

MEASURE AND MANAGE COMMUNICATION WITH PATIENTS

DR. INDU ARNEJA

PhD(Psychology) Delhi University; MBA (Hospital Administration)

PGDHA; QMAC; QMAHO

External Assessor NHSRC

Master Trainer in communication in Health Care

Dale Carnegie Trained Trainer

Internal Counselor Program Of Implementation (NABH)

Quality Management National Standards (AHA)

Psychologist and Trainer- Quality Management, Health Care

9868243005

arnejaindu@yahoo.com

Simple Times: The Practice of Medicine



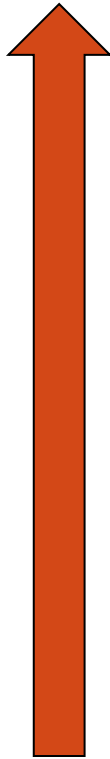
DOLLER and the Doll by Norman Rockwell



Norman Rockwell

Before the Shot by Norman Rockwell 22:09

Changing Trends in Healthcare leading to shift in demand -



- in consumer awareness
- in demand and expectations
- in answerability
- in aggression and stress among people
- in patient- hospital conflict
- in media participation
- in litigation
- in extent of fights

To respond to these changes the hospitals and other health care providers have to work on number of areas-

one of them is

Patient – Hospital Interaction

And therefore the need to

“Measure and Manage

Communication in Patient Care”

Effective Communication in Patient care is Central to Quality Health Outcomes

Communication failure
is the lead cause of Medical Errors

According to Joint Commission (2005)

Medical Errors are the

5th commonest cause of deaths

in U.S

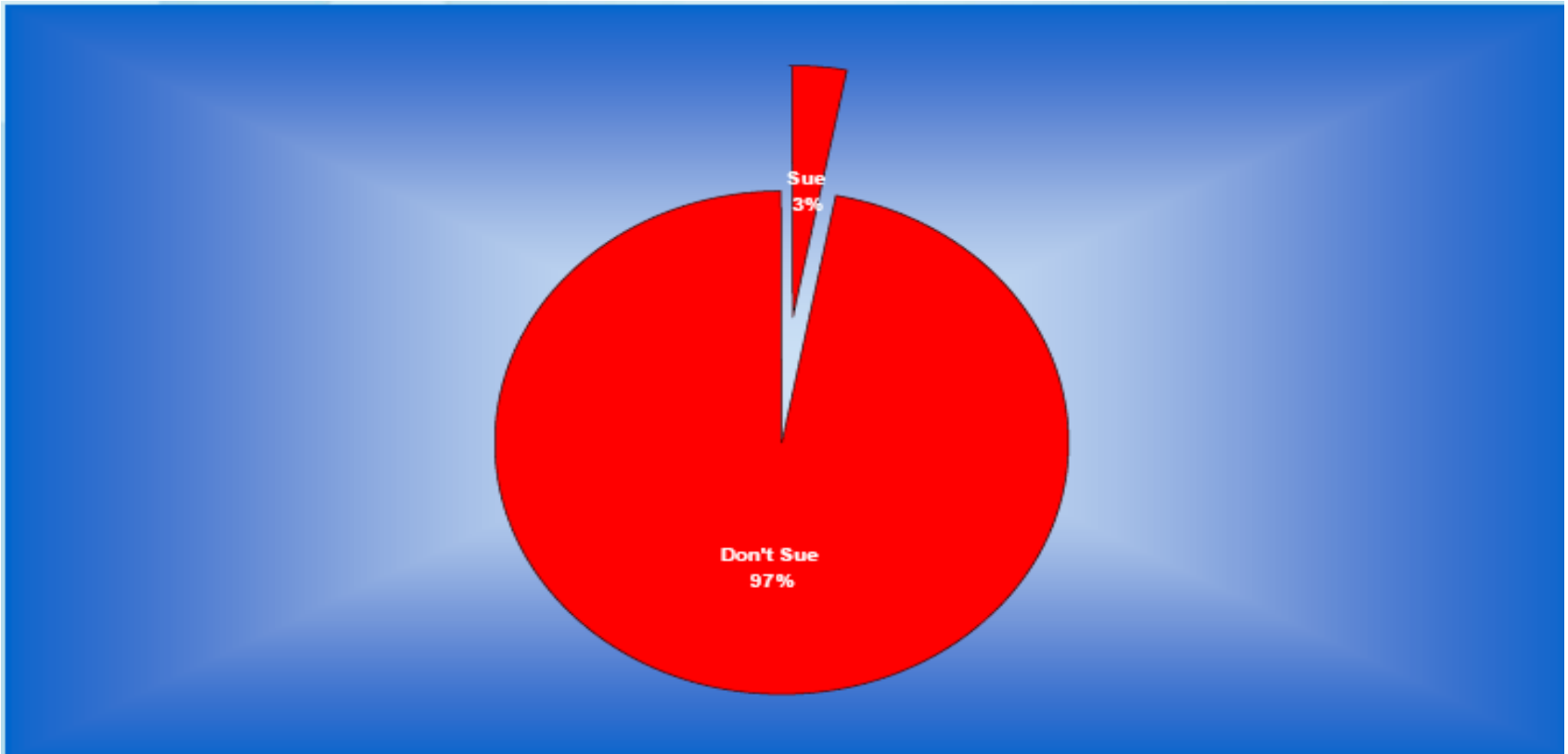
ahead of accidents, diabetes, Alzheimer, AIDS and gun shot injuries

