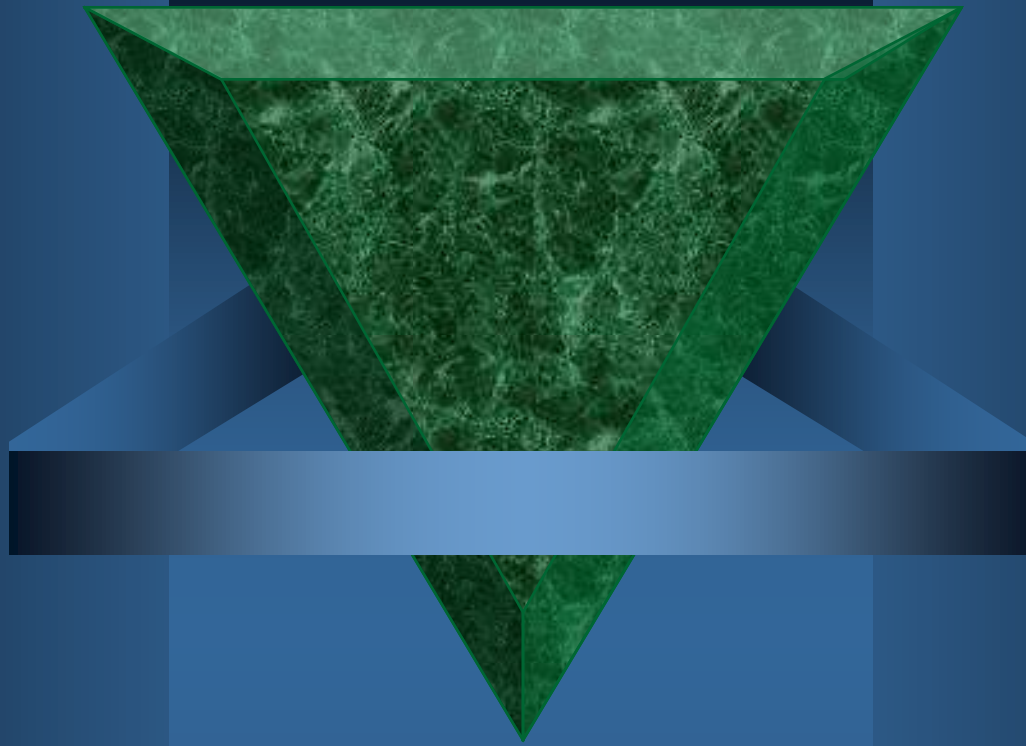
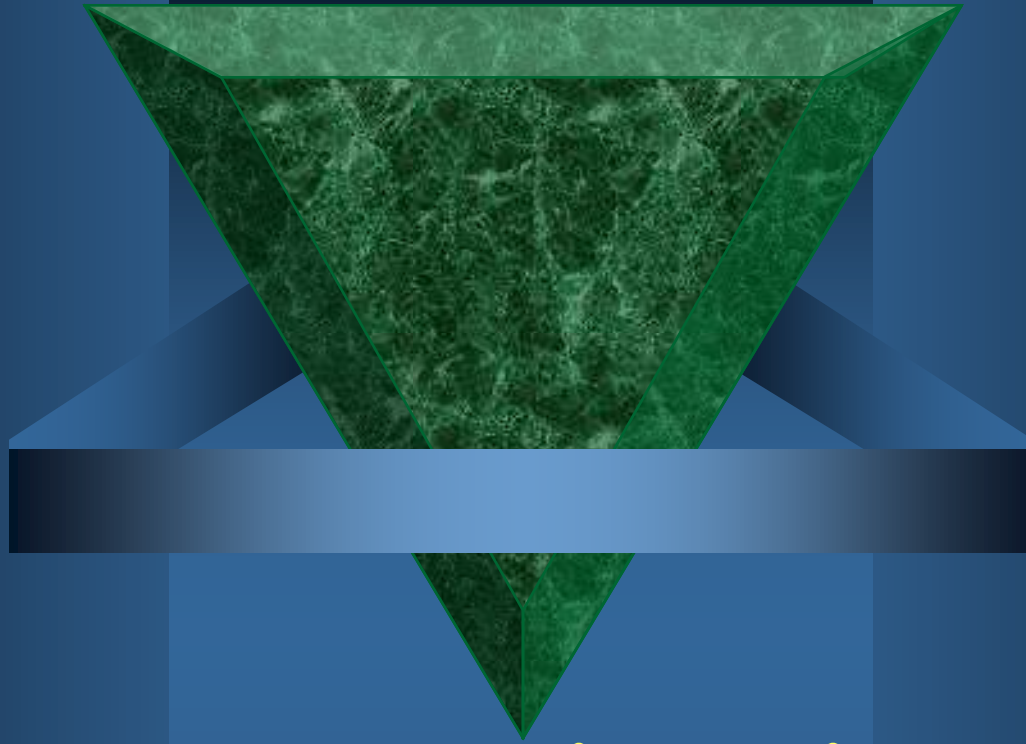


