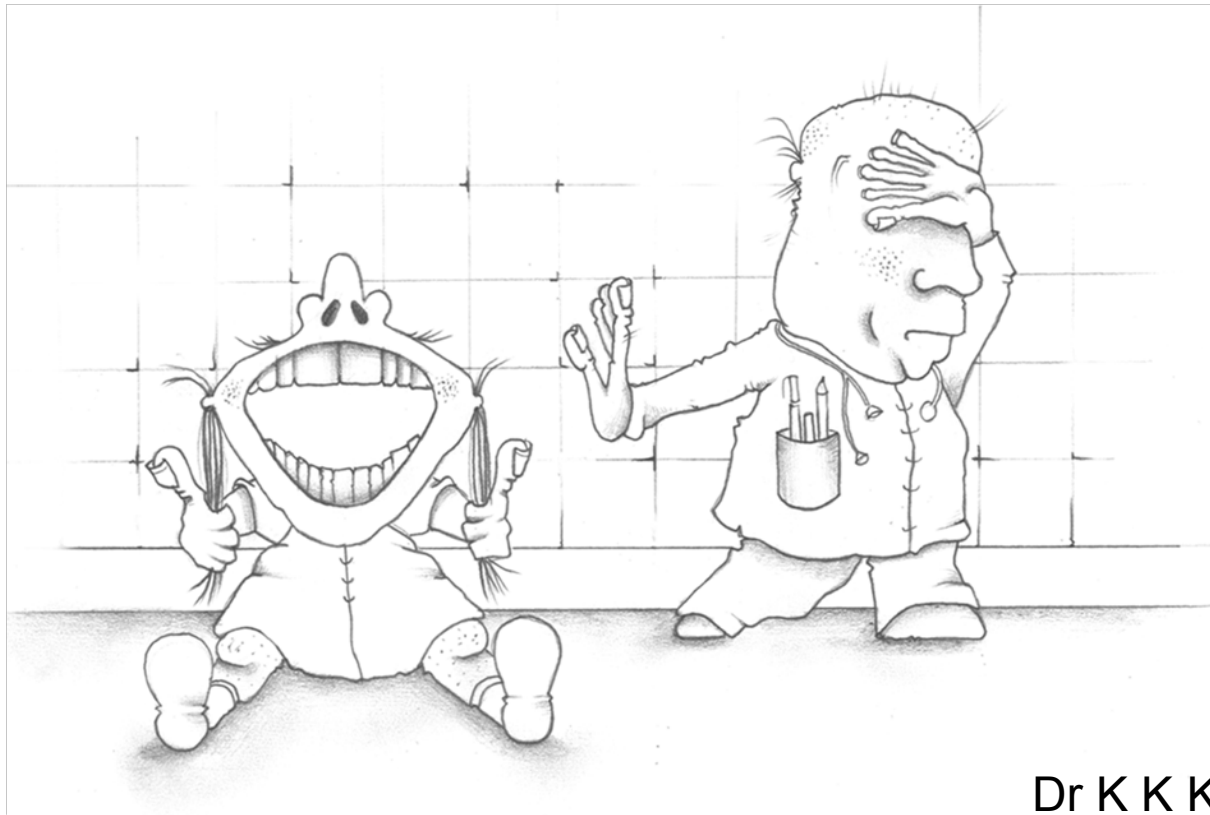


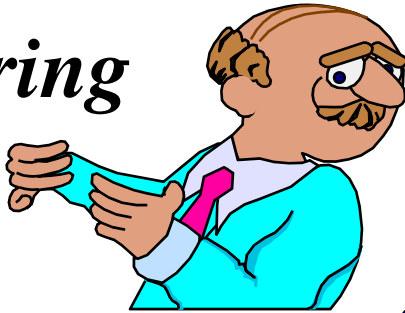
Communication Skills and attitudes



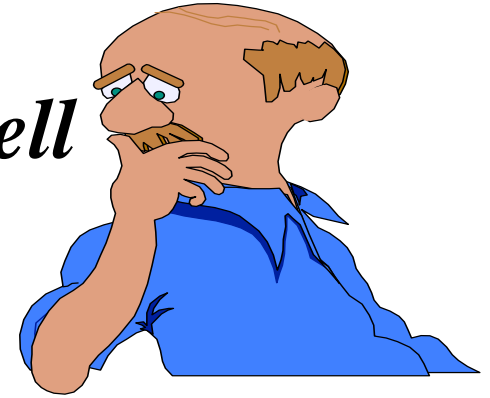
Dr K K Kalra
MS, CNBC

Communication is a series of experience of

Hearing



Smell



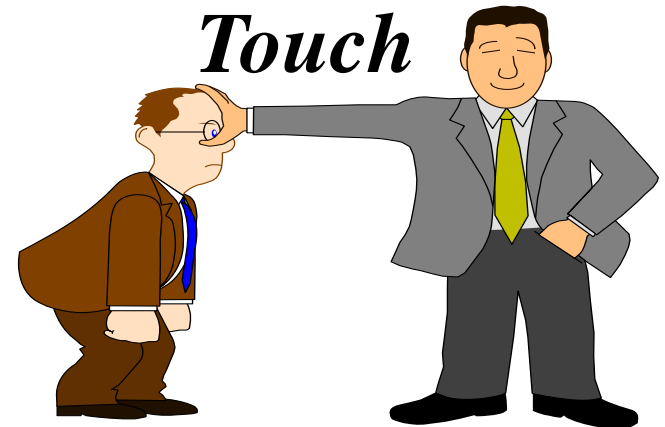
Seeing



Taste



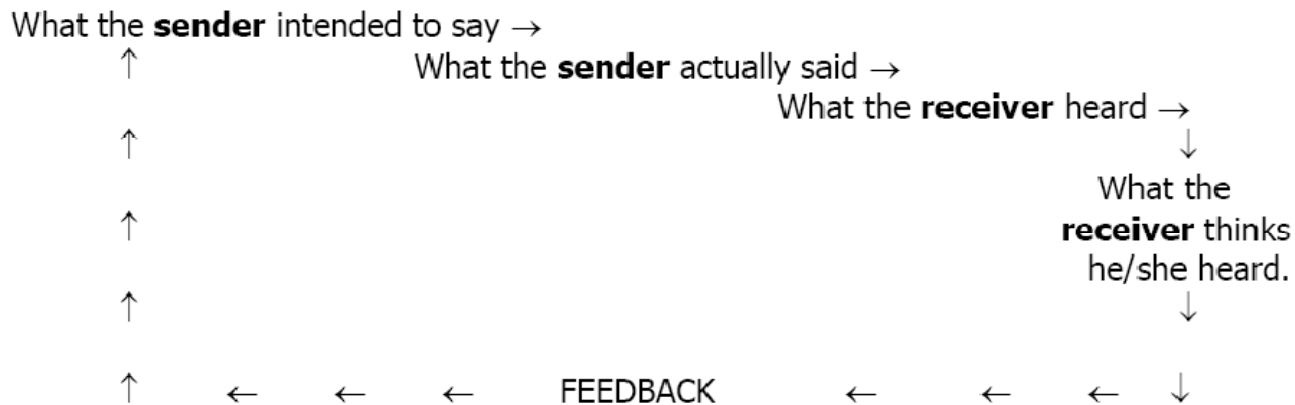
Touch



Definition

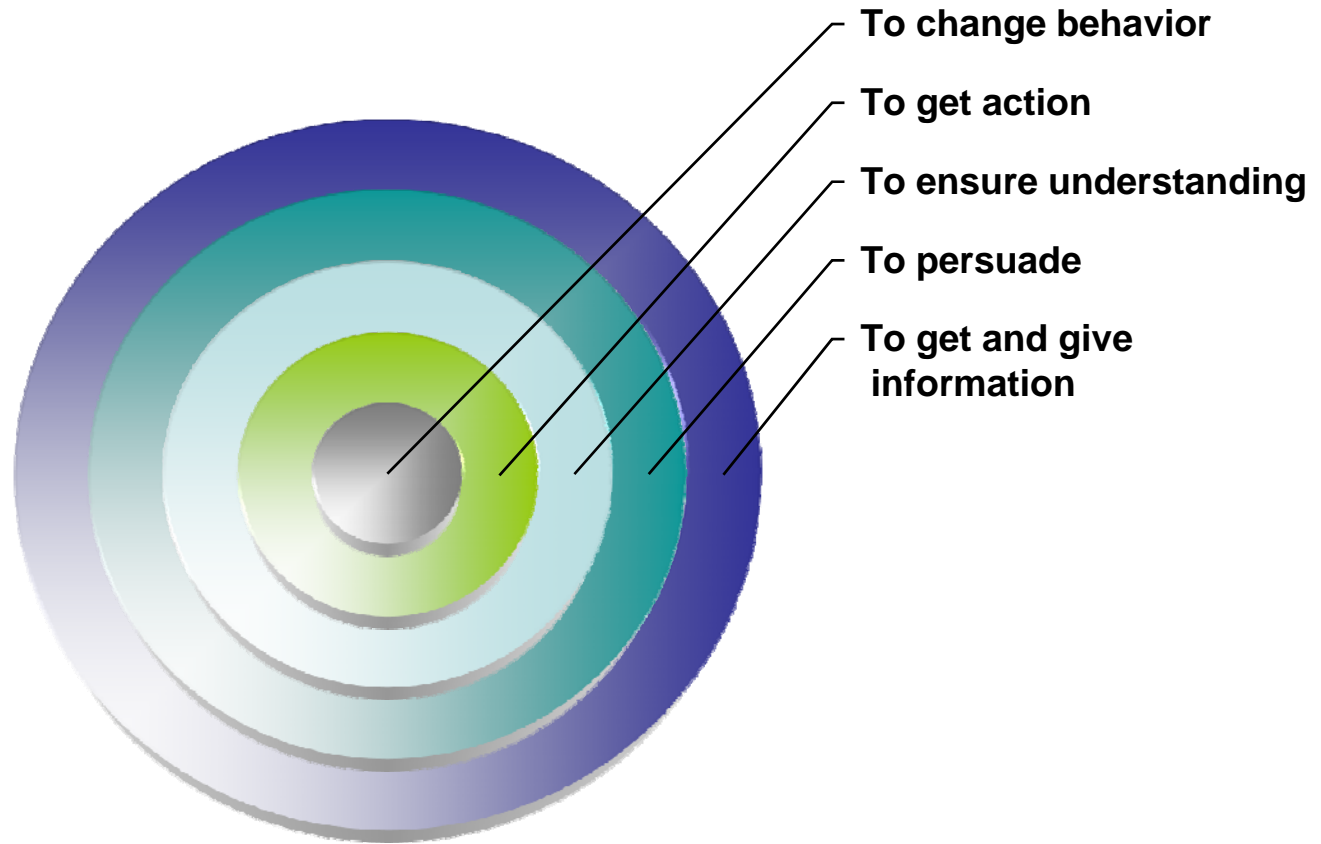
- Communication is, a process of sharing or exchange of ideas, information, knowledge, attitude or feeling among two or more persons through certain signs and symbols

THE ACTUAL FLOW OF COMMUNICATION



Communication Formats – written, oral, non-verbal, and electronic.

Communication Goals



Most Common Ways to Communicate

Speaking

Writing

**Visual
Image**

**Body
Language**



Concepts

- Words Mean Different Things to Different People.
- The Initiation of a Message Provides No Assurance It Has Been Received.
- Communications Often Become Distorted as They Are Transmitted.

*It is estimated that 80% of a **message** gets **distorted** or lost as it travels through an organization.*

Distorted Message

- There is an old story that, in the first world war, the front line sent a message via runners to the general. The message said: "Send reinforcements, we are going to advance". By the time the message reached the general it said "send three and fourpence, we are going to a dance".

