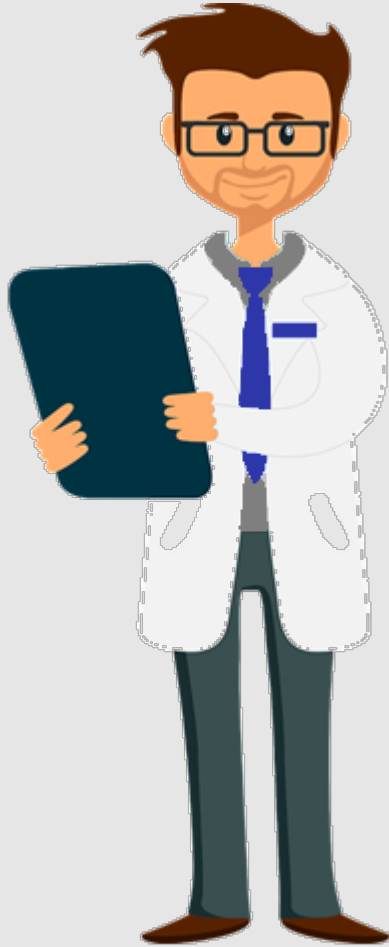
Creating Value

Through the skillset
of negotiation

Disclosures

- Aaron Schwartz, MBA, MS, RD, LD
 - Employee, University of Kentucky
 - No conflicts of interest to disclose

Learning Objectives



01

Explore the value of the dietetics profession.

02

Identify why teaching to negotiate effectively is important to the dietetic profession.

03

Understand the basic tenets of negotiations in specific situations.

04

Discuss examples of Value for the RD

05

Identify helpful resources to improve negotiation experiences.

Why Negotiating Is Important

5. Domain 5. Leadership and Career Management: Skills, strengths, knowledge and experience relevant to leadership potential and professional growth for the nutrition and dietetics practitioner.

Competencies

Upon completion of the program, graduates are able to:

- CRDN 5.1 Perform self-assessment that includes awareness in terms of learning and leadership styles and cultural orientation and develop goals for self-improvement
- CRDN 5.2 Identify and articulate one's skills, strengths, knowledge and experiences relevant to the position desired and career goals.
- CRDN 5.3 Prepare a plan for professional development according to Commission on Dietetic Registration guidelines.
- CRDN 5.4 Advocate for opportunities in the professional settings (such as asking for additional responsibility, practicing negotiating a salary or wage or asking for a promotion).
- CRDN 5.5 Demonstrate the ability to resolve conflict.
- CRDN 5.6 Promote team involvement and recognize the skills of each member.
- CRDN 5.7 Mentor others.
- CRDN 5.8 Identify and articulate the value of precepting.