# Communication in Healthcare



Recognition to American Academy on  
Communication in Healthcare (AACH)  
and Mayo Clinic for collaboration on  
program development.



# Communication: Who Needs It?



# Communicating Effectively

- ✓ Communication skills are essential to
  - Physician-patient relationship
  - Daily interpersonal contact
- ✓ “Art of medicine”
  - Hard science demonstrating clinical outcome benefits



# Physician Perspective on Communication

- ▼ **250,000** patient encounters during our professional lifetime
- ▼ **25%** of these encounters are often described as frustrating
- ▼ **50%** of these encounters can be described as dysfunctional or difficult by some specialties



# Physician Perspective on Communication: Why?

- ▼ **Physicians often feel:**
  - **Poorly equipped to deal with the many demands placed on them**
  - **The behaviour and personalities of certain patients often strain inadequate skills**
  - **Personal, social, and cultural “baggage” often interfere with communication**



# Patient Perspective on Communication

- ▼ **80%** feel their doctors are too busy to listen to their complaints
- ▼ **27%** state their primary care physician failed to address their main concern
- ▼ **32%** state that their sub-specialist failed to address their main concern



But We Are the University of  
Florida College of Medicine-  
Jacksonville\_\_\_\_\_

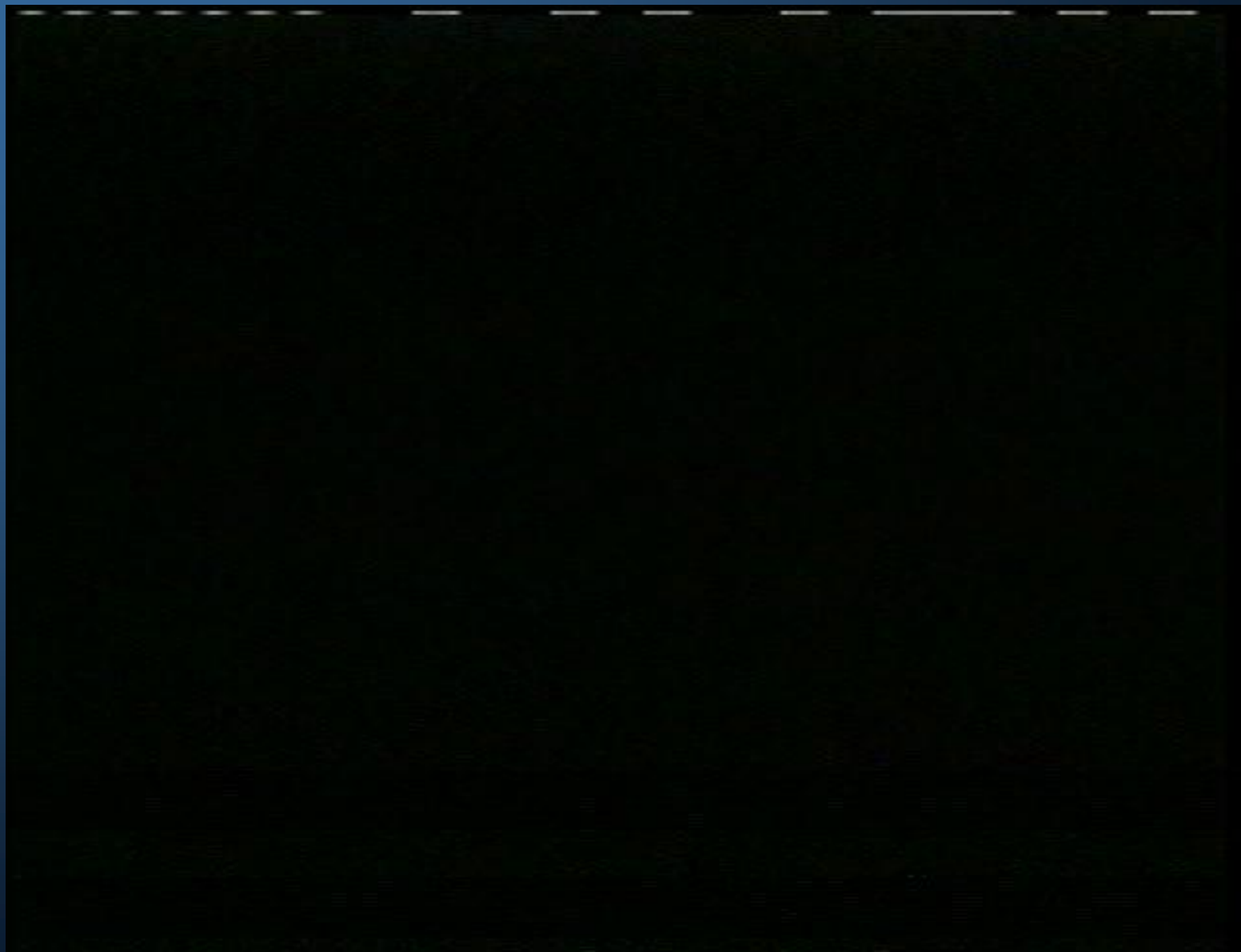




# Patient Satisfaction Survey



# Staff Satisfaction Survey





# The Evidence for Better Communication Skills

- ✓ Increased patient satisfaction
