



Professionalism

The Concept of Communication Skills in Medicine

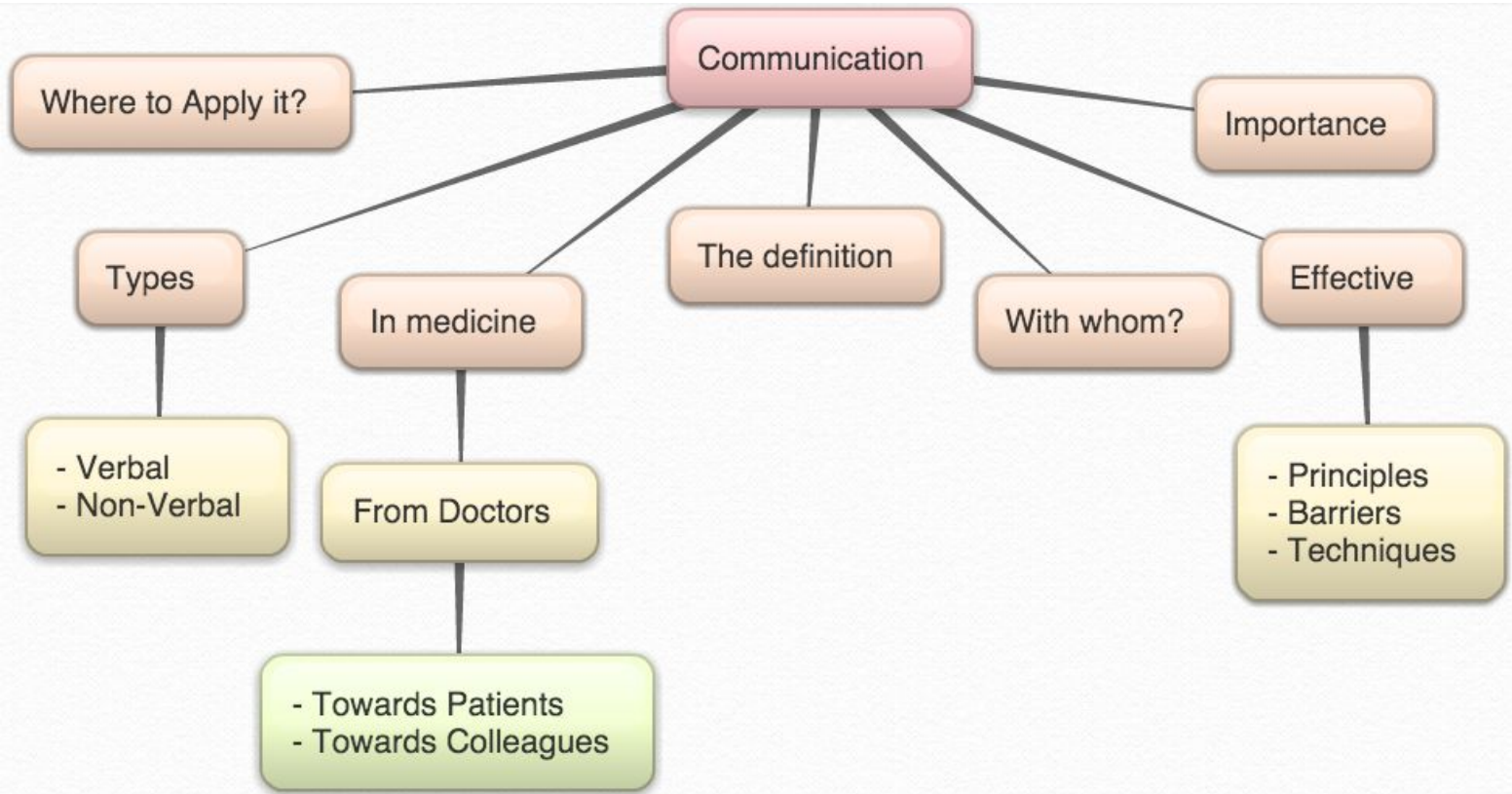
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Objectives:

- Understand Communication, its theory & types
- Describe the Importance of communication in medicine
- Apply the Principles of effective communication in daily life
- Identify the barriers to effective communication & ways to overcome these barriers



Mind Map



What is Communication?

