



PRIMARY HEALTHCARE TEAMWORK

Doctor - Patient Communication

Objectives:

- ★ Communication is defined as the interchange of thoughts or opinions through shared symbols.
- ★ The four facets of interpersonal communication are sender, receiver, information, and behavior.
- ★ Student must be able to use a variety of communication techniques in order to create an environment that enables participants to engage actively in the learning process.
- ★ To understand the meaning of Verbal and non-verbal communication cues.
- ★ To recognize the important of verbal and non-verbal communication.
- ★ To be able to practice an effective verbal and non-verbal cues.

Color index:

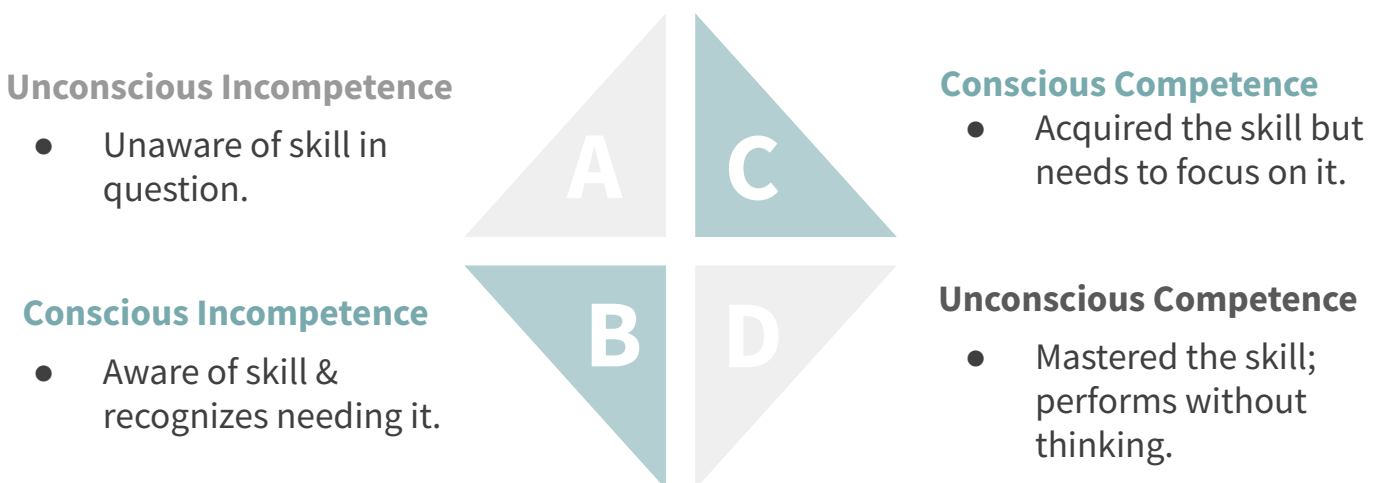
Original text **Important** Doctor's notes **Golden notes** Extra

What is Professionalism?

Characteristics of a profession:

- It is a vocation or calling that implies service to others.
- It has a distinctive knowledge base which is kept up to date.
- It determines its own standards and sets its own examinations.
- **It has a special relationship with those whom it serves e.g. patients, students, etc..**
- It has particular ethical principles.
- Professionalism includes providing services, helping, being available for others, be knowledgeable in your speciality, have good skills to practice, good behaviour with others, keep all your standards high, keep your relationship with others good.

Acquisition of skills “The conscious-competence model”



The process of communication

- Communication is a process that involves the transmission of meaningful information from one party to another through the use of shared symbols. (Symbols might be language and accents or non-verbal as in body language.)
- Communication is successful when meaning is understood.
- One of the most important elements of successful communication is making sure the patient is understanding (make the patient repeat what you said).
- Interprofessional relationship: the relationship between colleagues in a profession

Communication

The goals of training communications:

01

To change
behavior

02

To get action

03

To ensure
understanding

04

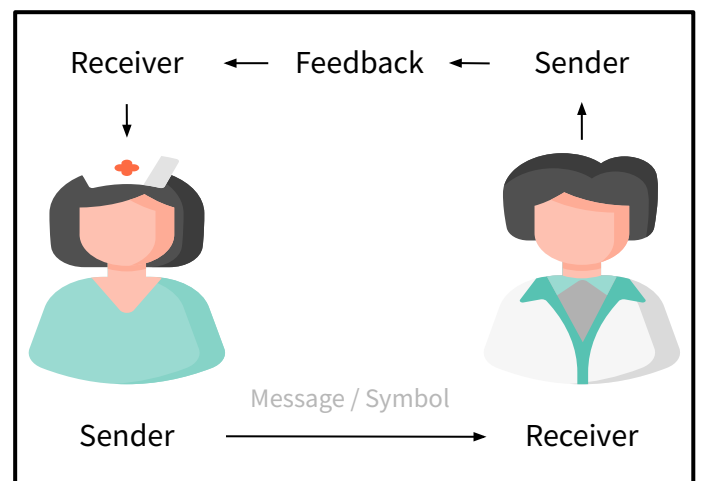
To persuade

05

To get and
give
information

Key components of communication:

- Communication is the process of sending and receiving information among people.



Types of communication:



1- Difference between face-to-face and phone consultation? more engagement in F-T-F, can't see facial expressions, and you may miss important signs on the patient.

2- Virtual consultation is on the phone Face-To-Face and better than phone consultations

Communication

What are the most common ways we communicate?

- 1 Spoken words
- 2 Written words
- 3 Visual images
- 4 Body language



All the messages that do not reach the receiver are due to “**Distortion**”

What causes distortion or the barriers to understanding/ listening?⁽¹⁾⁽²⁾

Perceptions	Environment - noise
Language	Preconceived expectations
Attention span	Wordiness
Personal interests	Physical hearing problem
Emotions	Speed of thought

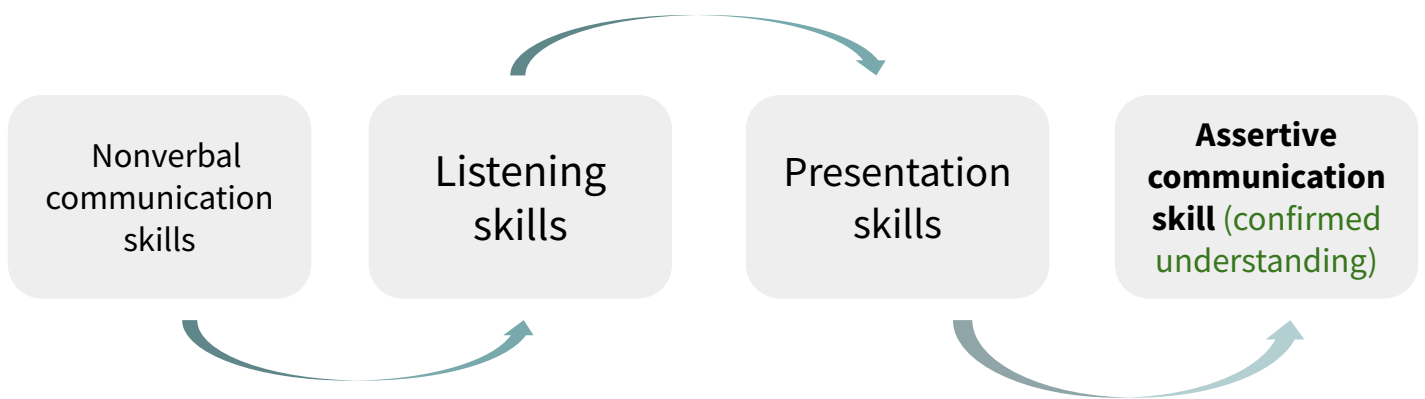
1- Barriers are divided into internal (readiness to communicate, preparedness, stress and emotions) and external (Noise, lighting, etc...) factors.

2- Other barriers include the method of communication (vital, Face-to-Face, etc...).

