

Professionalism/Customer Service in the Health Environment

Unit 4 Lesson 3 Key Elements of Effective Communication

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Medium Based Communication

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

- a. Communication in paper-based and
electronic formats
- b. Personal communication in the work setting
- c. Listening skills
- d. Diversity

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Paper-based Medium

- Identify your audience
- Limit each paragraph to one topic
- Make use of bullets to detail important
points
- Brevity
- Spell, format, and punctuate correctly
- Remember, letters can become
documental evidences

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Email Communication

- DO:
 - Use correct grammar and punctuation
 - Provide context to frame your message
 - Be clear about when you need a response
 - Write a meaningful subject line
 - Provide a prompt response

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Email Communication

- DON'T:
 - Use company email for personal use
 - Include graphics
 - Send off emotionally charged response email
 - Use background colors or borders
 - Use cyber-space abbreviations

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Maintaining Records of Electronic Communications

- Separate your inbox into distinct folders
 - By project, by functional area, by dates, by type of work, business name, etc
- Do not delete e-mails until absolutely necessary
 - Archive periodically to improve performance of your e-mail product, i.e. Microsoft Outlook

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Business Phone and other Real-Time Communications

- a. Use the caller's name
- b. Repeat important points
- c. Do not mumble, ask if they can hear you
- d. Do not use negative language
- e. Do not chew gum or eat while on a phone conversation
- f. Do not argue
- g. Listen

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Personal Phone and other Real-time Communications

Tips:

- a. When in the work setting minimize or eliminate personal cell phone calls and responding to text messages
- b. Turn off the ring function and use vibrate or a silent option for your personal devices
- c. Do not have an offending ring selection
- d. When permitted save interactions with personal friends, loved ones, etc during a defined break period or lunch

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Tone of Voice and Language

- 86% of the message conveyed or understood in a phone conversation comes from our voice tone; how we say what we say
- A mere 14% of the meaning understood over the phone comes from our word choice.

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Listening Skills

- One of the critical success factors in communication is silence
- Silence in the form of listening will improve your effectiveness as a communicator
- There are a number of components associated with being an effective listener

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Listening Components

- Focus
- Remove distraction
- Take notes
- Keep your speech at a minimum
- Questioning effectively

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Listening Components

- Nonverbal elements
- Silence is appropriate
- Remove bias
- Assistive technology

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Diversity Issues

- Don't assume sameness
- What you think of as 'normal' behavior may only be cultural
- Familiar behaviors may have different meanings
- Don't assume that what you meant is what was understood
- You don't have to like "different" behavior but try to understand where it comes from

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Humor

- Use humor with caution
- Use humor about situations, not people

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Summary

In summary, we discussed:

- a. Communication in paper-based and electronic formats
- b. Personal communication in the work setting
- c. Listening skills
- d. Diversity

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