

# *The Concept of Communication Skills in Medicine*



Editing file

## Objectives:

1. Define communication, its theory and types
2. Describe the importance of communication in medicine
3. Demonstrate effective communication in day to day practice
4. Overcome barriers to effective communication
5. Apply the principles of communication and collaboration skills in PBL sessions

- important
- original content
- only in girls slides
- only in boys slides
- extra notes
- Doctors' notes



Professionalism  
Med 438



# Communication



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

## Communication Theory

(It is a learned skill based on 3 pillars)

Accuracy



Efficiency



Supportiveness

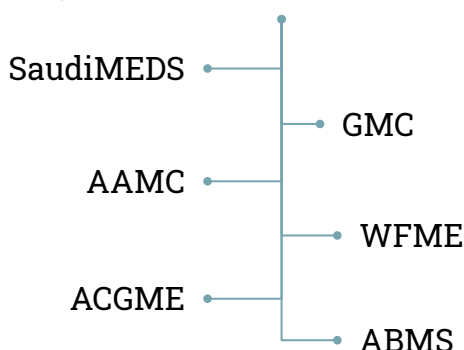
(All of the above combine to contribute to the effectiveness of good communication)

## Communication Skills

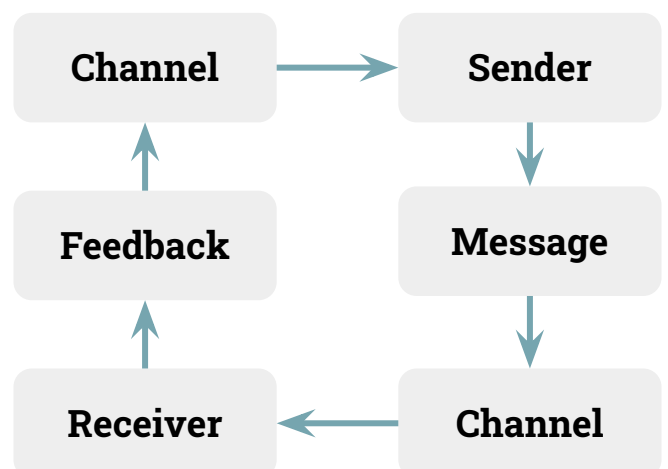
- There is a substantial evidence indicating that communication skills are crucial in the development of satisfactory health care provider-patient relationship.
- In 21<sup>st</sup> century, teaching and assessment of communication skills in medical schools are well recognized.
- effective communication is considered to be one of the most important skills of a physician.

ONLY IN MALES SLIDES!

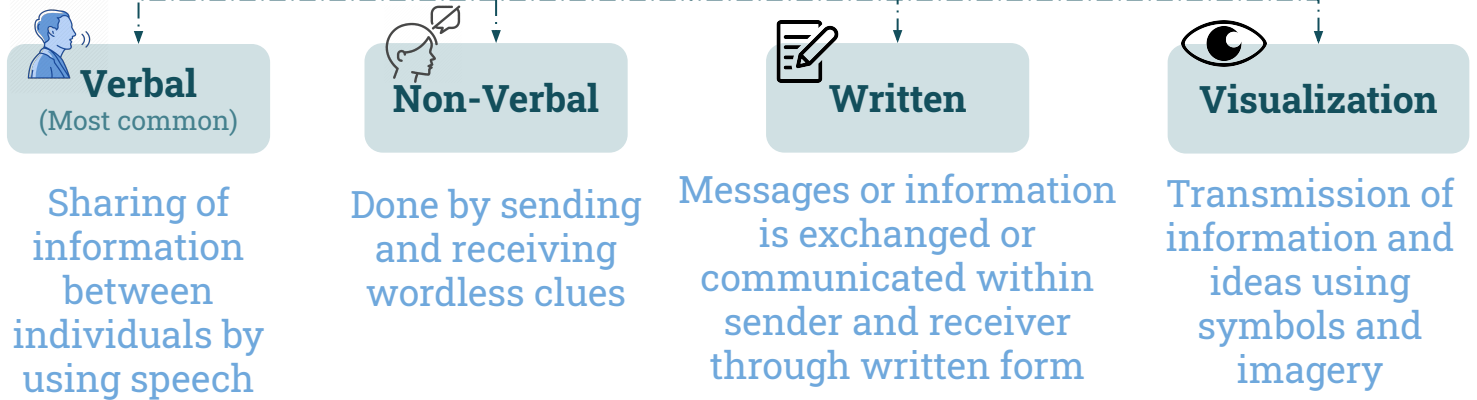
### Communication (an essential competency)