Verbal vs Non-Verbal

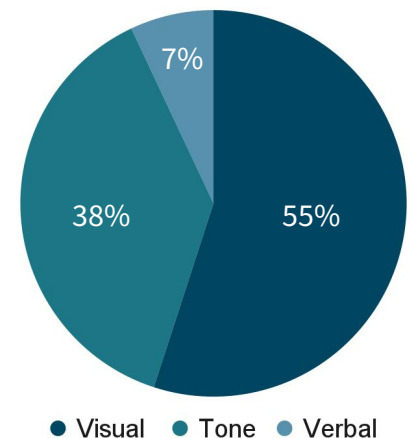
Skills for managing communication

- Are important for better communication
- The difference between listening and active listening is that active listening involves interacting, attending, and responding.



Verbal vs Non-Verbal Cues

- Which has more influence on people?
- When communicating, people usually pick up visual and tonal cues rather than verbal ones. Ex. if you tell the patient not to smoke then he catch you smoking outside they won't take your advice.
- Nonverbal includes eye contact, appearance, body gestures, etc...



Verbal Communication

- Components of verbal communication? SHARE Model next slide
- More important in non face to face communication
- How can you make your verbal communication more effective? by master the language you're speaking (have good linguistic skills), use the right terminologies in the right context, focus on the tone of the voice, and summarize the ideas.



Verbal vs Non-Verbal

SHARE your ideas (a model)

<u>S</u> tate	State the main points of your message
<u>H</u> ighlight	Highlight other important points
<u>A</u> ssure	Assure the receiver's understanding
<u>R</u> eact	React to how the receiver responds
<u>E</u> mphasize	Emphasize/summarize your main ideas

SHARE A New Model for Social Work



Verbal Communication

- All communication methods are important but our emphasis will be upon the spoken word, since **70 %** of our communication efforts are: **misunderstood, misinterpreted, rejected, disliked, distorted, or not heard (in the same language, same culture)!**

Non-Verbal Communication

- 60% of all Communication is non verbal
- Nonverbal communication is sending and decoding messages with emotional content.
- **More important with language barrier and communication with deaf.**
- The whole of the body is used in non-verbal communication. The most expressive part of the body is the **face**, which can convey any different emotions and feelings.
- NON-VERBAL symbols are **four times** more effective than VERBAL ones.
- All individuals have some knowledge of the vocabulary of body symbols.
- Only those persons who live in awareness of their body will be able to maintain sensitive contact with their surroundings.

Non-Verbal Communication

Definitions:

Body Language

Body language is the language transmitted by gestures and postures.

Gestures

Gestures are the direct and unrepeatable expression of the personality

Posture

Posture is not only a way of punctuating a conversation, but it is also the way individuals relate with each other when they are in a group.

Example of gestures meaning:

1 Doubt: we raise an eyebrow



2 Scratching one's nose: puzzled



Territories:

- It's the use of space depends on the nature of communication.
- The closer the distance the better.
- During consultation distance should be less than 1 meter.

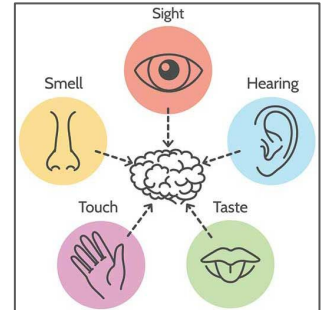
Territory	
The distance between individuals.	
Intimate <1m	Social ~ 3m
Touching	Close 4-7 feet
	Far 7-12 feet
Personal / Special < 3m	Public > 3m
Close 1.5 -2.5 feet	Close 12-25 feet
Far 2.5-4.5 feet	Far 25 feet or greater