- Is the act by which information is shared between humans
- It is the process by which we relate and interact with other people.
- It includes listening & understanding with passion & respect as well as expressing views & ideas and passing information to others in a clear manner.

Communication theory:

Communication is a learned skill based on *3 pillars*



Importance of communication:

- **Effective** communication is the basis of mutual understanding & trust.
- **Poor** communication causes a lot of misunderstanding & hinders work & productivity.

Types of communication

Verbal = 35%	Non-verbal = 65%
<ul style="list-style-type: none"> • Speaking to the person - Look straight in the eye - make eye contact - Show respect 	<ul style="list-style-type: none"> ◆ Facial expressions ◆ Tone of voice ◆ Movement ◆ Appearance ◆ Eye contact ◆ Gestures ◆ Posture
<ul style="list-style-type: none"> • Clear message - Relevant - Use understandable language - Support by illustrations if needed 	
<ul style="list-style-type: none"> • Good listener - Allow others to understand the message and reply - Listen carefully - Make a dialogue and not one way instruction 	

Communication & medicine :

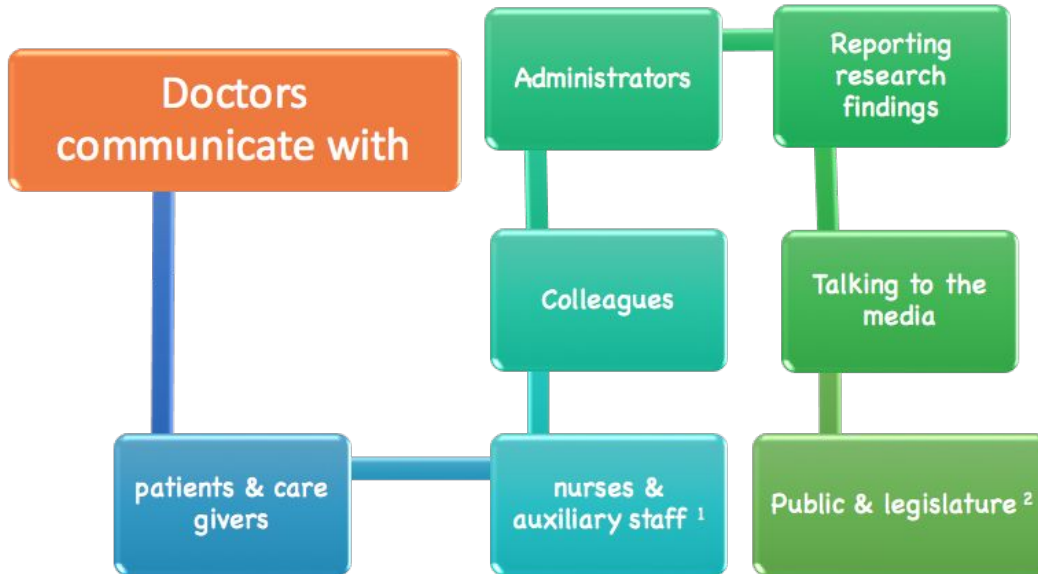
- **Historically** the emphasis was on the biomedical model in medical training which places more value on technical proficiency than on communication skills.
- **Recently** learning communication skills & evidence based practice become the corner stones of modern medicine.

What is required from Doctors?

Towards patients	Towards colleagues
<ul style="list-style-type: none"> ◆ Listen to patients and respond to their concerns and preferences. ◆ Give patients information in way they can understand ◆ Taking patient's views into consideration when assessing their condition ◆ Respond to patients questions, keep them informed & share information . ◆ You must make sure, wherever practical, that arrangements are made to meet patient's language and communication needs. ◆ You must be considerate to relatives, carers and partners in providing information and support. 	<ul style="list-style-type: none"> ◆ Communicate effectively with colleagues within and outside the team ◆ Make sure your colleagues understand your role and responsibilities in the team and who is responsible for each aspect of patient care ◆ You must treat your colleagues fairly and with respect.