### Process of communication



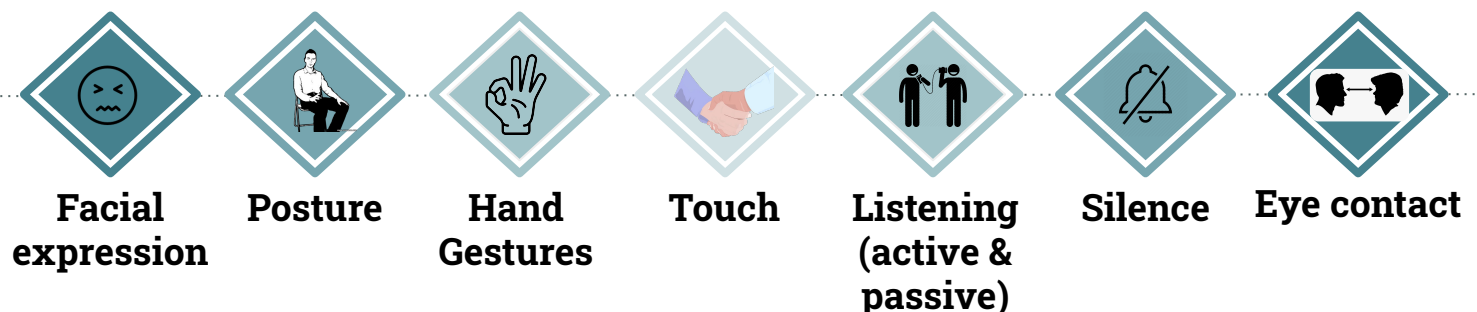
# Types of communication



## Verbal Communication

- **Open**
  - **Broad** - gives control to respondent, allows disclosure.
    - eg. How you felt 1<sup>st</sup> day in college?
  - **focused** - gives control to respondent within a given area, encourages disclosure of feelings
    - eg. Did you have a good day at school?
- **Closed**
  - control is with interviewer, checks information.
    - eg. Do you smoke? "Yes" or "No"
- **Leading**
  - control with the interviewer, suggests a desired response.
    - eg. What year in the 15<sup>th</sup> century did columbus arrive in the Americas?
- **Speaking to the person:**
  - Look straight in the eye.
  - Make eye contact.
  - Show respect.
- **Clear message:**
  - Relevant.
  - Use understandable language.
  - Support by illustration if needed.
- **Good listener:**
  - Allow others to understand the message and reply.
  - Listen carefully.
  - Make a dialogue and not a one way instruction.

## Non-Verbal Communication



## Written Communication

- Clarify your thoughts and the purpose.
- Identify the key points, facts and themes.
- Decide on a logical order.
- Use short paragraphs and sentences.
- Compose a strong introduction and ending.



## Why visual communication is important?

ONLY IN MALES SLIDES!

1

**Complements verbal communication:** For making verbal communication more effective and meaningful, it is always helpful to use visual tools and techniques e.g. a graph or picture. Short films and television advertisements are perfect examples of this combination.

2

**Helps in maintaining interest and retaining information:** The larger the audience, the lesser the opportunity to interact one-on-one. The use of visual aids is what can save the day by helping you grab the attention of everyone amongst the audience, ensure that they remain engaged, and make them retain the delivered information.

## Effective Communication

- ❖ Specifically, effective communication skills have been shown to improve providers' interviewing skills, facilitate information-gathering, and decrease malpractice claims.



## Communication: Why?

- **Effective** communication is the basis of mutual understanding & trust.
- **Poor** communication causes a lot of misunderstanding & hinders work & productivity.
- Good communication is needed to:
  - **Increase our knowledge.**
  - **Makes our feelings and thoughts known.**
  - **Find out about people.**
  - **Find out information.**
  - **Develop relationships.**

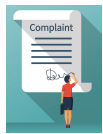
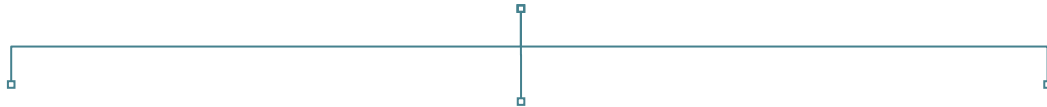


# Communication & Medicine

- **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 cornerstones of modern medicine.



## Communication in Medicine



**Reduces the risk of complaint and litigation**



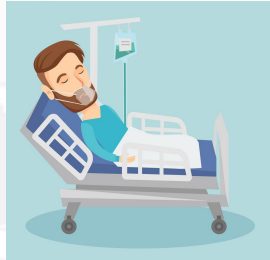
**Higher levels of job satisfaction**



**Increases patient satisfaction and health outcomes**

## WHAT IS REQUIRED FROM DOCTORS?

### Toward 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.
- 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 & support.