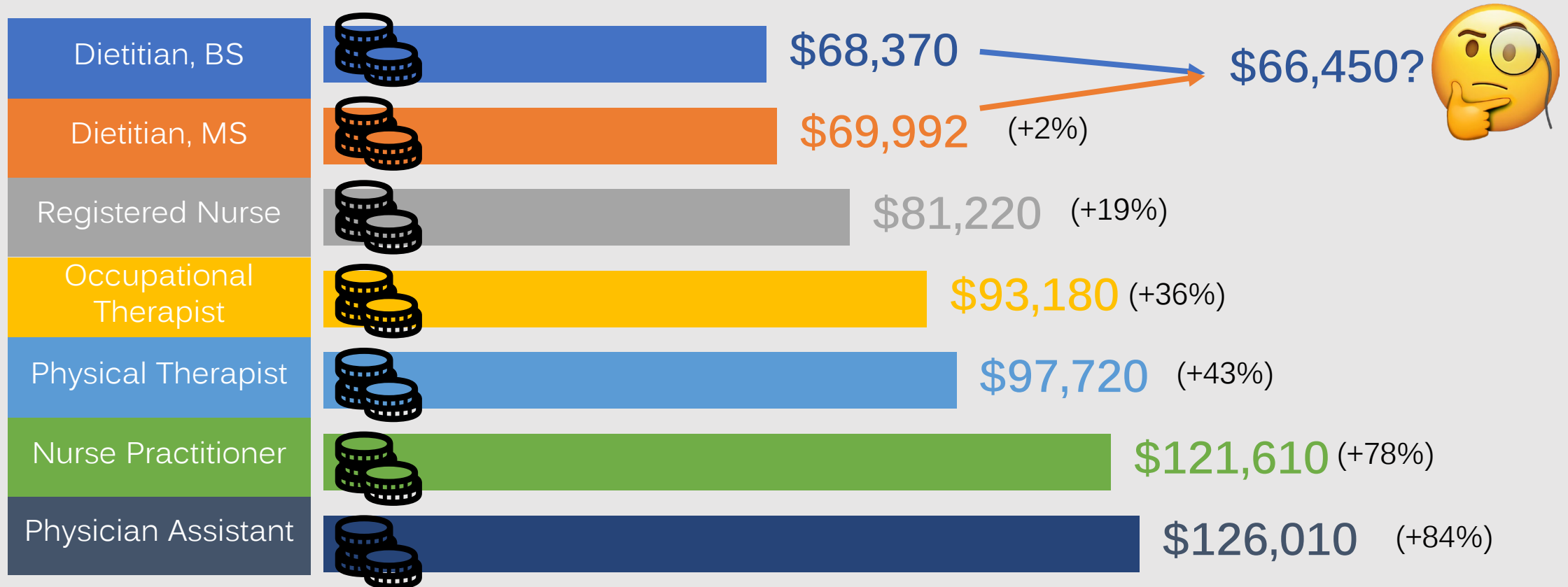


Salaries



CRDN 2.8: DEMONSTRATE NEGOTIATION SKILLS.

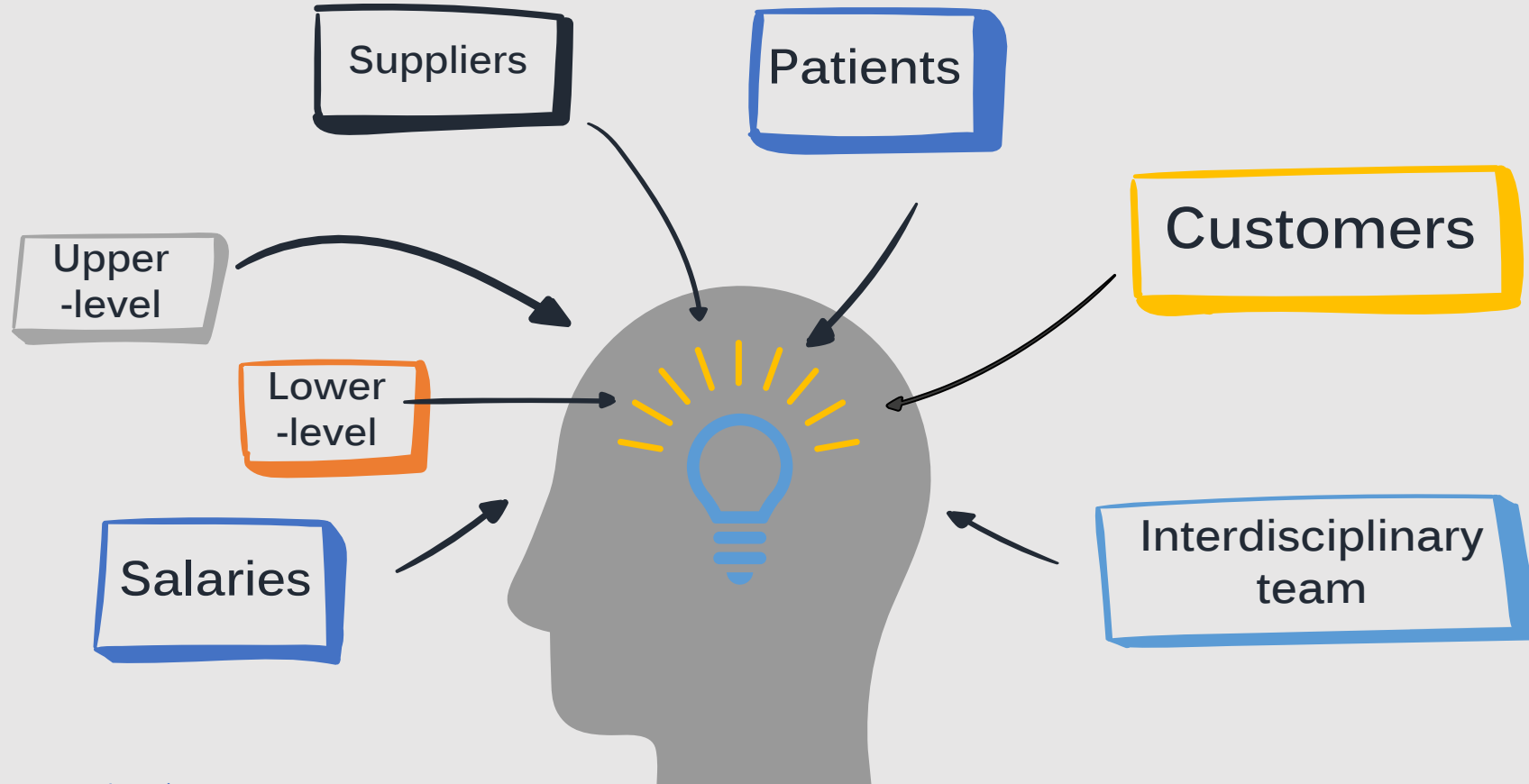
Health Professionals – Median Salary



Dosedel E. 2021. Compensation and benefits survey 2021. J Acad Nutr Diet. 121(11): 2314-2331

U.S. Department of Labor, Bureau of Labor Statistics. (2021). Healthcare Occupations. *Occupational outlook handbook, 2022.*

Why Is It Important?