Non-Verbal Communication

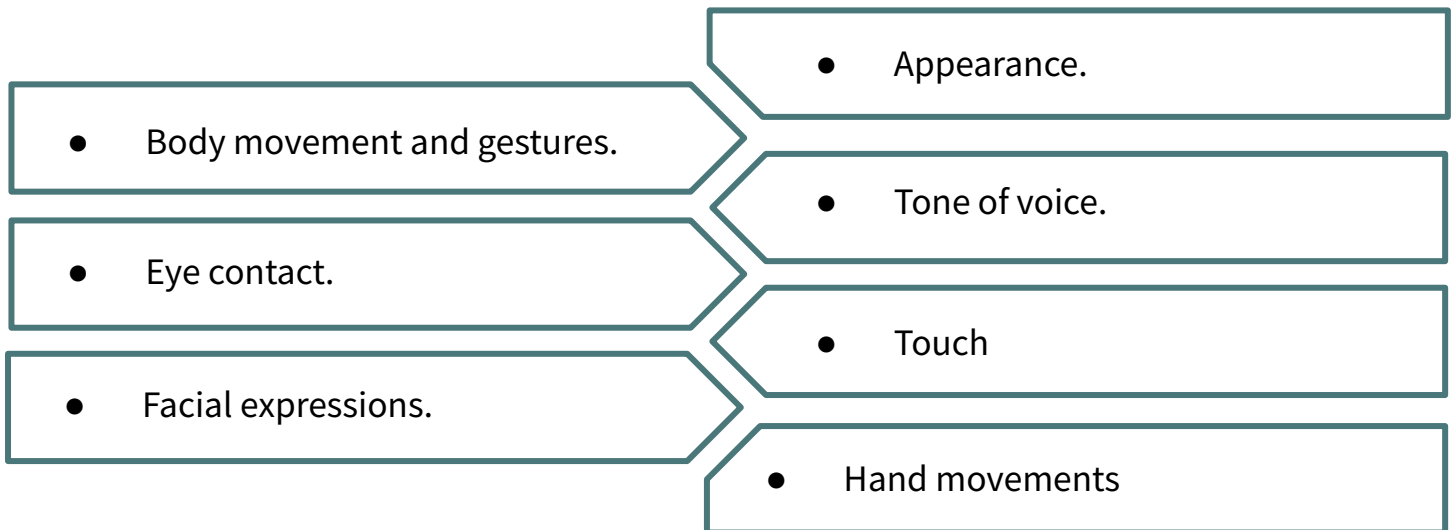
Senses:

Three senses are used to interpret the outside world:

- Sight (visual person, 55%)
- Hearing (auditory person, 15%)
- Touch (kinetic person, 30%)
- Each person has a predominant sense.



Dimensions of nonverbal communication:



Body movements:

Body movements include

Facial expressions

Eye movements

Hands

Feet

Whole body

Examples

Holding eye contact → Interest/curiosity

Showing the palms of one's hands → Inviting trust

Covering one's mouth when talking → Insecurity

Avoiding eye-contact when talking → Not wanting to show feelings; or lying

Body Language:

01

Face, includes:

- Your expressions
- Your smile or lack thereof
- Tilt of the head; e.g., if your head is tilted to one side, it usually indicates you are interested in what someone is saying

What messages are you sending if someone is presenting a new idea and you are frowning?

02

Figure, includes:

- Your posture
- Your demeanor and gestures
- Your clothes and accessories such as jewelry

What messages are you sending if you are dressed casually at an important meeting?

03

Focus:

- Focus is your eye contact with others
- The perception of eye contact differs by culture. For most Americans...
 - Staring makes other people uncomfortable.
 - Lack of eye contact can make you appear weak or not trustworthy.
 - Glasses may interfere or enhance eye contact.

What message are you sending if you are looking at other things and people in a room when someone is speaking to you?

Body Language:

04

Territory

- **Territory** focuses on how you use space. It is also called proxemics.
- The perception of territory differs by culture. Most Americans are comfortable with an individual space that is about an arm's length in diameter.

What message are you sending if you keep moving closer to a person who is backing away from you?

05

Tone

- **Tone** is a factor of your voice.
- Pitch is the highness or lowness of voice.
- Volume is how loud your voice is.
- Emphasis is your inflection.

What message are you sending if during in disagreement you start speaking very loudly?

06

Time

- **Time** focuses on how you use time. It is also called chronemics.
- Pace is how quickly you speak.
- Response is how quickly you move.
- Punctuality is your timeliness.

What message are you sending if you are constantly late for meetings?