### Toward colleagues



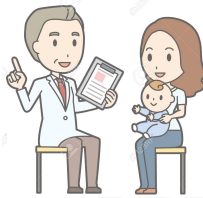
- Communicate effectively with colleagues within and outside the team.
- Understanding the role and responsibilities in the team and each aspect of patient care.
- Treat them fairly & with respect.

# Why do the doctors need to practice good communication?

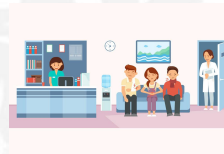
- 1 Because patients are human with sensitive need.
- 2 Doctors cannot practice medicine without effective communication skills.
- 3 Poor communication cause a lot of medico-legal & ethical problems.



## Communication: with whom?



**Patients & caregivers**



**Administrators**



**Nurses & auxiliary staff**



**Report research findings**



**Colleagues**



**Talking to the media**



**Public & legislature**

## Where to apply our Communication skills?

The medical interview between the doctor and the patient, and it can be classified into 4 types according to the purpose:



**History taking**



**Consultation**

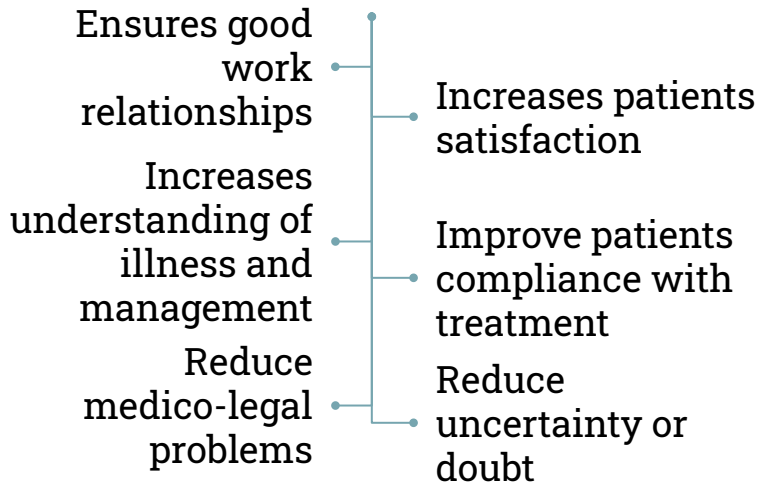


**Obtaining  
Informed Consent**

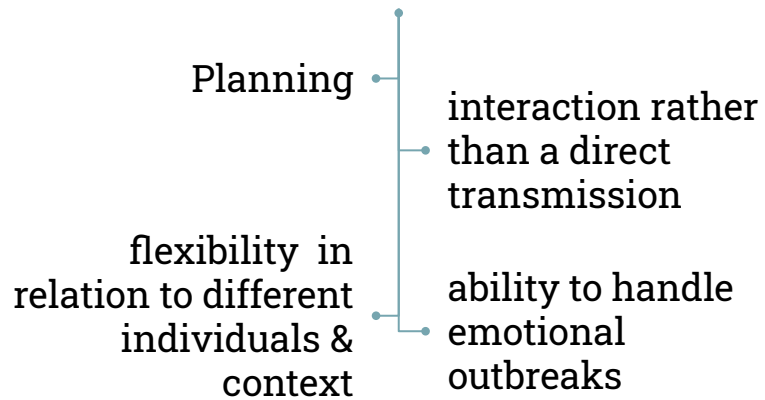


**Breaking Bad News**

## Effective communication



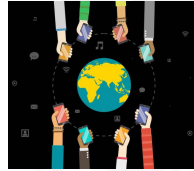
## Principles of effective communication