“
CRDN 2.8: DEMONSTRATE NEGOTIATION SKILLS.
”



What is the Value
of the RD?





5



Picking a different major for masters?

r/dietetics · Posted by u/coffeesaveslives 11 months ago



12 Comments



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7



So hard to get a dietetic internship!!

r/dietetics · Posted by u/Linzee786 1 year ago



41 Comments



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Transitioning out of Dietetics...

r/dietetics · Posted by u/Dk6102 1 year ago



17 Comments



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Already disrespected 2nd day on the job, why is our profession like this?

r/dietetics · Posted by u/ssX_liz 1 year ago



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22



Brag about your job!

r/dietetics · Posted by u/aybeedee26 1 year ago



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Job Satisfaction

r/dietetics · Posted by u/picklegrabber MS, RD 1 year ago



10 Comments



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RDs in Medical Dramas

r/dietetics · Posted by u/rangerdude33 RD, LD 1 year ago



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College senior questioning RD career

r/dietetics · Posted by u/Footfood 1 year ago



26 Comments



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Why are RDs so underpaid?

r/dietetics · Posted by u/ravenclawhokie MS, RD 1 year ago



49 Comments



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for those of you who love working clinical, what do you love about it?

r/dietetics · Posted by u/moowithmemoo 4 months ago



26 Comments



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Why we need dietitians.

r/dietetics · Posted by u/corianderfox RD 4 months ago



38 Comments



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35



First Clinical Role - Imposter Syndrome

r/dietetics · Posted by u/lilblonde12 4 months ago



5 Comments



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1



Is Dietetics worth it?

r/dietetics · Posted by u/mscalderon 6 months ago



13 Comments



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Nervous about student loans (MS/DI)

r/dietetics · Posted by u/afrda 6 months ago



25 Comments



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The point of hospital RDs?

r/dietetics · Posted by u/No-Tumbleweed4775 7 months ago



59 Comments



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Someone talk me off the ledge please

r/dietetics · Posted by u/food-boss 9 months ago



18 Comments



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0



Is the internship/credential worth it?

r/dietetics · Posted by u/ChronicalElite 9 months ago



9 Comments



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New RD,MSN not getting hired

r/dietetics · Posted by u/trekkie6226 11 months ago



54 Comments



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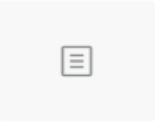
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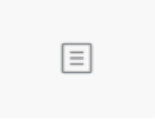
So many hoops to jump through to become an RD. Feeling discouraged.

r/dietetics · Posted by u/Top-Share-277 21 days ago

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7



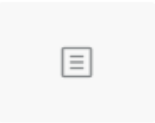
Should I get a Master's as an RD? Need advice!

r/dietetics · Posted by u/snoop758_grade 27 days ago

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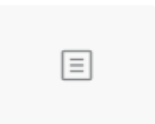
Any RDs feel you put in an oral nutritional supplement just to feel like you did something

r/dietetics · Posted by u/No-Tumbleweed4775 1 month ago

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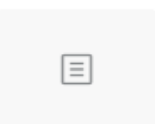
What is the Academy's excuse for students having to pay for their internship?

r/dietetics · Posted by u/primaveraverano 1 month ago

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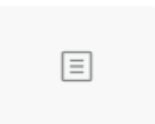
Thoughts on the "Healthy at Every Size" movement

r/dietetics · Posted by u/Ok-Mouse-5788 2 months ago

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19



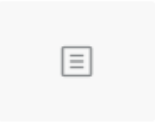
Imposter Syndrome, Maybe?

r/dietetics · Posted by u/mama_rd_14 2 months ago

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How to handle SO MUCH conflicting evidence

r/dietetics · Posted by u/lau_poel 2 months ago

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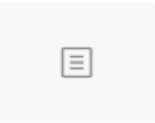
In the least crass way possible - can we talk salary?

r/dietetics · Posted by u/Peachlillies 3 months ago

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Feeling conflicted about career choice as an RD compared to successful peers and family in other professions.

