



Communication Management

**Foundational Curricula:
Cluster 10: Leadership & Management
Module 20: Issue and Communication Management
Unit 2: Communication Management
FC-C10M20U2**

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Unit Objectives



- Describe the role information and communication technologies play in enhancing clinical information
- Discuss the role of communication technologies in enhancing clinical information recording, storage, and retrieval and information flows in general
- Demonstrate effective listening, observation and communication techniques
- Identify HIT/eHealth/health informatics tools to support patient and team communication
- Identify methods to overcome barriers to effective communication



Communication Management



- Communication management includes systematic plans and actions to achieve effective communication inside the organization, but also out from the organization
 - planning, implementing, monitoring, and revision is needed to achieve this, and these steps need to be managed properly
- Communication management requires strategies for internal and external communication and managing the information flow



Information and communication technologies in enhancing clinical information



- To diagnose and treat individual patients effectively, healthcare providers must have access to at least three major types of clinical information—the patient's health record, medical-evidence base, and provider orders guiding the process of patient care. To maintain this kind of information, a proper health record system is needed.
- **Electronic Health records (EHRs)** collect patient and population health information in a digital form.
 - EHRs enable sharing and collecting patient data more effectively and from inpatient and remote locations
 - EHRs checks for problems whenever a new medication is prescribed, and alerts clinician to potential conflicts. This results in fewer medication errors.
 - EHRs provides better integration and information exchange among care team members.



Communication technologies: storage, and retrieval and information flows



- Communication technologies ensure that all medical facilities in a region have access to a commonly stored and shared information set.
 - Ensures that a least cost data acquisition, verification and storage processes are employed for all users in a given area without duplication, variation of proprietary restrictions.
- Effectively stored information is easy to find and share if needed
- Retrieving even very old information is easy, when HER has been digitized in appropriate manners, and keywords can be used to retrieve information





Effective communication techniques



Communication is the way of transmitting knowledge, ideas and information from one person to another. The transfer should be such that the receiver understands the meaning and the intent of the message. Examples of how to communicate effectively:

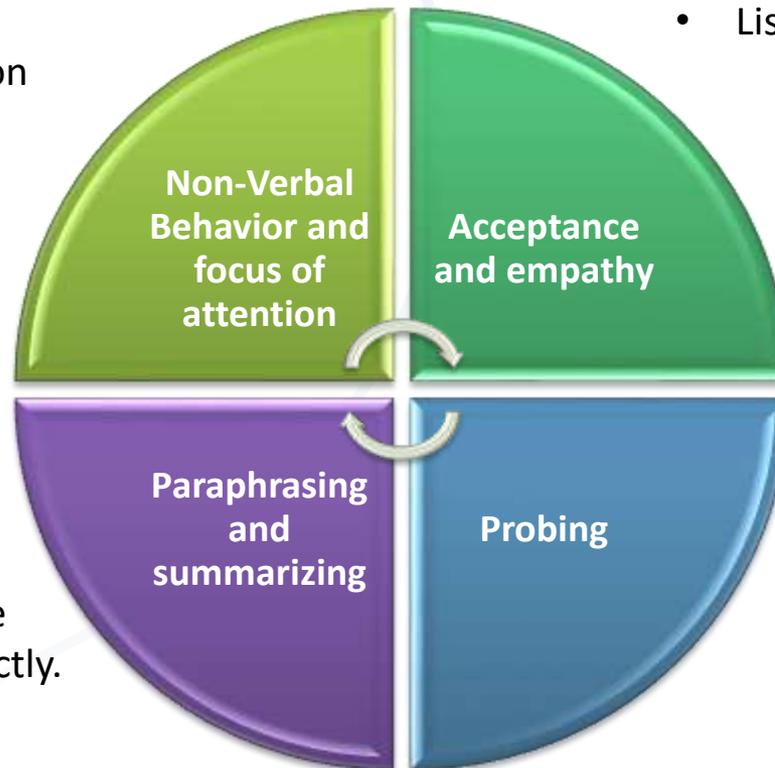
- **Care** about the way you deliver the message
 - Keep your messages simple and add some personal experiences to them. Share credit for good work and be present in the interactions.
- **Explain** your message effectively
 - Explain your thoughts in a way that your audience/ the one you are discussing with understands. Make sure all the necessary details are understood.
- **Be honest**
 - Admit your mistakes. Share good and the bad news.
- **Listen** effectively
 - More about this on the next slide



Effective listening

- **Effective listening** is useful for effective working. Examples of how to listen effectively:

- Listener shows that his/her attention is on the person listened. Attention can be showed e.g. by body posture and eye contact.
- Listener paraphrases and summarizes the conversation time to time to ensure he/she has understood correctly.



