

# Communication in healthcare

# *The Aim*

- ▶ The aim of the every healthcare professional is to provide care that is patient centered and shared in a partnership with the patient.
- ▶ The basis of such care is good communication between a patient and the professional.
- ▶ Effective communication develops the trust and produces better outcomes.

# *Patient centered communication*

*Such communication means discovering and connecting both the biomedical facts in detail and the patient's ideas and feelings.*

- ▶ It is essential for diagnosis and appropriate management, the trust and the involvement of the patient.*
- ▶ The traditional approach “doctor knows best” without patient's involvement is now outdated.*
- ▶ The change of approaches is to improve health outcome and it is spreading world wide.*

# Reasons

*There are 2 main reasons for the change*

- ▶ *Patients expect information about their condition and treatment and want doctors to take their opinions into account. They like to be involved.*
- ▶ *Patients expect humanity and empathy from their doctors as well as competence.*

# Benefits

- ▶ *Improved health outcomes*
- ▶ *Increased patient adherence to therapies*
- ▶ *Reduces litigation*
- ▶ *Improved time management and costs*
- ▶ *Patient safety*

# Failures

- ▶ *54% of complaints and 45% of concerns were not elicited*
- ▶ *50% of psychological problems not elicited*
- ▶ *80% of breast cancer patients' concerns remain undisclosed*
- ▶ *In 50% of visits, patients and doctors disagree on the main problem*
- ▶ *In 50% of cases, patient's history was blocked by interruption within 24 seconds*

# *Improvements after the course*

- ▶ *Pain control*
- ▶ *Headache relief*
- ▶ *Blood pressure control*
- ▶ *Diabetic control*
- ▶ *Asthma control*
- ▶ *Emotional health*
- ▶ *Symptom resolution*
- ▶ *Function improvement*

# Barriers and difficulties

Clinician factors	Patient factors
Lack of knowledge	Anxiety
Authoritarian manner and negative attitude to a patient	Feeling powerless
Avoiding difficult topics	Reticence to disclosed concerns
Using professional jargon	Misconceptions
Lack of empathy	Conflicting information
	Forgetfulness
	Hearing/ visual/ speech impairment



# *Shared factors*

- ▶ Different first language
- ▶ Lack of privacy
- ▶ Lack of time
- ▶ Different cultural backgrounds