Communication skills in a healthcare setting include the way you use to:

- Greeting the patient and introducing yourself and your role. Putting the patient and the family at ease, cooperative, and under control during the medical encounter.
- Gather information from the patient; history taking.
- Explaining to the patient what are you doing during a physical examination.
- Explaining to the patient the possible diagnosis, investigation and treatment.
- Involving the patient in the decision-making about his health.
- Counseling the patient. Communicating with patients' relatives.

Contd.

- Breaking bad news.
- Seeking informed consent/clarification for an invasive procedure or obtaining consent for a post-mortem.
- Dealing with difficult patients or relatives.
- Giving instructions on discharge.
- Giving advice on lifestyle, health promotion or risk factors.
- Communicating with other health care professionals.

Basic Interpersonal Communication Skills

- Avoid Barriers to Communication.
- Send Understandable Messages: Effective communication.
- Actively Listen.
- Utilize Non-verbal Signals.
- Give and Solicit Meaningful Feedback.
- Adapt to Diversity of Communication Styles...
try multiple channels

Attributes of effective communication

- Invalidation:
 - Superiority
 - Rigidity
 - Indifference
 - impervious
- Validation:
 - Respectful
 - Flexible
 - Two way communication
 - Identify areas of agreement

SENDING MESSAGES

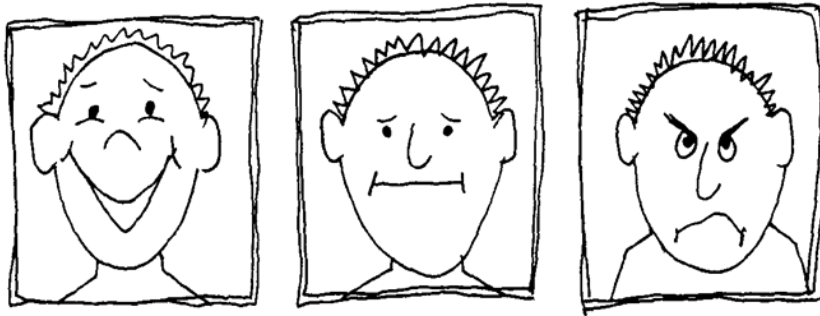
Effective Verbal Messages



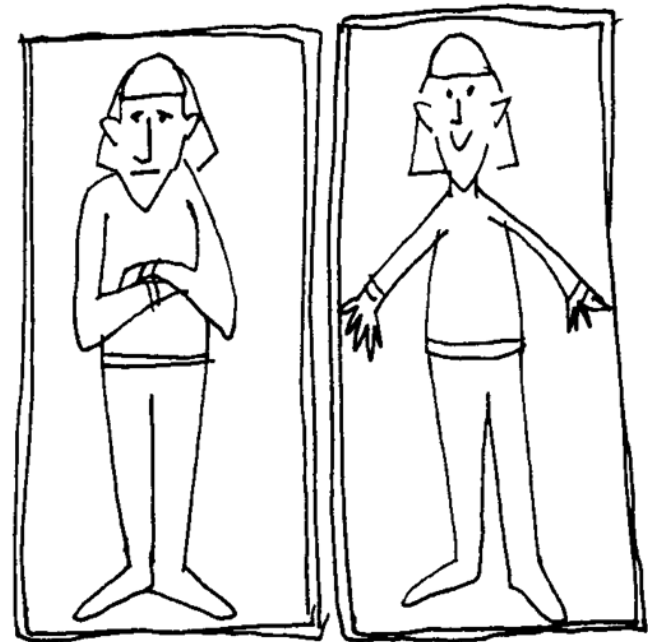
- Are brief, succinct, and organized
- Are free of jargon
- Do not create resistance in the listener

Nonverbal Messages

Nonverbal messages are the primary way that we communicate emotions



Facial Expression



Postures and Gestures

Means of Nonverbal Communication

VISUAL

Components

Image
Facial Expressions
Eye Movements
Posture
Gestures

Examples

Clothing, hygiene
Frown, smile, sneer
Looking away, staring
Leaning in, slumped
Handshake, wave

Meanings Communicated

Values, competence
Unexpressed feelings
Intentions, state of mind
Attitude
Intentions, feelings

