



SVMIC™
Mutual Interests. Mutually Insured.

Communications



Agenda

- ◆ Challenges
- ◆ Strategies



Challenges



Challenges

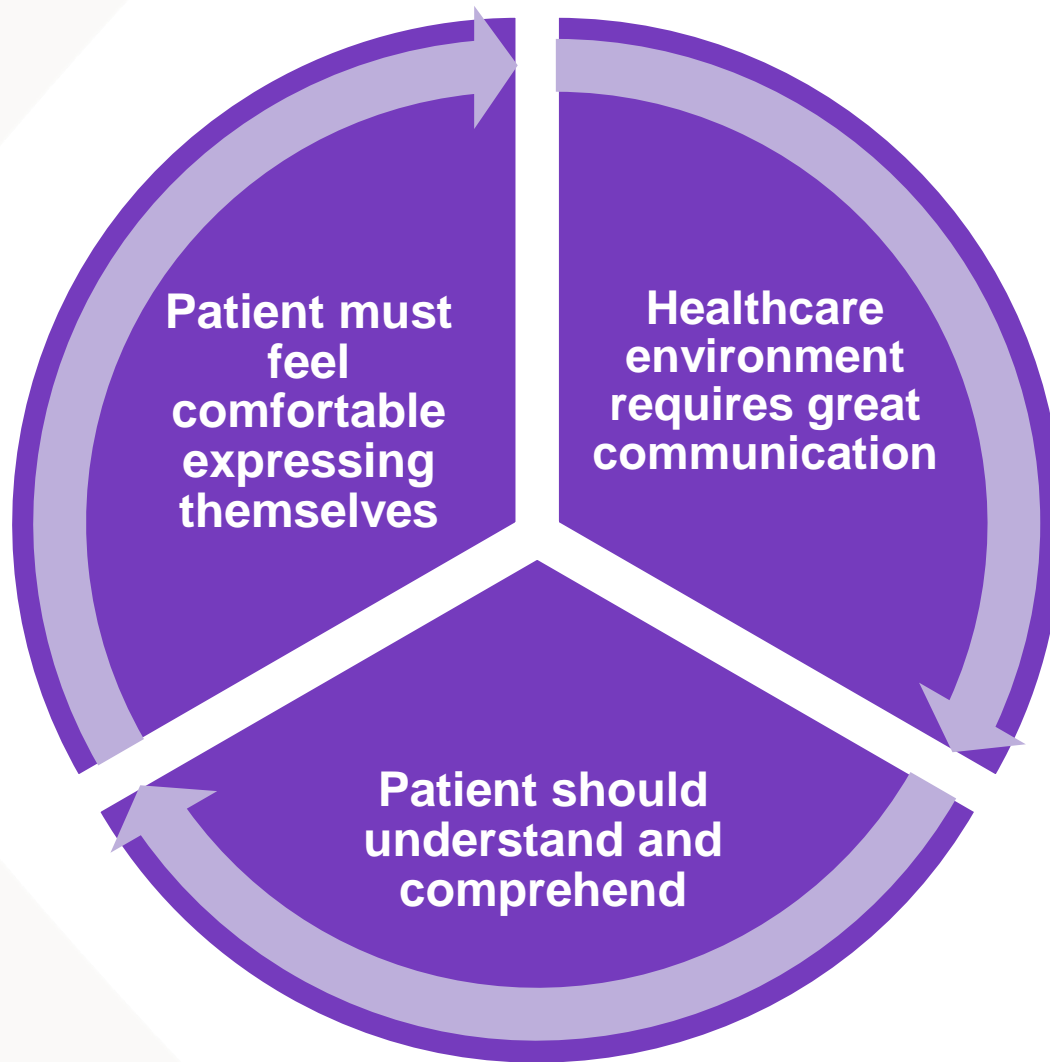
- ◆ 12% of the US population is proficient in health literacy
 - Includes all aspects of patient's healthcare experience
- ◆ Jo Caudrill: "What's your listening style?"
 - 70% of communications is filtered out or changed by the listener
- ◆ Acknowledging and actively working to mitigate communication challenges is important



Strategies



Strategies





Strategies

- ◆ Complexity
- ◆ Speed
- ◆ Listening
- ◆ Body Language
- ◆ Useful Statements
- ◆ Game Face



Strategies: Complexity

Extended study of a subject creates mastery of that topic

Mastery may cause inability to comprehend complexity

Inform the patient that information will be provided on that call

Pause between instructions to ensure comprehension

Do not list information but instead prepare and educate the patient



Strategies: Speed

Busy environments
can cause rushed
conversation

Rushed
conversation may
be interpreted as
rude or apathetic

Rushed
conversation sends
a message to not
interrupt or ask
questions

Some patients may
respond in anger or
disagreement

Some patients may
be uncomfortable
asking questions



Strategies: Listening

Listening can be cut
in attempt to
increase efficiency

Sometimes only
responses that fit
the question asked
are “heard”

Listening is an
intellectual response
to hearing

Critical information
can be provided by
the patient

Listening to
understand the
patient is crucial



Strategies: Body Language

Mehrabian's study:
body language
accounts for 55% of
speaker's message

Try to be self aware
of negative signals
through body
language

Subtle
communication
blunders should be
avoided

Don't check cell
phone, have
apathetic posture or
pinched
countenance

Realistically assess
how you are
perceived by others



Strategies: Useful Statements

Can give you more time to think or buy time to gather information

Useful statements help when patients do not understand

Avoid overly clinical terms

Useful statements can be simple and straight forward

Practice your useful statements to sound smooth and confident



Strategies: Game Face

Communication can break down with negative filters

Unrealistic to learn to like someone

Try instead to listen as though you are listening to a best friend

Practice applying a positive filter toward people

Eliminate potential miscommunication simply because of personal feelings



Conclusion

- ◆ Communicate with patients like guests in your “world”
 - Good communication skills will automatically be employed
- ◆ Those unfamiliar with the environment can feel overwhelmed or confused
- ◆ Treat patients as a guest rather than just a customer
- ◆ Puts the patient at ease and facilitates positive, effective communication