### Communication with peers:



Mutual trust & respect



Exchange information



Ask 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

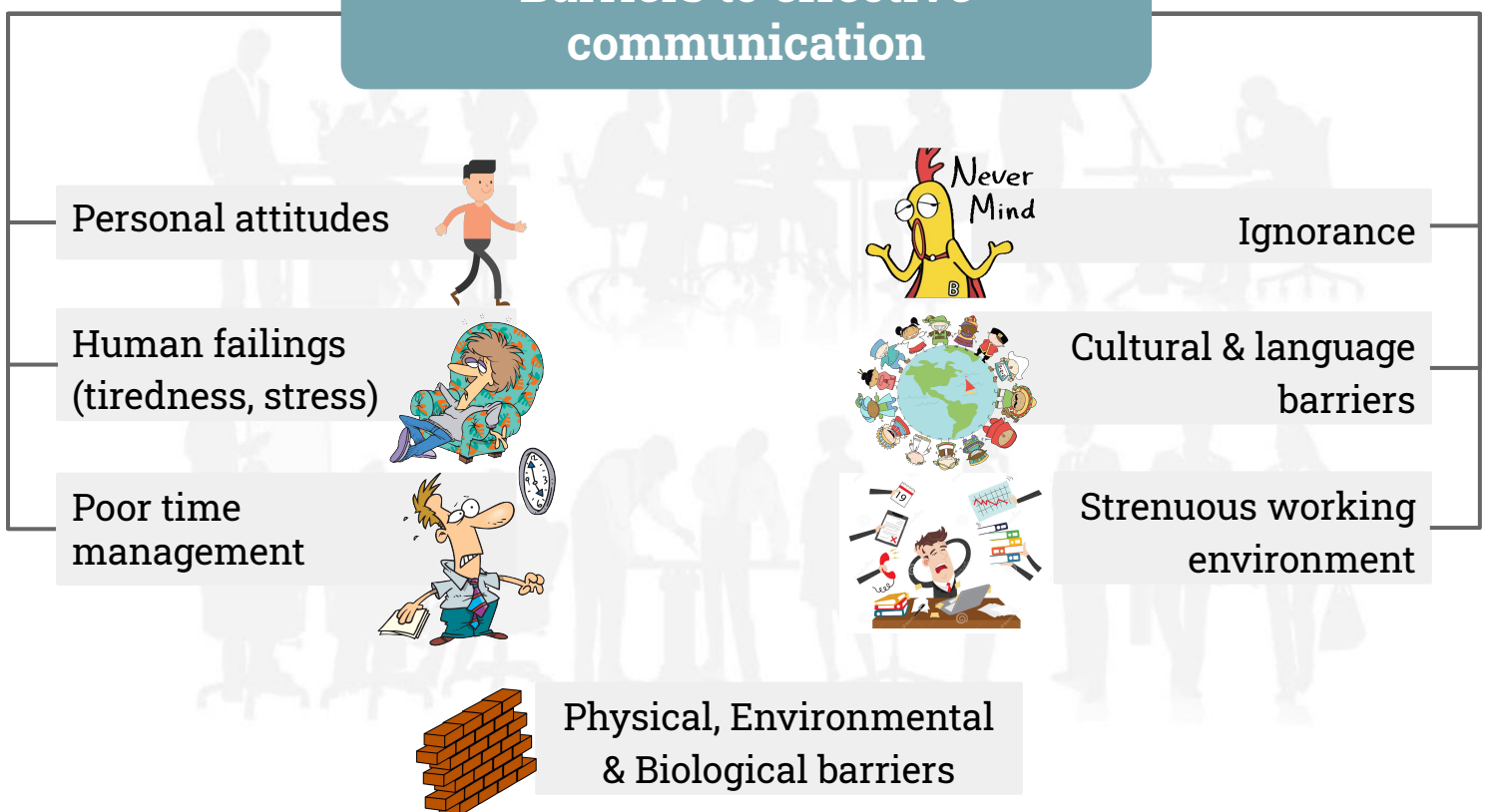
VS

## Hearing

- ❖ Attention.
- ❖ Active involvement.
- ❖ Full understanding.
- ❖ Takes time and effort.

- ❖ Passive activity; no effort.

## Barriers to effective communication



## 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.**





# Team leaders

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Abdulrahman Bedaiwi

Amirah Al-Zahrani

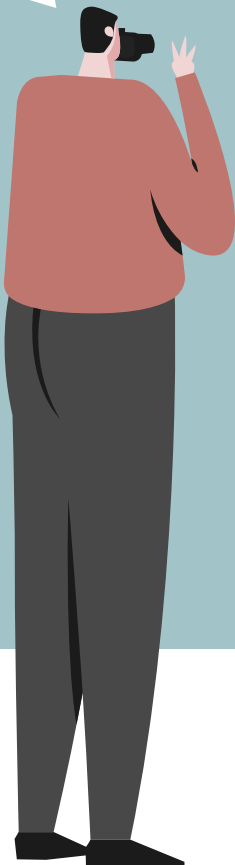
# Team members

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- Abdullah Alassaf
-  Abdullah Alasmari
-  Abdulrahman Almezaini
-  Khalid Alkwai
-  Mohammed Alhamad

- Deema Almaziad
- Elaf Almusahel
- Rema Almutawa
- Renad Almutawa
- Shahd Alsalamah
- Taif Alotaibi
- Tarfah Alkaltham

Say  
cheese  
:)



# THANK YOU!



Give us your feedback!