TACTILE

Touch

Pat on the back
Gentle touch on an arm

Approval
Support and concern

Types of Communication

➤ On the basis of organization relationship

- Formal
- Informal

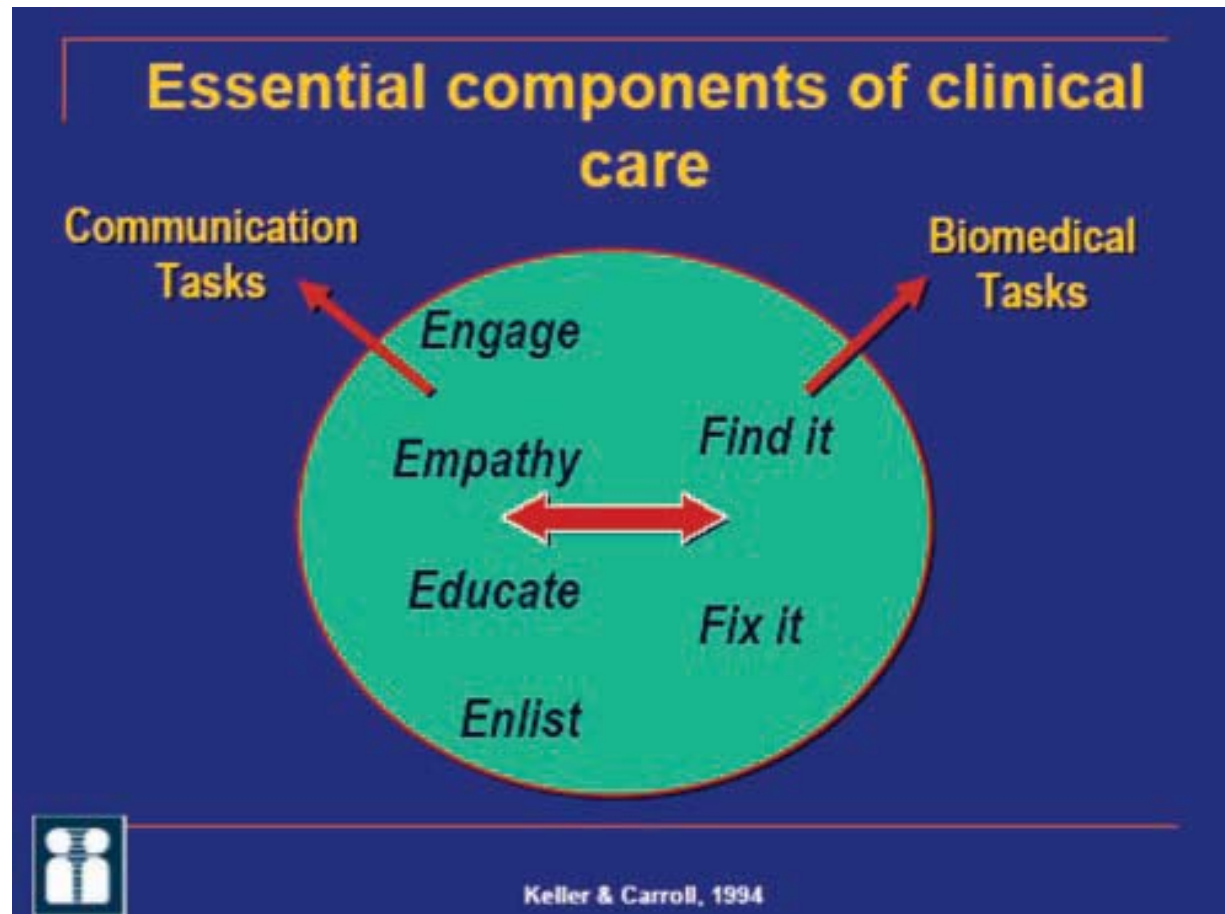
➤ On the basis of Flow

- Vertical
- Crosswise/Diagonal
- Horizontal

➤ On the basis of Expression

- Oral
- Written
- Gesture

Communication models



Bayer's Consultation Model

- Opening – introduce yourself, greet the patient, welcome the patient, maintain eye contact
 - Find it – Engage the patient, Empathize with the patient
 - Fix it – Educate the patient,
 - Enlist the patient's motivation
- Closing – summarize diagnosis, treatment, and prognosis; review next steps – future visits, phone calls, test results; say goodbye and express hope.