- ✓ Increased adherence to treatment plans
- ✓ More appropriate medical decisions
- ✓ Decreased malpractice claims
- ✓ Increased physician and allied health job satisfaction

Hughes CM. *Drugs & Aging*. 21(12):793-811, 2004.

Suarez-Almazor ME.. *Current Opinion in Rheumatology*. 16(2):91-5, 2004 Mar.

Lussier MT. Richard C.. *Canadian Family Physician*. 51:37-9, 2005 Jan.



# The Skill of Reflective Listening

- ✓ Excellent starting point for beginning a dialogue with a complex patient.
  - Attitude: curious, non-judgmental, seek to understand the patient's perspective
  - Skill: Ask open ended questions and *actively* listen.
- ✓ This attitude will often take the patient by surprise.



# Skills Workshop: Reflective Listening

- ✔ An exercise to demonstrate reflective—and hopefully active—listening
- ✔ Pair off in groups of two
- ✔ Alternate Speaking and Listening roles – 3 minutes each



# Skills Workshop: Reflective Listening

- ✓ Speaking task: Share with your partner a “stepping stone”.
- ✓ *A stepping stone represents a major, direction changing event in your life. It may be a person, event, or experience.*



# Skills Workshop:

## Reflective Listening

- ✔ Listening task: Listen actively but quietly without interrupting or interjecting your opinions.
- ✔ Try to focus completely on what your partner is saying, rather than to your internal thoughts.
- ✔ When your partner finishes, summarize or paraphrase what they told you using their words as much as possible.