Poor communication is the lead cause of Medical errors



60-70%
of medical errors are result of
poor communication

Most negligent cases don't sue or get reported



Clinical competence

- Medical knowledge
- Ability to diagnose
- Ability to treat



Communication skills IPR Skills
Management skills ?????

Lack of Communication Skills Training

Impacts health Outcomes



Disappointment
Frustration
Hostility

Conflict

Reactive
Hostility

POOR
COMMUNICATION
SKILLS

LITIGATION



Disappointment
Anger
Frustration

In western countries it has been seen that on an average there are 3 litigations per doctor and each case takes around 5-6 years to clear

Benefits of Effective Communication in Patient Care

Diagnostic and Treatment Accuracy

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Patient Compliance

Benefits of Effective Communication in Patient Care

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Patient Safety

Benefits of Effective Communication in Patient Care

Diagnostic and Treatment Accuracy

Patient Compliance

Patient Safety

Patient Satisfaction

Benefits of Effective Communication in Patient Care

Reduced Medical Errors
and Improved health
outcome



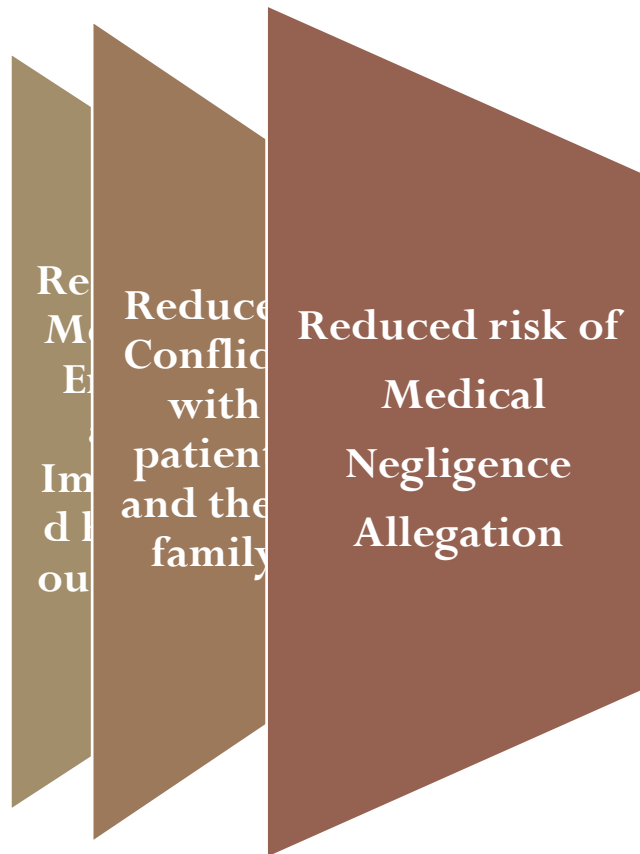
Benefits of Effective Communication in Patient Care

Red
Imp

Reduced Conflicts
with patients and
their family



Benefits of Effective Communication in Patient Care



Studies have shown that
approximately 71 % of the
legal claims for medical negligence had a
Poor Communication
and
Doctor - Patient interaction problem

----Beckman et al (1994)