Engage

The doctor introduces himself and listens to the patient.

- Build rapport based on trust and credibility.
- Pay attention to what you say and how you say it.
- Listen to all presenting complaints, and ask about the clients' goals for the visit.

Empathy

The doctor tries to see things from the patient's perspective

- Invest in gaining an understanding of the client's perspective.
- Communicate this understanding to the client through reflective listening and empathic statements.

Educate

Provide the Patients /families with the necessary information

- Assess client's understanding and preferences (ask).
- Provide information in a clear and thorough manner (tell).
- Assess client's understanding (ask).
- Keep complete records. Written communication is just as important as verbal communication.

Enlist

Getting the patient to agree and to adopt the suggested management plan

What makes a good communicator?





Tips to good communication skills

- Maintain eye contact with the audience
- Body awareness
- Gestures and expressions
- Convey one's thoughts
- Practice effective communication skills

Barriers to effective communication

- Personal attitudes
- Language
- Time management
- Working environment
- Ignorance
- Human failings (tiredness, stress)
- Inconsistency in providing information

Why Communication skills?

- Increasing patient dissatisfaction
- Rising number of complaints
- Claims for malpractice

- Problem is Communication Gap rather than Competence.

Why should Doctor change?

- Today patients are Health Consumers
 - Want to be active participants in medical decision making

Good Professional

- Make the care of your patient your first concern
- Treat every patient politely and considerately
- Respect patients' dignity and privacy
- Listen to patients and respect their views
- Give patients information in a way they can understand
- Respect the rights of patients to be fully involved in decisions about their care
- Keep your professional knowledge and skills up to date
- Recognise the limits of your professional competence
- Be honest and trustworthy
- Respect and protect confidential information
- Make sure that your personal beliefs do not prejudice your patients' care
- Act quickly to protect patients from risk if you have good reason to believe that you or a colleague may not be fit to practice
- Avoid abusing your position as a doctor
- Work with colleagues in the ways that best serve patients' interests

Informed consent

- Informed consent implies an agreement by the client to a course of diagnostic procedures or treatment after receiving enough information to make an intelligent decision.

Ask-Tell-Ask: A Communication Tool for Informed Consent

1. Discussion of clinical issues.
2. Discussion of options including pros and cons.
3. Discussion of uncertainties associated with the decision such as side effects /complications and aftercare.
4. Assessment of client understanding.
5. Exploration of client preferences.

Prognostication

- Patient generally expect you to cove 5 Ds
 - Disease, discomfort, disability, dissatisfaction and death.
 - Prognostication is an analytical process, based on past experience. It can never be accurate because of inbuilt uncertainty, biological variables and risks of therapeutic interventions
 - Is rather like whether –forecasting – uncertain but based on scientific principals.

Hope

- Hope, Healing and Health
 - Promote healing
 - Facilitate coping process
 - Enhance quality of life

- Hope is a psychological state and has little to do with biostatistics.

Religion, faith & culture in Health care

Faith based Healing factors

- Faith in medicine (placebo effect)
- Faith in a doctor / institute
- Faith in nature, God or Onself (spiritual factor)

Negotiating skills

- Always negotiate with the patient/families after an adverse outcome; earlier the better.
- Recognize give and take opportunities
- Renegotiate any error, oversight or misunderstanding
- Keep the long range perspective in mind. Time heals
- Do not let Egos interfere.
- Be attentive in Follow- up

Most litigations follows unfriendly, arrogant or hostile reactions from medical team. Face to face negotiation is an art and a skill.

Message to take Home

- *Good communication between patients, families and health team play a vital role in the compliance to patient care programs.*
- *Good communication is essential for proper doctor – patient relationship and help avoid problems of misunderstanding.*
- *Effective communication is the key to success in professional career.*

Thanks

