



Awardee of The Office of the National Coordinator for Health Information Technology

Component 16- Professionalism/Customer Service in the Health Environment

Unit 4-Key Elements of Effective Communication

Lecture 4c-Using Media for Communication

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Using Media for Communication

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

- Communication in paper-based and electronic formats
- Personal communication in the work setting
- Listening skills
- Diversity

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Paper-based Media

- Be sure to know your audience
- Each paragraph should address a single topic
- Use bullets to help provide detail
- Spell, format, and punctuate correctly
- Be concise and clear
- Remember, letters can become documental evidence

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Email Communication

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

Email Basics, [Internet] <http://people.wku.edu/rich.patterson/e-mail.htm>

Email Communication

- DON'T:
 - Use company email for personal use
 - Include graphics
 - Send emotionally-charged email
 - Use backgrounds that obscure your text
 - Use abbreviations or symbols like smiley-faces

Email Basics, [Internet] <http://people.wku.edu/rich.patterson/e-mail.htm>

Email Communication: Do



Email Communication: Do

Send Save Close ? ? ? ? ? Check Names

To... Dr. M. Winston

Cc...

Bcc...

Subject: Your Request for Information About Training

Attachments...

Dr. Winston,

I am writing in response to your request for information about where you can find the online learning modules for the Electronic Medical Record.

You can find the modules at the webpage shown below. Please click on the link to go to the learning modules home page.

<http://www.MedCenter.edu/EMR/Training/Modules>

Please let me know if I can be of further assistance. My contact information is listed below.

Regards,
 Barry DeVilla
 Phone: (202) 995-1524
 Email: barrydevilla@medcenter.edu
 Pager: 415

- Good subject line
- Polite greeting
- Clear professional language
- Helpful attitude
- Full contact information

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Email Communication: Don't

Send Save Close ? ? ? ? ? Check Names

To... Dr. M. Winston [remove]

Cc...

Bcc...

Subject: Your Request for Information About Training

Attachments...

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Email Communication: Don't

Send Save Close ? ? ? ? ? Check Names

To... Dr. M. Winston [remove]

Cc...

Bcc...

Subject: Your Request for Information About Training

Attachments...

- Hard to read because of background
- Unprofessional greeting
- Negative in language and tone
- Use of emoticons
- No contact information

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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 emails until absolutely necessary
 - Archive periodically to improve performance of your email product

Business Phone and Other Real-Time Communications

- Use the caller's name
- Repeat important points
- Do not mumble; ask if you can be heard

- Melanson MS. Effective telephone communication skills. Help Desk Institute [Internet]. 2003. Available from: <http://www.thinkhdi.com/library/deliverfile.aspx?filecontentid=20>

Business Phone and Other Real-Time Communications

- Use the caller's name
- Repeat important points
- Do not mumble; ask if you can be heard
- **Do not use negative language**
- **Do not chew gum or eat while on a phone conversation**
- **Do not argue**
- **Listen**

Personal Phone and other Real-time Communications

Tips:

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

Tone of Voice

- The tone of our voice contributes to how a message sender is perceived
- While the choice of words one uses is important, the tone carries five times the importance of how the sender is perceived

Northouse, LL, & Northouse, PG. Health Communication: Strategies for health professionals. Third ed. Stamford, CT: Appleton and Lange; 1998, page 127.

Listening Skills

- An important component of communication is listening
- 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

Listening Components

- Focus
- Take notes
- Keep your speech at a minimum
- Question for confirmation and clarification

Barber G. Improving your listening skills. Man With No Blog [Internet]. 2010 Jan 14. Available from: <http://manwithnoblog.com/2010/01/14/improving-your-listening-skills/>

Listening Components

- Nonverbal cues
- Remove personal bias
- Consider assistive technology

Northouse, LL, & Northouse, PG. Health Communication: Strategies for health professionals. Third ed. Stamford, CT: Appleton and Lange; 1998; page130-131

Evenson R. Award-winning customer service: 101 ways to guarantee great performance. New York: Amacom; 2007.

Diversity Issues

- Individual distinctions
- Expect cultural influenced communication
- Don't assume that what you meant is what was understood

Gressang J. Cultural diversity issues in healthcare [Internet]. Available from: http://www.uiowa.edu/hr/administration/linguistics/healthcare_diversity.pdf

Humor

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

Summary

In summary, we discussed:

- Communication in paper-based and electronic formats
- Personal communication in the work setting
- Listening skills
- Diversity

Reference

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