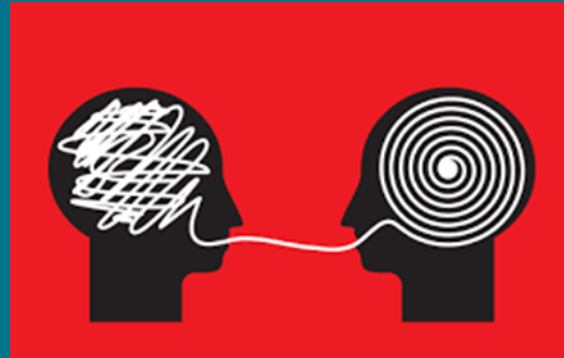


The Concept of Communication Skills in Medicine



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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

عن عائشة رضي الله عنها أن رسول الله صلى الله عليه وسلم قال:

” إن الله يحب إذا عمل أحدكم عملاً أن يتقنه“

“Allah loves when one of you do it well”

رواه الطبراني

OBJECTIVES

- **At the end of today's session students should be able to;**
 - ❑ **Understand Communication, its theory and types**
 - ❑ **Describe the Importance of communication in medicine**
 - ❑ **Apply the Principles of effective communication in daily life**
 - ❑ **Identify the barriers to effective communication and ways to overcome these barriers**



MY HEART IS
TWITTERING,
MY STOMACH
FEELS BLOGGISH,
AND I MAKE A
GOOGLING
SOUND WHEN
I BREATHE !

STAY OFF THE
INTERNET AND
COME BACK
IN A WEEK.

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What is your choice for good
communication ?



One way communication..

What is your choice for good communication ?

A black and white photograph showing a hand holding a wooden tray. On the tray, several wooden letter tiles are arranged to spell out the word "PATIENCE". Each letter is on a separate tile, and some letters have small subscripts: P₃, A₁, T₁, I₁, E₁, N₁, C₃, and E₁. The background is dark and out of focus.

P₃ A₁ T₁ I₁ E₁ N₁ C₃ E₁

What is Communication ?

- The act by which information is shared between humans
- 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:

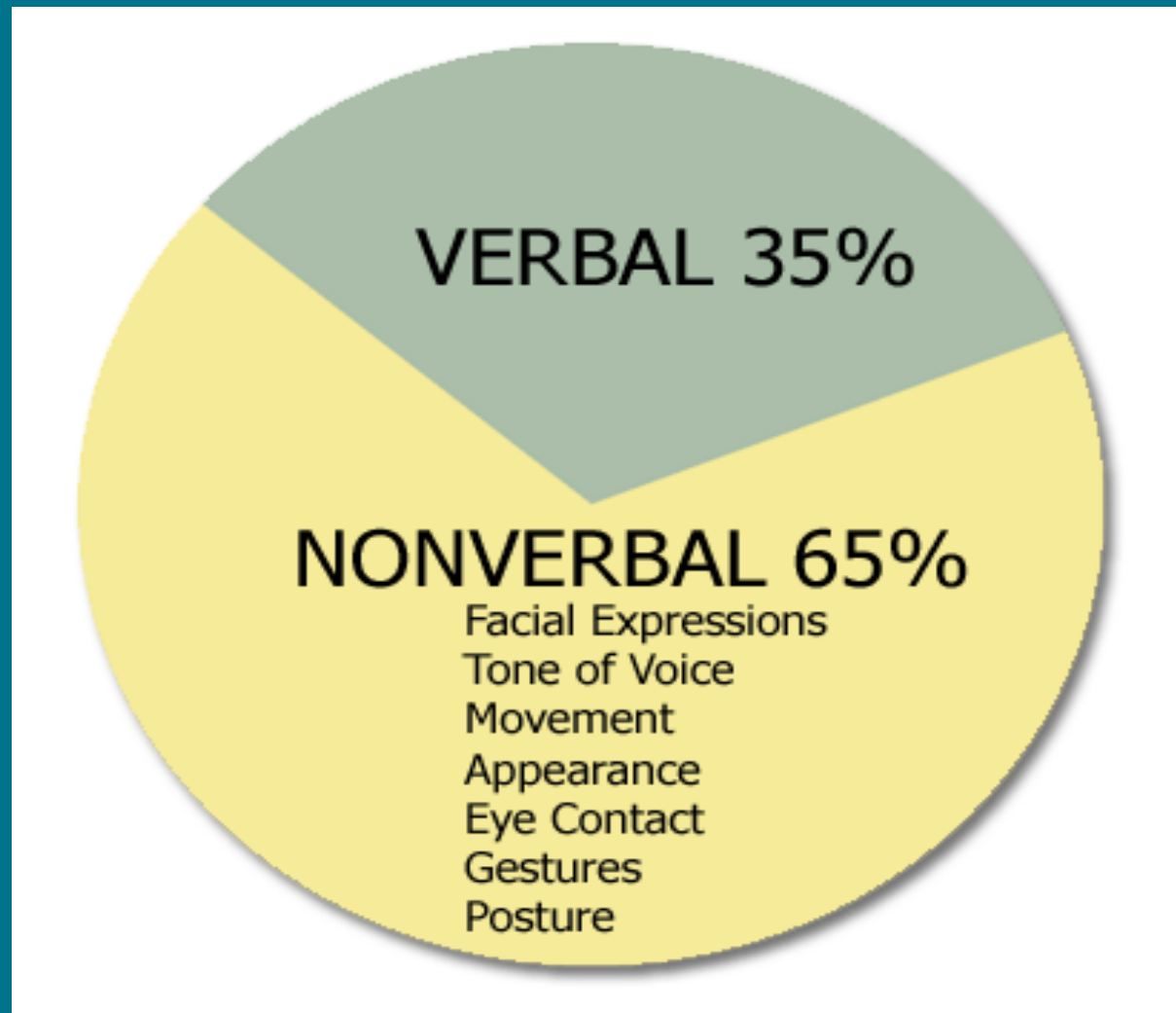
- Accuracy

- Efficiency

- Supportiveness

All of the above combine to contribute to effectiveness of communication

Two Broad Types of Communication



Verbal Communication

- **Speaking to the person**
 - ✓ **Look straight in the eye**
 - ✓ **make eye contact**
 - ✓ **Show respect**
- **Clear message**
 - ✓ **Relevant**
 - ✓ **Use understandable language**
 - ✓ **Support by illustrations if needed**
- **Good listener**
 - ✓ **Allow others to understand the message and reply**
 - ✓ **Listen carefully**
 - ✓ **Make a dialogue and not one way instruction**

Communication: Why?

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

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.

From the doctors What is required *Towards your patients*

- **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 .

From the doctors What is required (cont:)

Towards your PATIENTS

- 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.

From the doctors What is required (cont:)

Towards your COLLEAGUES

- 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

Why do the doctors need to practice good communication?

- Doctors need to learn essentials of good communication more than other professionals 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.

Communication: With whom?

- Patients & care-givers
- Nurses & auxiliary staff
- Colleagues
- Administrators
- Reporting research findings
- Talking to the media
- Public & legislature

Where to apply our Communication skills ?

- The medical interview is the usual communication encounter and is classified into 4 types:

1. History taking

2. Consultations

**3. Obtaining informed
news**

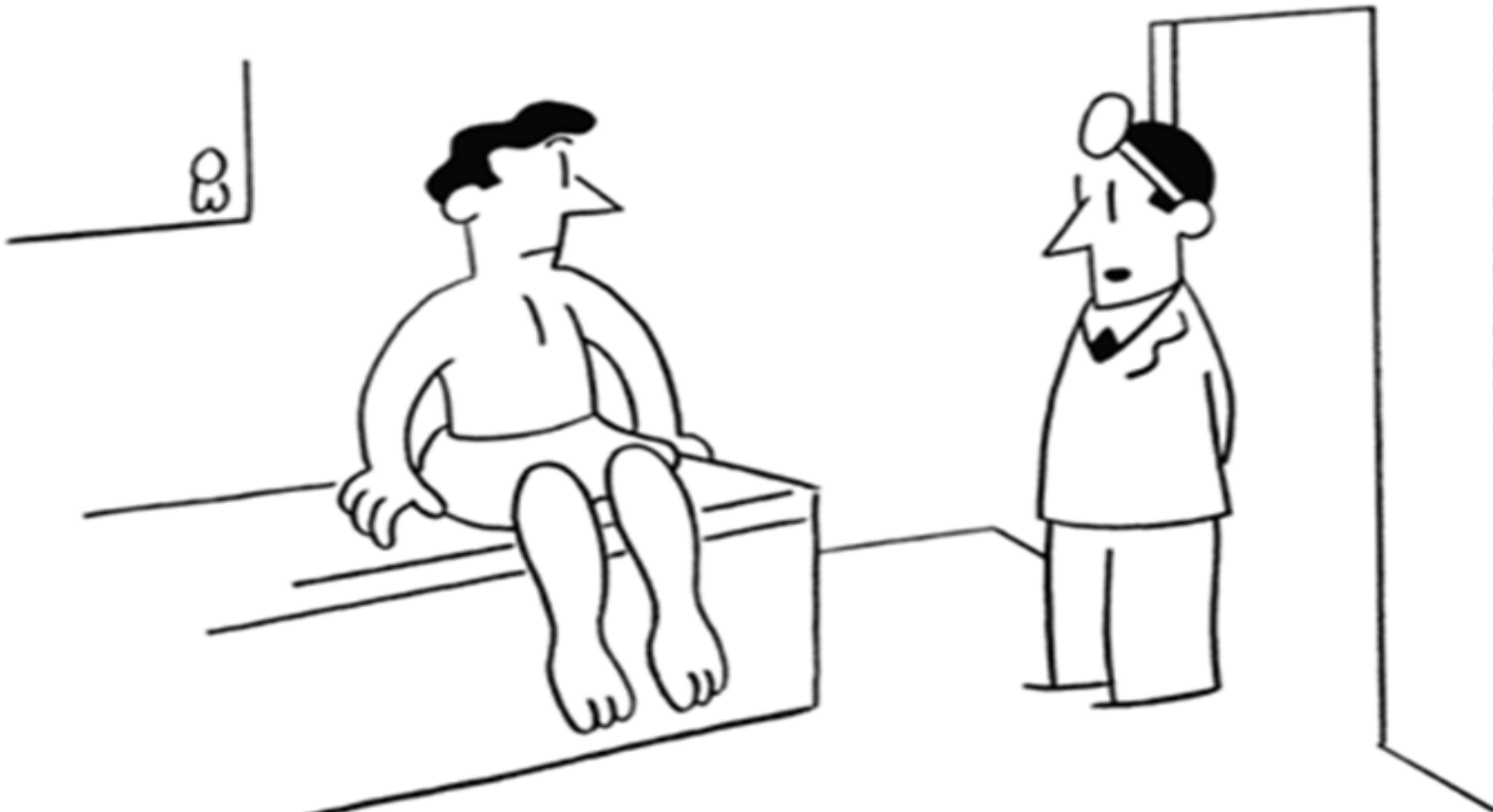
4. Breaking bad

Consent

Breaking bad news

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"The good news is you probably still have time to write a will."

S. BURNS

Effective communication

- Ensures good working relationship
- Increases patients satisfaction
- Increases patients understanding of illness & management
- Improves patients compliance with treatment
- Reduces medico-legal problems
- Reduces uncertainty

Principles of effective communication

- Planning
- Interaction rather than a direct transmission
- Flexibility in relation to different individuals and contexts.
- Ability to handle emotional outbreaks

Communication with peers is based on 3 principles

1. Mutual trust & respect

2. Exchange of information

3. Asking your seniors

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** - a passive activity; no effort
- **Listening**
 - ✓ 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 ***helps avoid problems of misunderstanding.***

THANK YOU VERY MUCH