- Listener shows that he/she accepts the feelings and ideas of the one listened and shows empathy. This doesn't necessarily mean that listener should be thinking the same way but the idea is to create an open atmosphere.
- Listener encourages the one listened to go on.



Health informatics tools for patient and team communication



Tools for communicating with patients and work teams are evolving rapidly and healthcare workers must be able to specifically define with each patient and team what type of electronic communication is the most suitable.

Email: offers efficiency communication, easy access to education and information.

Mobile phone and text messages: plays a central role in patient helplines. The phone facilitates open, two-directional communication between healthcare providers and patients. Benefits of text message is that most people have a mobile device and recipients are likely to read a text message as soon as they receive it.

Electronic forms: provide a standardization of written communication between the involved people.

Live chat: offers the ability to instantly answer questions between patients and providers or between a healthcare team.



Health informatics tools to for patient and team communication (cont'd)



Organization website: one-way communication can provide information on diseases, conditions, and wellness issues or guides for patients getting ready to have their operation.

Video conference: offers real-time video communication technology to enable participants in different geographical locations to see and talk to each other.

Social Media: supports health education and health promotion. E.g. The Healthcare Hashtag Project maintains a catalog of hashtags to help healthcare professionals use Twitter more effectively.

World Wide Web: provides novel but unfiltered information that may influence patients' decision making. Healthcare professionals need to become familiar with the various modalities patients use so that they can address potentially harmful decisions based on unsubstantiated evidence.





Effective Communication



To overcome barriers to effective communication it is important to understand that there are three levels of communication:

1. The content of what someone is saying
2. The procedure of what someone is saying (or the way someone is saying what he says)
3. The process of the relations between the speaker and the listeners and also the emotions that arise during the conversation

Anything that hinders the process of communication at any of these levels is a barrier to communication. These barriers can in the worse case lead to misunderstandings and frustrations for patients and also for health care staff.





Effective Communication (cont'd)



Have Clarity In Your Thoughts: Arrange your thoughts in a proper order and then communicate accordingly.

Clear and defined roles: There must be clear and unambiguous statements of each individual's accountabilities. The message should also be structured as per each individual's level or ability.

Effective internal working processes: Does everyone know the way the team communicates, reaches decisions and decides to take action.? The communication chain should be short.

Sound relationships: How should the involved people interact and behave? Are there ground rules for building strong professional relationships that support high-quality work? State your thoughts politely with facts and reflect positivity in your talk.



Unit Review Checklist

- Described the role information and communication technologies play in enhancing clinical information (FB06)
- Discussed the role of communication technologies in enhancing clinical information recording, storage, and retrieval and information flows in general (FB02)
- Demonstrated effective listening, observation and communication techniques (FL01)
- Identified HIT/eHealth/health informatics tools to support patient and team communication (FB04)
- Identified methods to overcome barriers to effective communication (FL02)



Unit Review Exercise/Activity



1. Describe the ways you can show you are truly listening to someone.
2. Patients will probably turn more and more to the World Wide Web for making sense of their symptoms and seeking support for self-management and emotional well-being. How this development will impact health professionals' roles?



Unit Exam



1. Twitter can be a useful source of health research information by following hashtags such as #LungCancer.
 - a) True
 - b) False
2. Effective communication techniques include
 - a) Explaining your messages clearly
 - b) Admitting your mistakes
 - c) Effective listening
 - d) All of the above



Unit Exam (cont'd)



3. Which of the following statements is not true?
- a) Communication plays an important role in addressing the health issue since it creates an open atmosphere in which the patient feels safe and comfortable to talk
 - b) Communication with the patient does not have any importance if the provider is very knowledgeable
 - c) Communication plays a key role in increasing diagnostic effectiveness and improving health outcomes
4. Which of these is a level of effective communication?
- a) The accuracy of your speech
 - b) The amount of non-verbal effects, e.g. showing the speech with your hands
 - c) Relations and emotions between the speaker and listener during the conversation