<http://jama.jamanetwork.com/article.aspx?articleid=194300#PHYSICIAN-SELF:REFLECTIONINPRACTICE>

This article discusses that the most important tool that one can use is there use of self. By using this holistic approach, you establish a rapport with the patient. The physician shows the patient that they feel the impact of their condition and can empathize. When the physician has this insight to the patient’s fears, concerns, and questions we can better address their understanding and educate them properly on the impacts of their course of treatment.

<http://www.americanresidentproject.com/blog/art-narrative-medicine>  
  
Paragraph 2 gives a good description as to why we should use this method