r/dietetics · Posted by u/caf_2017 3 months ago

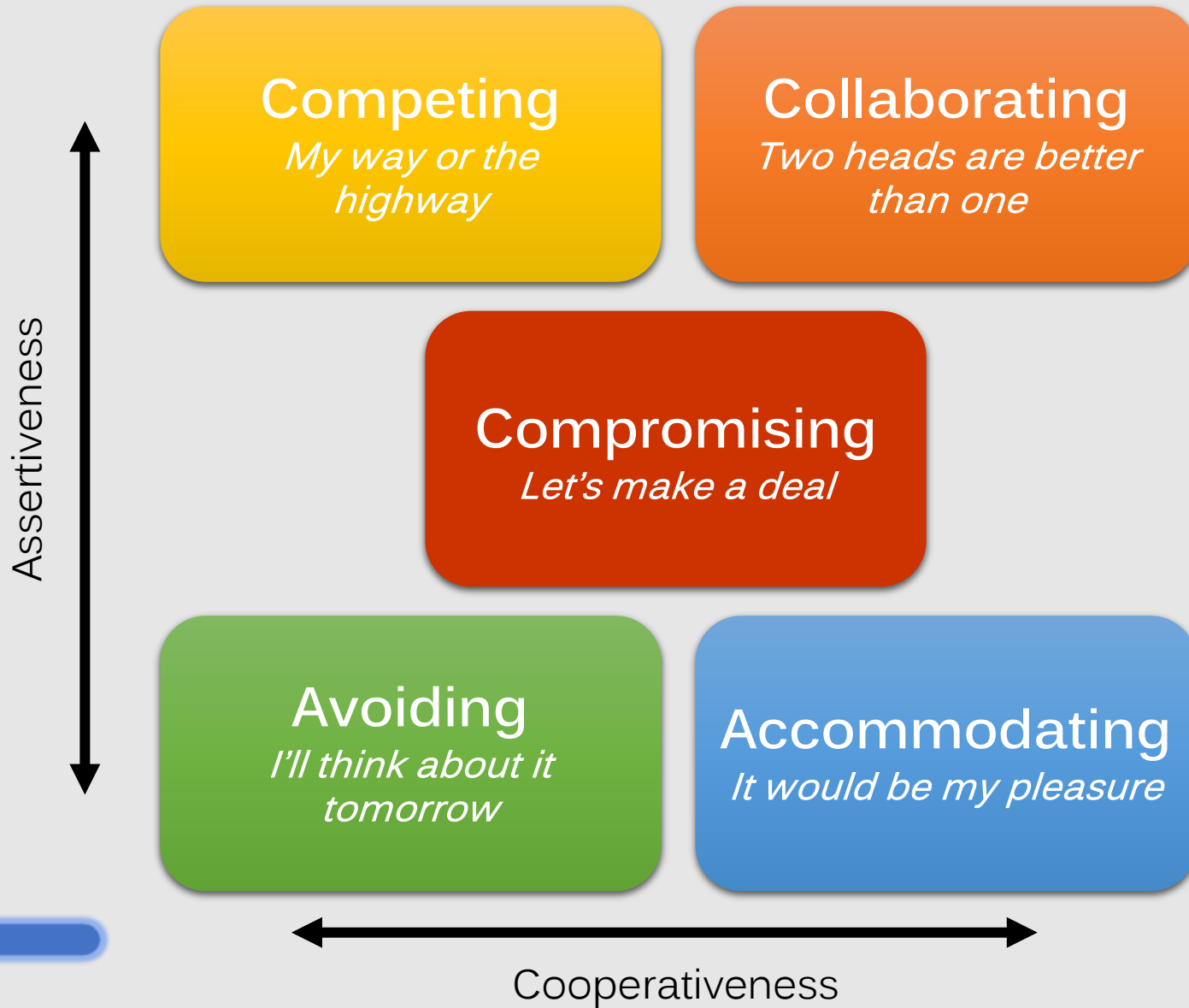
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Join at menti.com | use code **1609 1665**

CONFLICT

What is the first word that immediately comes to mind when you see the word **CONFLICT?**

