

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

**Unit 4-Key Elements of Effective Communication**
  
**Unit 4a-Verbal Communication**

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**Verbal Communication**

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

- Definition of communication
- Assumptions used in communication
- Communication models from general to health-specific
- Variables used in communication

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**Communication Defined**

- **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”**

Northouse, LL, & Northouse, PG. Health Communication: Strategies for health professionals. Third ed. Stamford, CT: Appleton and Lange; 1996, page 2.

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**Assumptions of Human Communication**

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

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- **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

Northouse, LL, & Northouse, PG. Health Communication: Strategies for health professionals. Third ed. Stamford, CT: Appleton and Lange; 1998, pages 8-9.

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## Communication Models

- Shannon-Weaver Model
- **Berlo Communication Model (also known as the SMCR Model)**
  - Source
  - Message
  - Channel
  - Receiver

Northouse, LL, & Northouse, PG. Health Communication: Strategies for health professionals. Third ed. Stamford, CT: Appleton and Lange; 1998, pages 8-9.

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## Common Health-Specific Communication Models

- The Therapeutic Model
- The King Interaction model

Northouse, LL, & Northouse, PG. Health Communication: Strategies for health professionals. Third ed. Stamford, CT: Appleton and Lange; 1998, page 12-15.

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## HIT Communication Model

- No specific model unique to Health IT
- Communication takes place at many levels
  - Other HIT staff
  - Clinicians
  - May include patients, family, others
  - Other departments in the organization

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## Healthcare Communications

- Professional-Professional
- Professional- Client
- Professional-Family or Significant Other
- Client-Family-or Significant Other

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**Communication Variables  
in Healthcare**

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

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**Communication Variables  
in Healthcare**

- **Empathy**
  - Understanding
  - Improves accuracy of communication
  - Promotes effective interpersonal relationships
  - NOT sympathy or pity

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**Communication Variables  
in Healthcare**

- Empathy
- **Control**
  - Personal
  - Relational

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## Communication Variables in Healthcare

- Empathy
- Control
- **Trust**
  - Having confidence in others
  - Creates supportive climate
  - Builds client's confidence in your abilities
  - Must often be earned

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## Communication Variables in Healthcare

- Empathy
- Control
- Trust
- **Self-disclosure**
  - One should use caution in the communication of personal information
  - Patient Information is protected by privacy regulations

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## Communication Variables in Healthcare

- Empathy
- Control
- Trust
- Self-disclosure
- **Confirmation**
  - Confirmation is a way of communicating acknowledgement and acceptance to others.
  - Verbal and non-verbal aspects

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## Summary

- Definition of communication
- Assumptions used in communication
- Communication models from general to health-specific
- Variables used in communication

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## Reference

Northouse, LL., & Northouse, PG. Health Communication: Strategies for health professionals. Third ed. Stamford, CT: Appleton and Lange; 1998.

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