Studies Suggest

- Doctor - Patient communication is often inadequate
- Half the families do not understand diagnosis, process and treatment, when explained
- Our communication does not meet the basic standards of Informed Decision-Making
- Many of us do not consider the family to be focus of our care

IMPACT OF INACCURATE COMMUNICATION

INACCURATE COMMUNICATION

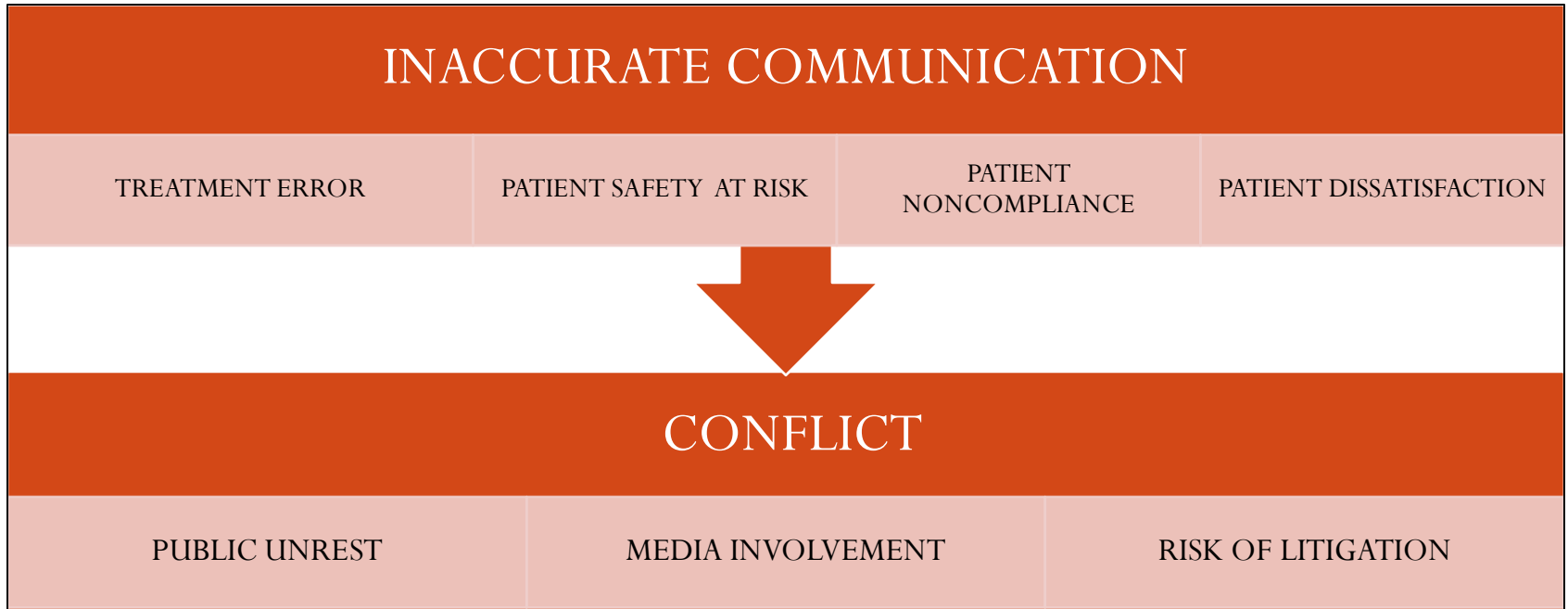
TREATMENT
ERROR

PATIENT SAFETY
AT RISK

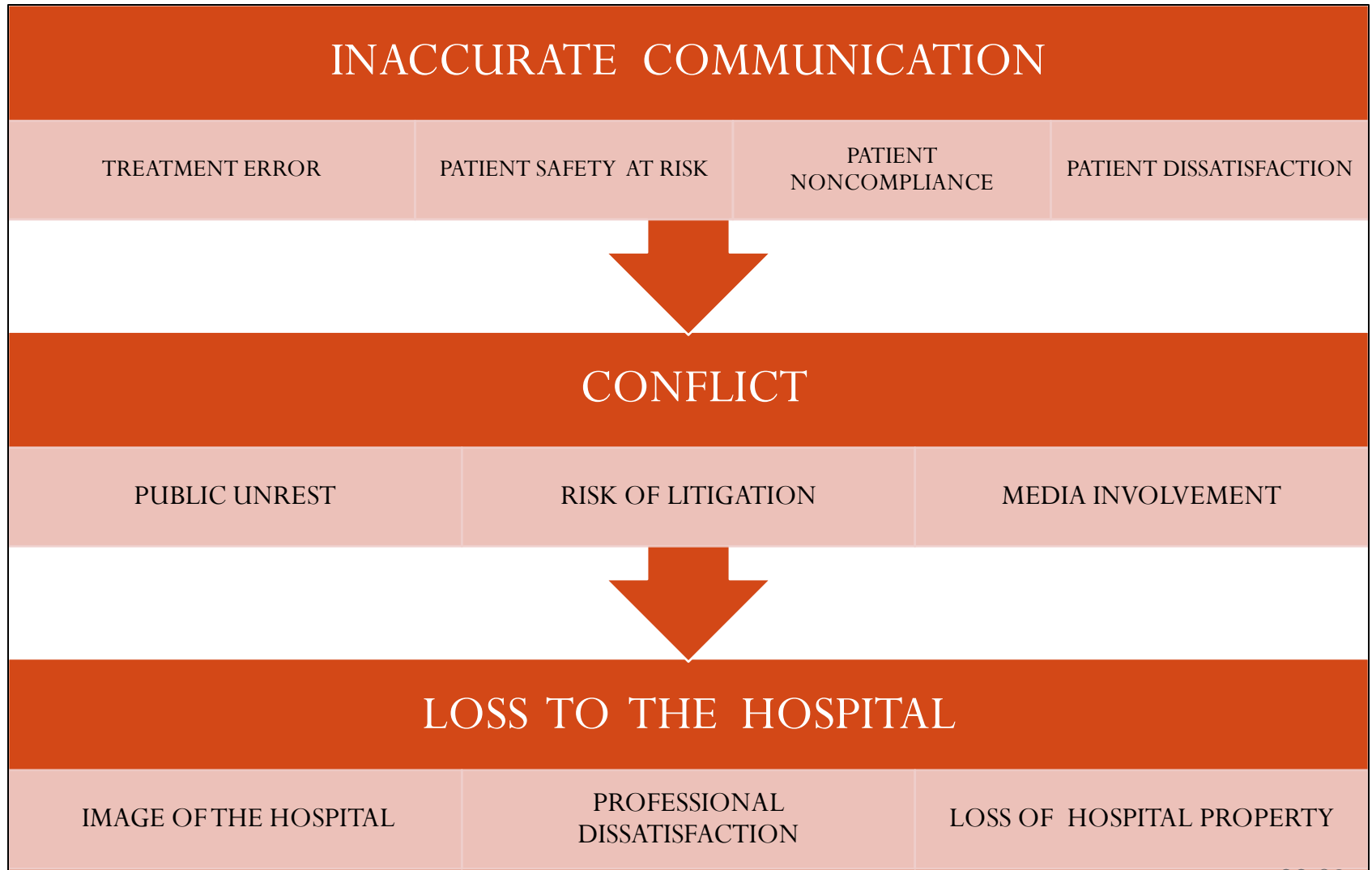
PATIENT
NONCOMPLIANCE

PATIENT
DISSATISFACTION

IMPACT OF INACCURATE COMMUNICATION



IMPACT OF INACCURATE COMMUNICATION



Essential Communication Skills required in Patient Care

Essential Communication Skills required in Patient Care

- Ability to build rapport
- Ability to win patient's confidence and trust
- Listening attentively
- Empathy
- Appropriate body language
- Display of Respect and good behaviour towards patient
- Addressing patient's Concerns and Expectations
- Involving the family in decision making

Handling challenging situations

- Interacting and updating the family of a critically ill patient
- Breaking Bad News
- Handling aggressive patients
- Communicating medical error/ medical complications
- Grief counselling
- Preventing and handling mob behaviour

Need of the hour -

- Regular training of health care providers in communication skills
- Documented policies and procedures to guide effective communication with patients and their families
- Developing protocols for communication in challenging situations
- Defining acceptable and non-acceptable behaviour
- Monitoring and Review of implementation of effective communication
- Mechanism to capture patient's feedback and redressal of complaints
- Incorporating communication skills as part and parcel of medical and nursing education.
- Research in the field of communication in healthcare

Thank You