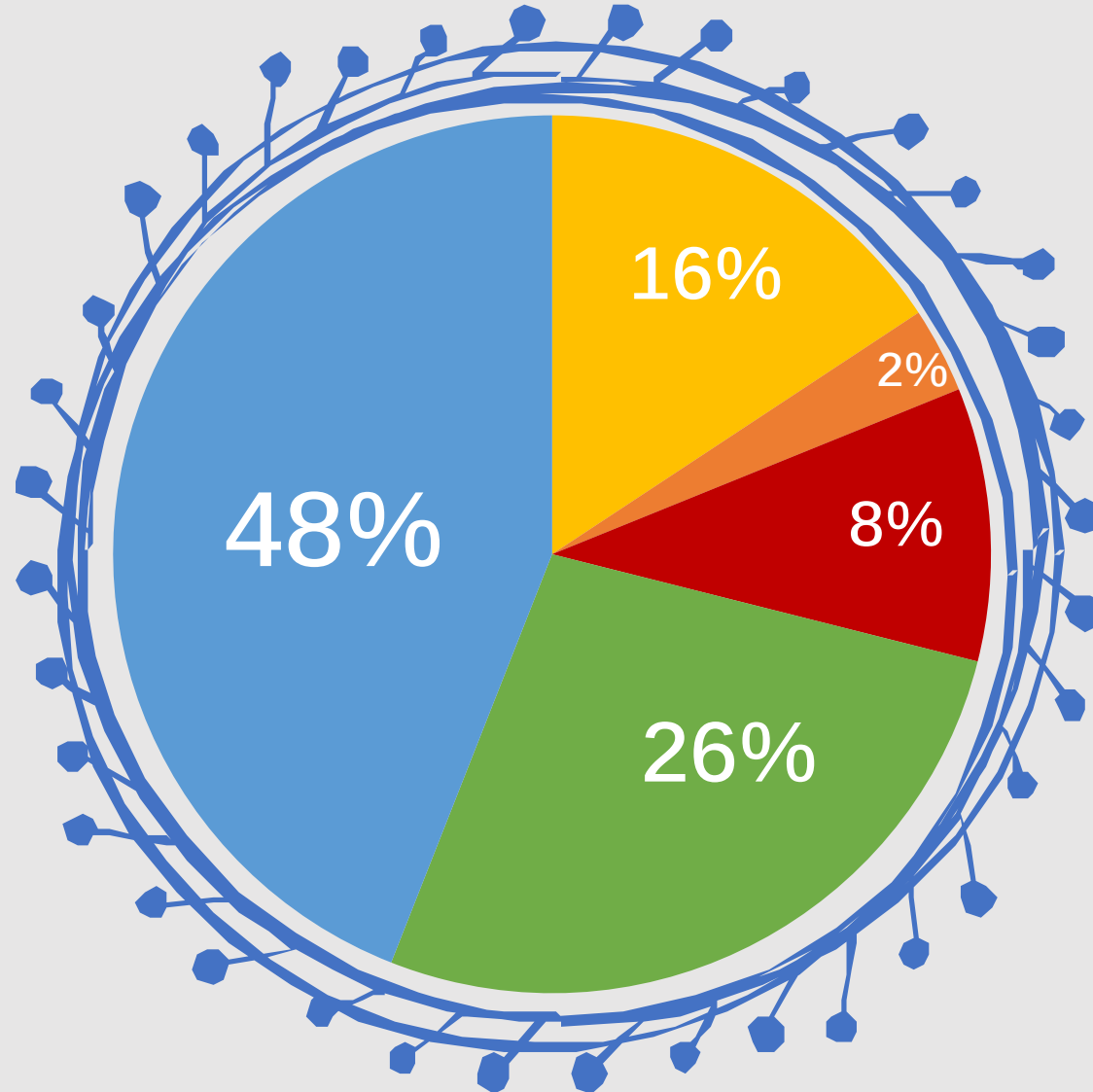
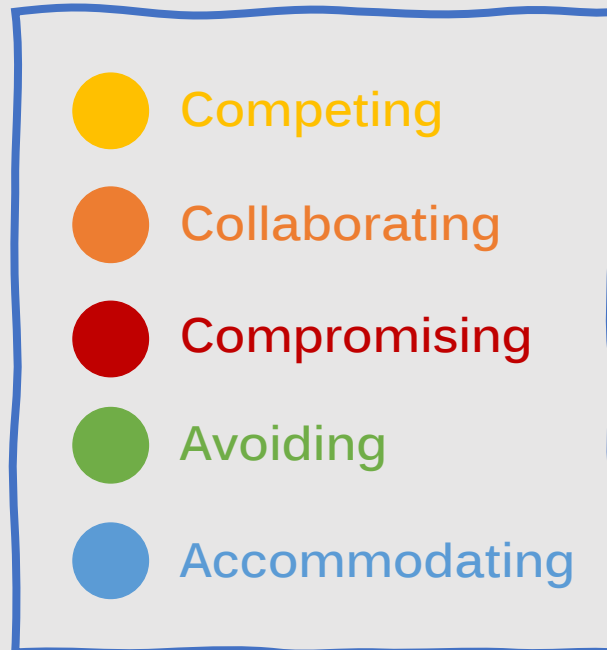
Thomas-Kilmann Instrument



