Assuring Happiness through Patient Communication

Communicating healthcare information is difficult. The concepts can be complex, and emotional. Patient satisfaction is critical when assessing the services offered by a health professional. Here are some practices that can improve patient communication, and as a result, ensure patient loyalty!

HUMANIZING & PERSONALIZING ROUTINE INTERACTIONS

Too often, patients feel like they are not paid individual, personal attention. This can be improved by:

- Full attention
- Desire to help, support and provide care

PREPARING FOR THE OPTIMAL EXCHANGE

Each person learns differently.

Ensure an open and clear dialogue: is your communication style effective?

- Articles
- Books
- Websites
- Consumer libraries

ASK FOR FEEDBACK ON YOUR COMMUNICATION STYLE

- Facilitating patient inquiry, medical attention, medical treatment and medication with efficient communication processes between medical professionals and/or departments

INCREASED ACCESS TO CARE

- Provide a sense of peace by sharing medical knowledge of the situation, solutions, and possible consequences

GREATER PATIENT KNOWLEDGE AND SHARED UNDERSTANDING

- Discuss alternative care with patients, and nurses, to assure the patient that they are receiving the best medical care

HIGH QUALITY MEDICAL DECISIONS

- Educate the patients with how to better emotionally cope when undergoing a medical crisis

ENHANCED THERAPEUTIC ALLIANCES

- Acknowledge the patient by their name
- Introduce yourself and share some information about yourself
- Make and maintain eye contact
- Be aware of body language and subconscious meaning
- Engage family members present, recognizing their important role in the care of the patient

CREATE AN ENVIRONMENT THAT ENHANCES TRUE EXCHANGE AND CONNECTION

- Use technology to highlight your point
- Encourage the patient to be true partners in their care by providing information
- Respond to the problem
- Thank them

Provide information and confirm understanding

PATIENT’S WANTS & NEEDS: EMOTIONAL, PHYSICAL AND CLINICAL

Health professionals should address these aspects of patient care, which can lead to better health:

- Talking is therapeutic. Relieve a patient’s anxiety and provide comfort by paying full attention to their worries and fears:
  - Assure the patient that should they have any concerns, a team of health professionals, as well as informed family members are available to help
  - Make patients and family members feel like they are the priority

- In increased social support:
  - Empathy
  - Apologize
  - Respond to the problem
  - Thank them

- Emotion management
  - Empower the staff by educating them in comforting, caring, and measuring patients and family members
  - Educate the patients with how to better emotionally cope when undergoing a medical crisis

ASSURING THE PATIENT THAT THEY ARE IN GOOD HANDS IS THE KEY TO EFFECTIVE PATIENT COMMUNICATION.

Sources:

http://www.the-hospitalist.org/details/article/2682461/Patient_Satisfaction_Critical_to_Hospital_Value-Based_Purchasing_Program.html

H I L U C Y !
I’M DR. SMITH!
I HAVE... ANY QUESTIONS?

I CAN HEAR THAT YOUR FOCUS IS ON...
W I S H I N G...
I’M SORRY, I DON’T UNDERSTAND...
I’M SORRY YOU WERE DISSAPPOINTED...
I’M SORRY YOU WERE DISAPPOINTED...
WHAT CAN I DO TO HELP?
THANK YOU FOR TAKING THE TIME TO TALK WITH ME ABOUT THIS.

RESPOND WITH

H E A R T

INCREASED SOCIAL SUPPORT

EMOTION MANAGEMENT

ASSURING THE PATIENT THAT THEY ARE IN GOOD HANDS IS THE KEY TO EFFECTIVE PATIENT COMMUNICATION.