Relationship  
Building

Information  
Gathering



The Patient Centered Interview

Patient Education



# The Physician Centered Interview

- ✓ Traditional history-taking and interview
  - A manual of laundry lists
  - Hundreds of items pertaining to organ systems



# The Physician Centered Interview

- ✓ On the average, physicians interrupt the patient 18 seconds after the patient begins to speak.
- ✓ Lipkin M, Putnam S, Lazare A. eds. The Medical Interview. Clinical Care, Education and Research. NY. Springer-Verlag.1995.p.531.



# The Patient Centered Interview

- ✓ THE CLINICIAN IS THE EXPERT ON DISEASE
- ✓ THE PATIENT IS THE EXPERT ON HIM/HER SELF



# The Patient Centered Interview

- ✔ Center on the patient's needs
  - NOT DISEASE-CENTERED
  - NOT DOCTOR-CENTERED
  
- ✔ It is a skill that can be mastered
  
- ✔ Engage the patient to play a larger role
  
- ✔ Help the physician to manage time and improve efficiency and effectiveness



# The Patient Centered Interview

- ✦ Patient: “That doctor is probably a pretty good doctor, but you can’t talk to him. He didn’t seem to want to know what I was worried about.”
- ✦ “Tell me About Yourself”; The Patient Centered Interview. *Annals of Internal Medicine*. Vol. 134. No. 11. June 2001. pp. 1079-1081.



# Physicians who focus on the patient as well as the disease:

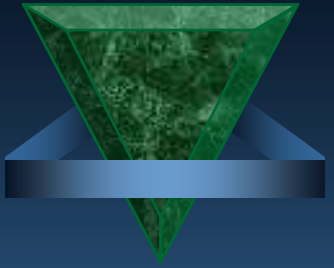
- ✔ Obtain more thorough and accurate historical data
- ✔ Increase patient adherence and satisfaction
- ✔ Set the stage for more effective patient-physician relationships
- ✔ Increase clinician satisfaction



# The Patient Centered Interview

- ▼ Patients who were not interrupted *rarely* took more than one minute to complete their list.





# The Patient Centered Interview

- ✓ Patients who were not interrupted *never* took more than three minutes to complete their list.



The Patient Centered Interview

Why not interrupt?

Isn't that how we take  
control?



# Why not interrupt?

- ✓ We lose potentially relevant information:
  - We change the course of the story
- ✓ We jump to conclusions:
  - Premature hypothesis testing (differential diagnosis)



# Why not interrupt?

- ✓ The degree to which patients can *tell their own story* affects outcomes...
  - Headaches are more likely to resolve
  - Hypertension improves
- ✓ Lipkin M, Putnam S, Lazare A, eds. *The Medical Interview in Clinical Care, Education and Research*. NY: Springer-Verlage.1995. p. 9-10.



# Why not interrupt?

- ✓ Patients need a period of *uninhibited talk* at the beginning of the interview to *express their concerns*

IT DOESN'T TAKE LONGER!

Relationship  
Building

Information  
Gathering



The Patient Centered Interview

Patient Education



# Information Gathering

- ✓ Elicit data efficiently and accurately
- ✓ Seek the patient's agenda
- ✓ Set the agenda jointly
- ✓ Negotiate priorities together



# Information Gathering: Eliciting Data

- ✓ Elicit Data Efficiently and Accurately
  - Patients want to give information about their concerns.
  - Begin with a comprehensive inquiry about the patient's entire list of concerns before collecting details on any one complaint
  - This ultimately saves time and assures focus on key issues.





# Information Gathering: Seek the Patient's Concerns

- ✓ When?
  - At the beginning of the visit
- ✓ How?
  - Comprehensive “What Else?”  
*examples...*
    - “What else?”
    - “What else has concerned you lately?”
    - “Are you worried about anything else?”
    - “Anything else?”
    - “Tell me more”
- ✓ Why?
  - Minimizes “Oh by the way...” at the end of the visit



# Information Gathering: Negotiating Priorities

## ✓ Example:

- I'm not certain we can cover all our concerns.
- “We agree that A is important. I also want to address B, and you expressed concern about C.
- Where should we start?”