CONFLICT MODE OF UK DIETETIC STUDENTS

2020-2024

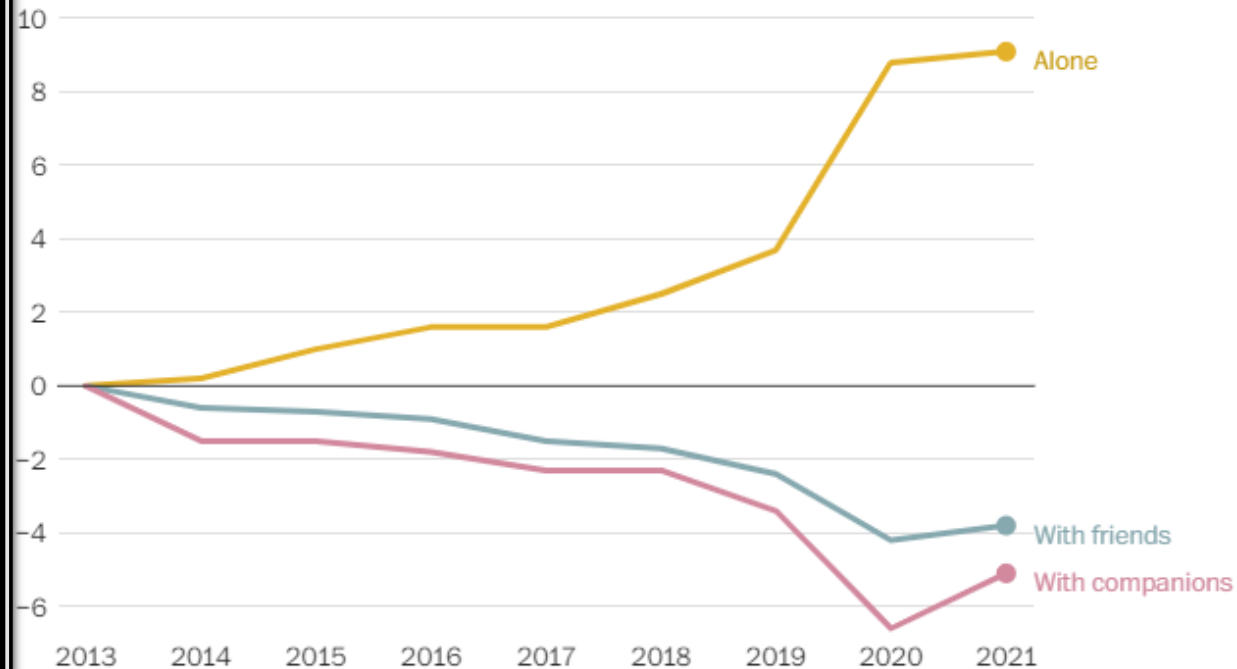
n=159



Who Americans spend their time with

Americans 15 and older are spending a lot more time alone than they did in 2013. The trend started before the pandemic.

Hours per week



Note: 2020 numbers are not fully comparable to other years because the pandemic impacted data collection.

Source: American Time Use Survey

THE WASHINGTON POST

Social Isolation

↑ Pessimism

↑ Dementia

↓ Confidence

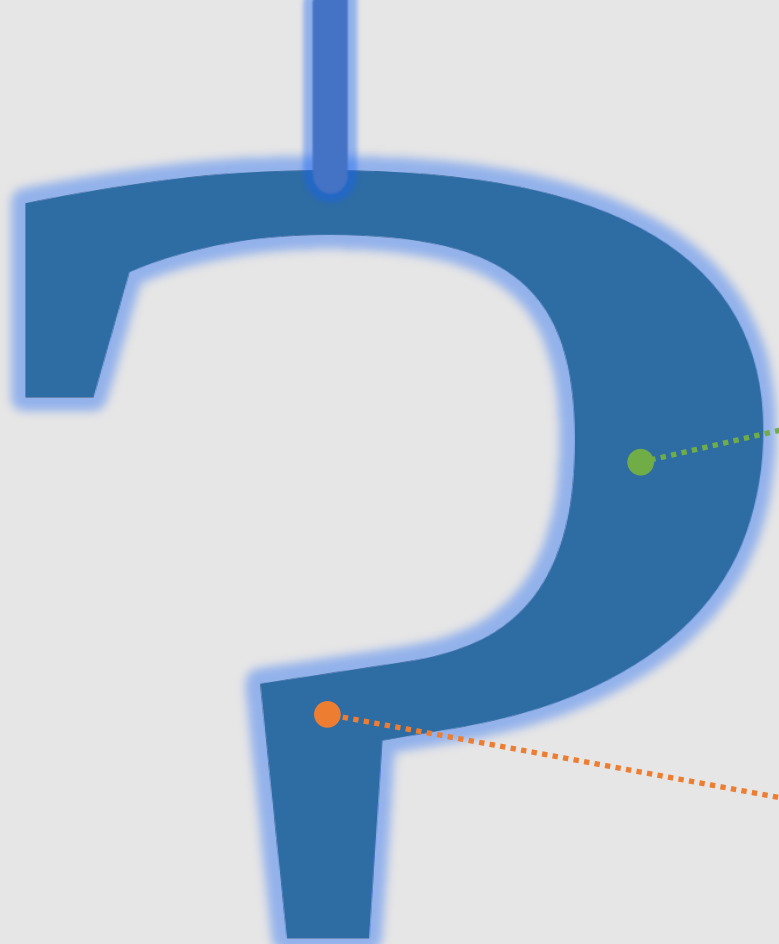
↓ Social skills

Journal of Humanities and Social Sciences Communications. (2021, Jan 27).
The effects of social isolation on well-being and life satisfaction during pandemic. Retrieved from <https://www.nature.com/articles/s41599-021-00710-3>



The Negotiation Process





Is

the future relationship
with the other party important?

Is

the reputation I create
from this negotiation going to
affect future negotiations?

Negotiation Basics

RESERVATION POINT

The point above or below which you will **exercise** that alternative

TARGET POINT

This should NOT be the same as your reservation point. Be **OPTIMISTIC**

1



BATNA

What is your **B**est **A**lternative **T**o **N**egotiating this **A**greement?



2

NEGOTIATION TYPE

Is the negotiation a **competitive** or **collaborative** negotiation?

3



4



Competitive (Win-Lose)

Your goal is to claim as much of the value as possible.



