

## Professionalism/Customer Service in the Health Environment

### UNIT 4, Lesson 1 Key Elements of Effective Communication

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## Verbal Communication

By the end of this the  
student will be able to discuss:

- a. Definition of communication
- b. Assumptions used in communication
- c. Communication models from general  
to health-specific
- d. Variables used in communication

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## Definitions

- **Definitions of communication over the last 60 years include the following four components:**
  - A sender
  - A receiver
  - Transfer of information
  - Use of a common set of rules such as a common language
- **Communication is the process of sharing information using a set of common rules**

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**Assumptions of Human Communication**

- **Communication is a process**
- Communication is transactional
- Communication is multidimensional

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**Assumptions of Human Communication**

- Communication is a process
- **Communication is transactional**
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**Assumptions of Human Communication**

- Communication is a process
- Communication is transactional
- **Communication is multidimensional**

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## Communication Models

- Shannon-Weaver Model
  1. Information source
  2. Transmitter
  3. Sources of noise
  4. Receiver
  5. Destination

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## Communication Models

- Berlot Communication Model
- Also known as the SMCR Model
  - Source
  - Message
  - Channel
  - Receiver

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## Common Health Specific Communication Models

- The Therapeutic Model
- The Health Belief model
- The King Interaction model

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## A Systems Approach

- Is there a model more appropriate for HIT communication?

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## Communication Variables in Healthcare

- Empathy
- Control
- Trust
- Self-disclosure
- Confirmation

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## Communication Variables in Healthcare

- **Empathy**
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**Communication Variables in  
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**Communication Variables in  
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**Communication Variables in  
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## Communication Variables in Healthcare

- Empathy
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- **Confirmation**

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## Summary

- a. Definition of communication
- b. Assumptions used in communication
- c. Communication models from general to health-specific
- c. Variables used in communication

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