

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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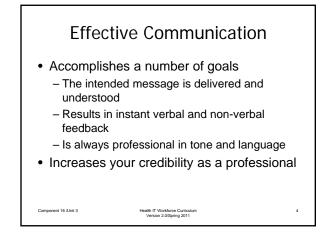
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Professional Communication

• 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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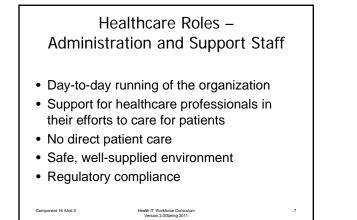




Communication and Healthcare Roles

- 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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•	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

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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Physical Therapy

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• Outperable
• Dependant on your work to support their care
• May be impaired

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Regulatory Agencies

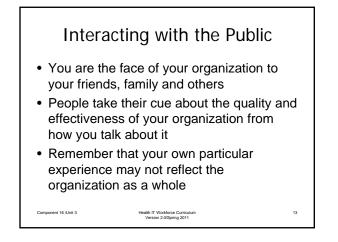
- State licensing boards allow health care organizations to operate
- The Joint Commission accredits and certifies healthcare organizations to ensure safe quality care
- The Centers for Medicare and Medicaid Services (CMS) are one of the major payors for healthcare services

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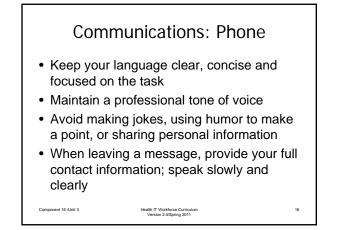


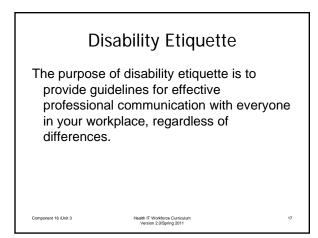
Communications: Electronic

- 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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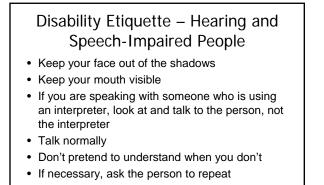




Disability Etiquette

- 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

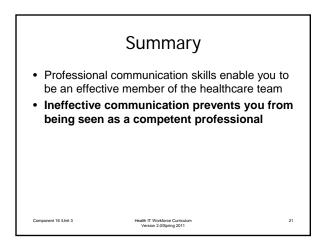
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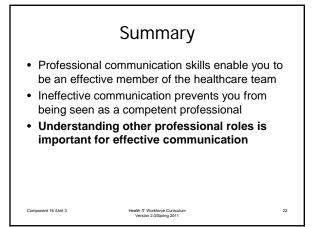


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Summary • Professional communication skills enable you to be an effective member of the healthcare team





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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