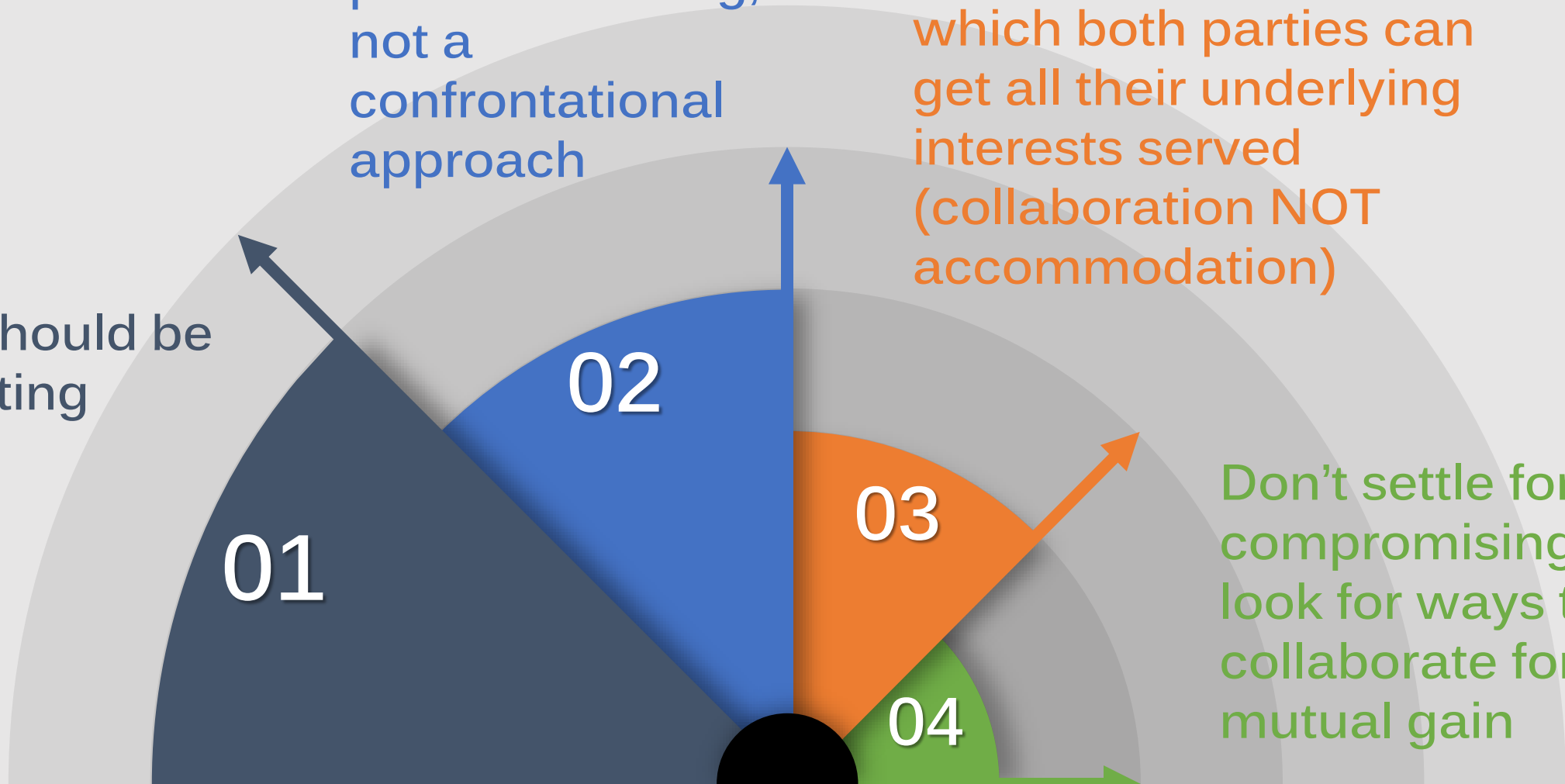
Collaborative (Win-Win)

Requires a problem-solving, not a confrontational approach

Look to find ways in which both parties can get all their underlying interests served (collaboration NOT accommodation)

Focus should be on creating value

Don't settle for compromising – look for ways to collaborate for mutual gain



What is the Value of the RD?