# Information Gathering: Joint Agenda Setting

- ✓ Patient and Physician
  - Negotiate priorities together
  - Share control
  - Establish concept of limits



# Information Gathering: Negotiating Priorities

- ✓ When patients believe their concerns have been heard, they are more willing to accept the clinician's recommendations
- ✓ When patients feel their concerns are not heard and not responded to, dissatisfaction and poor compliance result.



# Summary:

## Information Gathering

### ✓ Facilitate:

- “Tell me more”
- Attentive listening
- Echo the patient’s last few words

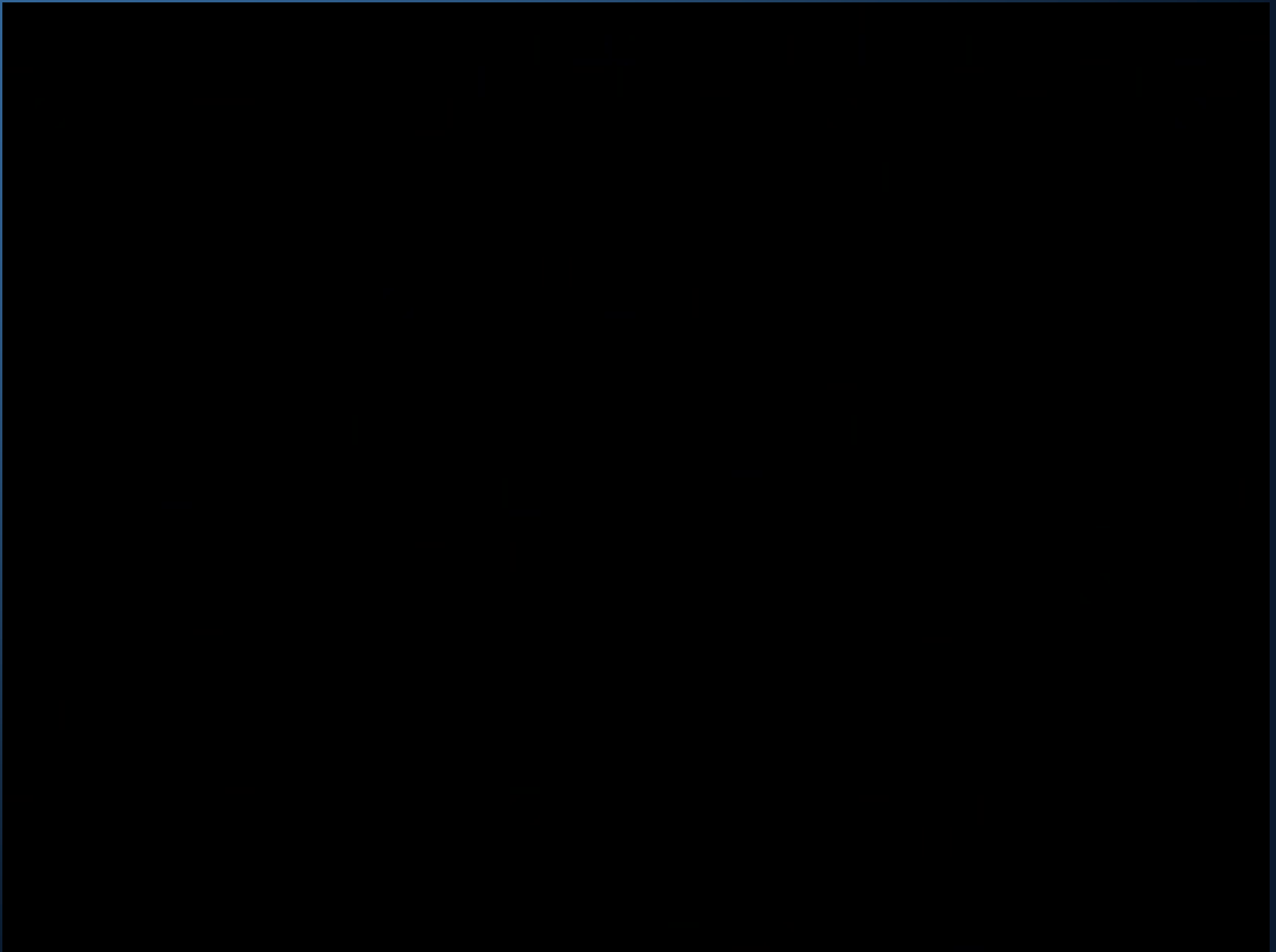
### ✓ Clarify:

- “Help me understand what you mean by that”
- “Let me review what I think I heard you say”
- “I’d like to summarize so we can both be sure I have the story straight”



# Skills Workshop: Information Gathering

- Each participant will have the opportunity to practice a patient interview
- Elicit patient's entire list at the beginning of the interview
- Negotiate the agenda and set priorities





The Patient Centered Interview

CONNECTING





# Question:

How do you measure the  
success of a patient's  
experience?



**Answer:**

Correct diagnosis and  
treatment plan.



# Question:

How does a patient measure  
the success of his/her  
experience?



# Answer:

▼ “Correct” is key

▼ “Connect” is key

Recognize and Respond



# CONNECTING

## Relationship Building

- ✓ Recognize Patient's Emotions:
  - anger
  - fear
  - sadness
  - anxiety
  - uncertainty
  
- ✓ Respond with “PEARLS”



# CONNECTING

## Relationship Building

P = PARTNERSHIP

E = EMPATHY

A = APOLOGY

R = RESPECT

L = LEGITIMIZATION

S = SUPPORT



# PARTNERSHIP

P

E

A

R

L

S

▼ Patient and physician working together to correctly define the issues and solve problems jointly...

– “Let’s tackle this together.”

– “We can do this.”



# EMPATHY

P

E

A

R

L

S

- ✓ Understand the patient's feelings **and** communicate that understanding to the patient.
- ✓ Requires:
  - Listening
  - Wanting to understand
    - walk a mile in his/her shoes
  - Communicating...
    - “That sounds hard.”
    - “You look upset.”
  - Express understanding of how patient feels...
    - “Let me see if I have this right . . .”





# APOLOGY/ACKNOWLEDGE

P

- ✓ Acknowledge patient's frustrations and anxiety

E

- ✓ Take personal responsibility and apologize when appropriate...

A

- “I am sorry we can't get everything scheduled today and tomorrow. Let's try to do the best we can.”

R

L

S

- “I'm sorry I was late.”



# RESPECT

P  
E  
A  
R  
L  
S

- ✓ Demonstrate appreciation/value for patient's choices, behaviors, and special qualities...
  - “You have obviously worked hard on this.”
  - “That was tough. You handled it well.”
  - “You have obviously researched this problem quite well. Let's see if I can add to your knowledge.”



# LEGITIMIZATION

P  
E  
A  
R  
L  
S

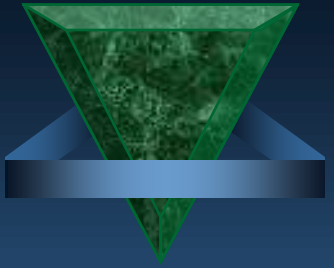
- ✓ Concur that patient's feelings and choices are appropriate...
  - “Anyone would be (confused, sad, irritated) by this situation.”



# SUPPORT

P  
E  
A  
R  
L  
S

- ✔ Offer ongoing personal support...
  - “I’ll stick with you as long as necessary.”
  - “I’ll be here when/if you need me.”



# SUCCESSFUL CONNECTION

P  
E  
A  
R  
L  
S

- ✔ Patient feels alliance, safety and trust
- ✔ Stronger relationship to cope with stresses of illness
- ✔ Successful Connection = Satisfied Patient and Physician



# CONNECTING

P

E

A

R

L

S

▼ Recognize feelings and emotions

▼ Respond with a supportive statement



The Patient Centered Interview

Successful Connection =  
Satisfied Patient and Physician

Click to Launch  
PEARLS Video





Agenda Setting

Patient Centered Interview

Connecting

PEARLS

Exhaustive "what else"

Reflective Listening

Communication Tool Box