Masking

Masking

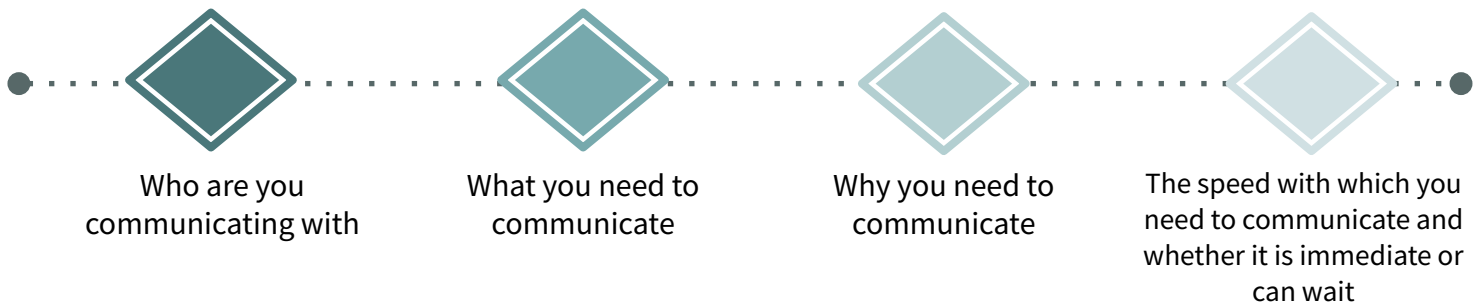
Method by which we control our body so that it will not send out messages that our mind wants to hide.



Recommendations

- The greeting: a good starting point (show openness).
- Don't blink constantly.
- Try to keep a direct look and establish eye contact with the people you are talking to.
- Don't bite your lips or moisten them with your tongue.
- Always keep your mouth shut while you are listening.
- Maintain an appropriate position and avoid constant abrupt movements.
- Control the movements of your hands and keep them visible.
- Do not allow any object to come between you and your audience.
- Try to integrate with your audience and adapt your clothing to their social, economic, and other characteristics.
- Do not cross your arms over your chest.
- Do not cover your mouth with your hand while you are speaking.
- Maintain a relaxed posture.

The type of communication you use will depend upon:



Conclusion

Other helpful techniques to foster communication (both verbal and non-verbal)

- Nod your head
- Repeat the last word or two of the prior speaker
- Maintain eye contact
- Keep an open body position
- Make encouraging statements
- Repeat a sentence or a part of one

Hints for more effective communication:

- Who is the receiver?
- What is your objective?
- How is the climate?
- Practice in advance - from their viewpoint.
- Communicate in their language.
- Ensure message is understood.
- Don't get defensive.
- Listen Carefully.

An area for your notes

Lecture Quiz

Q1: You are performing a medical interview with a patient and having some difficulty obtaining accurate information regarding the events that brought him into the office. Which of the following physician communication tactics leads to the collection of the most accurate information?

- A) Controlling the interview with more directive questions
- B) Using medical terms that the physician feels the patient can understand
- C) Redirecting the patient if he/she strays from the relevant points
- D) Involving the patient in his/her treatment plan
- E) Using open-ended questions

Q2: You are having trouble caring for a 58-year-old woman with uncontrolled diabetes. Her measures of glucose control are always significantly higher than you'd like to see, and you feel that she may not be taking her medications as directed. Which of the following is the most effective way to measure her adherence to the prescribed medical regimen?

- A) Ask her if she is taking her medications.
- B) Look for a reduction in her blood glucose measurements in subsequent visits.
- C) Have her bring in her medications so that you may perform pill counts.
- D) Measure serum blood levels of her medications.
- E) Ask her specific questions about her medication names, dosages, and administration times.

Q3: You are seeing a 65-year-old woman who has smoked for 50 years. You want her to quit, and are considering different communication tactics to use in the discussion. Which of the following is likely to be the most powerful motivator?

- A) Point out the positive results that can be expected if she complies with your advice. "By quitting, you'll significantly reduce your chances of developing lung cancer."
- B) Point out the consequences of not following your advice. "If you don't quit, you might develop lung cancer."
- C) Empathize. "I'll bet that quitting is extremely difficult."
- D) Provide data. "Evidence shows that 1 in 20 patients who try can quit smoking cold turkey."
- E) Ask about her experience with the illness that she is at risk for. "Do you know anyone who has ever suffered with emphysema?"

best
OF
LUCK

THANKS!!

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*Send us your feedback:
We are all ears!*