$$\text{Value} = \frac{\text{Quality Outcomes}}{\text{Costs}}$$

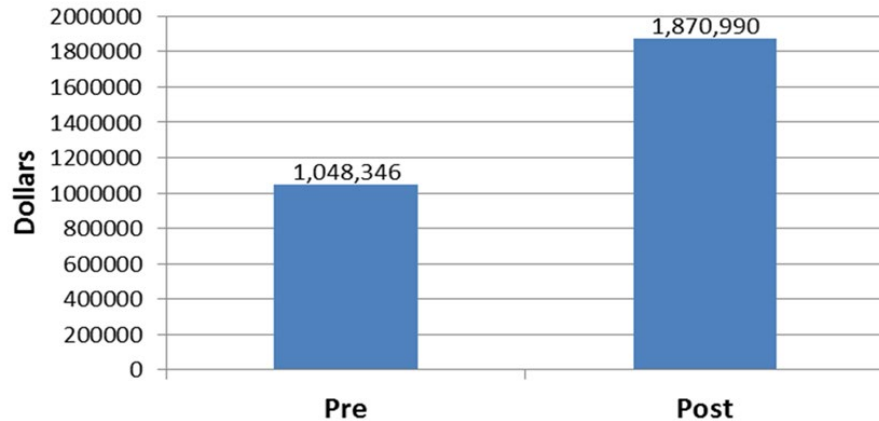
The Value of the RD: MNT



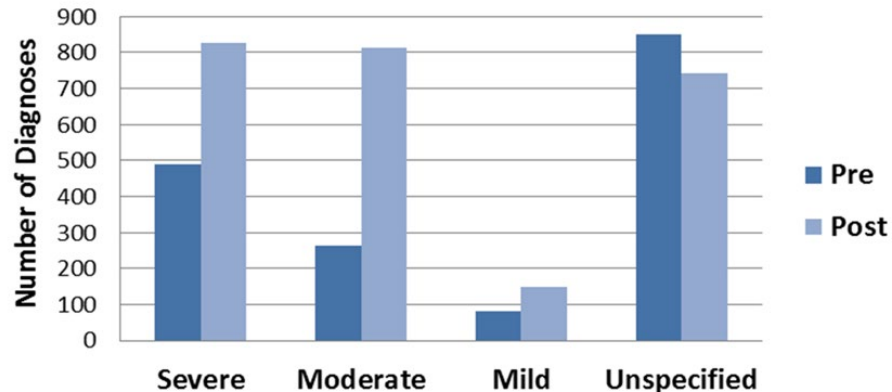
The Value of the RD: UKHC

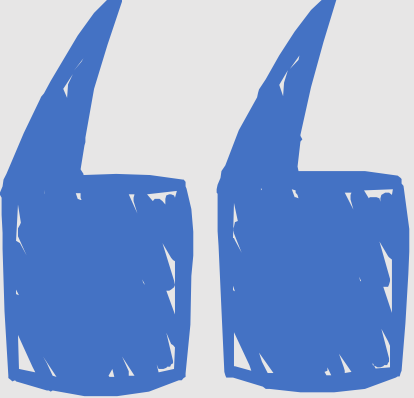
- Increased coding by 50%
- 110% increase in the number of visits where malnutrition increased the DRG
- Estimated increase in reimbursement of \$822,644 over 6-month period (+78%)

UKHC Reimbursement by Time Period

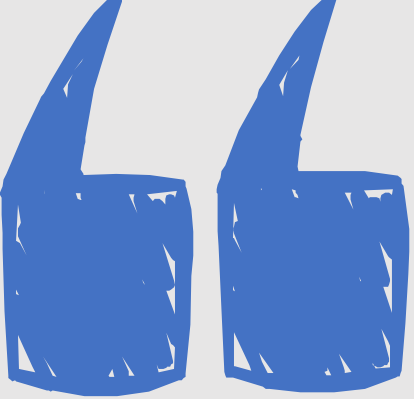


Malnutrition Diagnoses by Type and Time Period





*This past Thursday, I met with the Executive Director and was presented with a job description for a "Healthy Living Coach"; I noticed immediately that the job description didn't outline compensation, pay, or benefits. After a bit of discussion, the Executive Director asked if I would be interested in taking the position, to which I said I was very interested **but would like to know more about compensation** before accepting. He said that he didn't have the information for me regarding pay, and asked me to essentially "name my price"... **I knew this was a red flag because I didn't have a written offer**, but I could also tell from our conversation he wasn't really sure the average pay of a Dietitian. I told him the national average and his response was **"Well, what is the lowest you would go?"**. Slightly shocked, I gathered my thoughts and asked myself **"What would Aaron say?"***



*I responded with something along the lines of, "I appreciate your consideration and after I receive more information on the pay and benefits offered, we can negotiate further at that time." Truthfully, the Executive Director paused and proudly said, "It's clear someone has trained you on how to handle this conversation." All that to say, I was able to confidently go into that conversation due to the presentation you provided on negotiating compensation. Before going to meet with him I even pulled up the PowerPoint and reviewed it, investigating **suggested pay using the RDN Salary Calculator** (taking the suggestion with a grain of salt, of course). Your presentation truly stuck with me and allowed me to handle this encounter **professionally** and **respectfully**, still keeping in mind the **value of our credential**. Again, thank you!*

Resources

Essentials of Negotiation

1

Lewicki, R. J., et al. (2016).
Essentials of Negotiation.

Thomas-Kilmann Instrument

2

<https://takethetki.com/>

Dispute Resolution Research Center

3

Kellogg School of
Management at
Northwestern University

Academy of Nutrition and Dietetics (AND)

4

Salary Calculator
RD Compensation Survey

AARON SCHWARTZ

MBA, MS, RD, LD

Lecturer | Director of Undergraduate Studies



ASchwartz113@uky.edu



(859)218-3308



[linkedin.com/in/schwartzmbard/](https://www.linkedin.com/in/schwartzmbard/)



www.schwartzmbard.com