Doctors need to learn essentials of good communication more than other professionals, Why ?

- Because patients are humans with sensitive needs.
- Doctors **cannot practice medicine without** effective communication skills.
- Poor communication causes a lot of medico-legal and ethical problems.

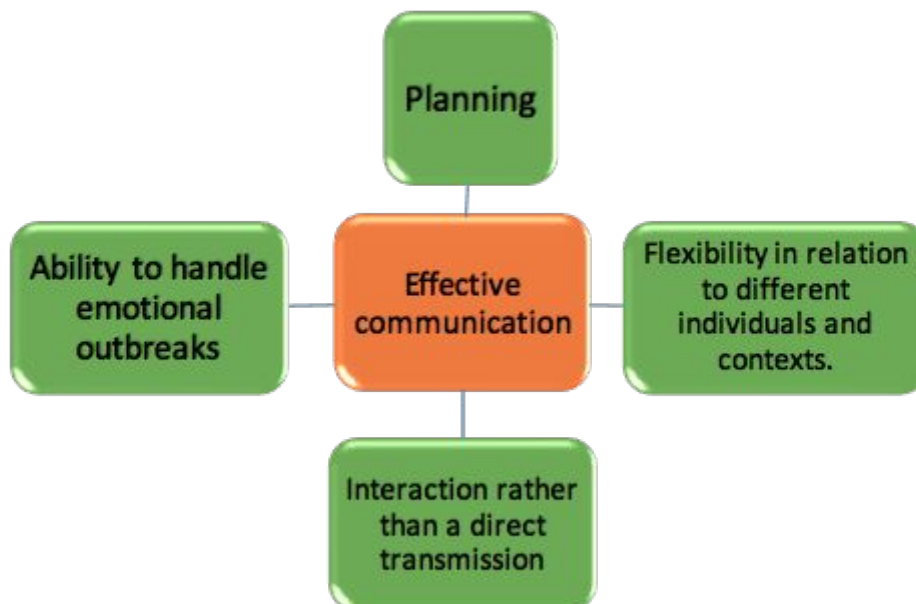


Where to apply our Communication skills?

- The medical interview is the usual communication encounter between the doctor and the patient.
- It can be classified according to the purpose of the interview into 4 types:

1. History taking
2. Consultations
3. Obtaining informed consent
4. Breaking bad news

Principles of effective communication:



Communication with peers:

- Mutual trust & respect
- Exchange information
- Ask your seniors

Effective communication: for (patients / you as a Doctor)

- Ensures good working relationship
- Increases patients satisfaction
- Increases patients understanding of illness & management
- Improves patients compliance with treatment
- Reduces medico-legal problems
- Reduces uncertainty
- Communication Influences Your Thinking about Yourself and Others
- Communication Influences How You Learn
- Communication Represents You
- Communication Skills Are Desired by all organizations / institutions

Communication & Medical care:

- Good communication should be established between the patient, the family and the treating multidisciplinary team.
- Patient & family should be encouraged to participate and verbalize in the ward round discussion about:
 - Offered medical care & treatment
 - Rehabilitation
 - Follow- up/re-admission plans
 - Doubts & worries.
 - **Proper information to patient and family regarding services available and how they can utilize them.**

Communication skills: Some techniques:

- **PRACTICE**- fluent dialogue with patient
- **USE**- silence effectively, allowing patient enough time to express thoughts or feelings
- **ENCOURAGE**- patients with your supportive words
- **UTILIZE** - non-verbal communication.

Listening vs Hearing	
Hearing	Listening
A passive activity; no effort	<ul style="list-style-type: none"> -Attention - Active involvement. - Full understanding - Takes time and effort

Barriers to effective communication:

- Personal attitudes
- Ignorance
- Human failings (tiredness, stress)
- Language
- Poor time management
- Strenuous working environment

Conclusion

- Effective communication is the key to success in professional career.
- Good communication is essential for proper doctor-patient relationship and help avoids problems of misunderstanding.

Quiz

- What are the two broad types of communication?
- Do you think doctors need good communication skills? Give one reason.
- Please mention two outcomes\benefits of effective communication.