

## Component 16- Professionalism/Customer Service in the Health Environment

### Unit 3-Overview of Communication Relevant to Health IT

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### Unit 3: Objectives

- Explain the purpose and goal of professional communication
- Describe what is meant by effective communication
- Discuss what is meant by ineffective communication
- Identify common roles in healthcare
- Describe Disability Etiquette's contribution to professional communication

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2

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### Professional Communication

- The purpose of effective communication between individuals and teams is to insure that professionals succeed in their roles and with their assigned tasks.
- The goal of professional communication training is to provide professionals with an understanding of the concepts and the skills required to communicate in a professional manner.

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3

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## Effective Communication

- Accomplishes a number of goals
  - The intended message is delivered and understood
  - Results in instant verbal and non-verbal feedback
  - Is always professional in tone and language
- Increases your credibility as a professional

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4

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## Ineffective Communication

- Characteristics
  - One-way communication
  - Emotionally-based, insensitive or intimidating
  - Damaging to your credibility as a professional and to the organization's reputation

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5

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## Communication and Healthcare Roles

- Many different professional roles in the healthcare environment
- Understanding these roles aids effective communication
- Effective communication allows you to become part of the healthcare team

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6

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## Healthcare Roles – Administration and Support Staff

- Day-to-day running of the organization
- Support for healthcare professionals in their efforts to care for patients
- No direct patient care
- Safe, well-supplied environment
- Regulatory compliance

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7

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## Healthcare Roles -- Physicians

- Physician's role in the healthcare team is one of diagnosis and guiding the overall direction of patient care
- Physicians apply their knowledge of medicine to diagnose and treat patients with illness, disease and injury
- They supervise the patient care work of other members of the healthcare team such as nurses and physical therapists

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8

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## Healthcare Roles – Nurses

- There are over 3 million nurses in the United States alone
- In hospitals Nurses are responsible for hands-on patient care at the bedside and also play an important role in patient safety
- Nurses report to Physicians in patient status to help Physicians guide patient care
- In a clinic or outpatient setting, Nurses also work with physicians to ensure that patients stay healthy or recover their health when possible

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9

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### Healthcare Roles – Allied Health Professionals

- Critical care
- Diagnostic and Therapeutic Sciences
- Health Services Administration
- Nutrition Science
- Occupational Health
- Physical Therapy

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### Healthcare Roles – Patients

- Vulnerable
- Dependant on your work to support their care
- May be impaired

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### Regulatory Agencies

- State licensing boards allow health care organizations to operate
- The Joint Commission accredits and certifies healthcare organizations to ensure safe quality care
- The Centers for Medicare and Medicaid Services (CMS) are one of the major payors for healthcare services

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## Interacting with the Public

- You are the face of your organization to your friends, family and others
- People take their cue about the quality and effectiveness of your organization from how you talk about it
- Remember that your own particular experience may not reflect the organization as a whole

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13

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## Communications: Face-to-Face

- Physical distance and stance
- Diversity issues
- Body language
- Tone of voice and language
- Humor
- Appropriate and Inappropriate sharing

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14

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## Communications: Electronic

- Language should be clear and concise
- Focus on the task or problem
- Avoid jokes or sharing personal information
- Always use a greeting using the person's title (Dr., Mr., Ms., etc.)
- With email, always end with your business contact information

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15

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## Communications: Phone

- Keep your language clear, concise and focused on the task
- Maintain a professional tone of voice
- Avoid making jokes, using humor to make a point, or sharing personal information
- When leaving a message, provide your full contact information; speak slowly and clearly

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16

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## Disability Etiquette

The purpose of disability etiquette is to provide guidelines for effective professional communication with everyone in your workplace, regardless of differences.

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17

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## Disability Etiquette

- After an initial greeting, sit down so that a person using a wheelchair won't have to crane his or her neck to make eye contact with you
- When shaking hands, be prepared to shake whatever a person offers – a hand, prosthesis or elbow
- Don't assume a disabled person needs your help, offer assistance first

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18

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## Disability Etiquette – Hearing and Speech-Impaired People

- Keep your face out of the shadows
- Keep your mouth visible
- If you are speaking with someone who is using an interpreter, look at and talk to the person, not the interpreter
- Talk normally
- Don't pretend to understand when you don't
- If necessary, ask the person to repeat

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19

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## Summary

- **Professional communication skills enable you to be an effective member of the healthcare team**

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20

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## Summary

- Professional communication skills enable you to be an effective member of the healthcare team
- **Ineffective communication prevents you from being seen as a competent professional**

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21

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## Summary

- Professional communication skills enable you to be an effective member of the healthcare team
- Ineffective communication prevents you from being seen as a competent professional
- **Understanding other professional roles is important for effective communication**

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22

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## Summary

- Professional communication skills enable you to be an effective member of the healthcare team
- Ineffective communication prevents you from being seen as a competent professional
- Understanding other professional roles is important for effective communication
- **Disability etiquette is an important contributor to effective communication**

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23

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