



IHC Patient-Centered Communication Series:

Clinician-Patient Communication to Enhance Health Outcomes Workshop

Workshop content

Clinician-Patient Communication (CPC) to Enhance Health Outcomes presents a patient-centered model of complete clinical care that is predicated on two essential clinician tasks: biomedical and communication tasks. Specific communication tasks and associated skills include: opening the interview, engaging the patient as a person, empathizing with the patient, educating the patient, and enlisting the patient as a partner in their care where decision making is shared, and closing the interview. The content, principles and model used in this workshop is supported by extensive research conducted during the past thirty years.

CPC workshop learning objectives

1. Increase learner awareness of the biomedical and communication procedures required in healthcare practice;
2. Identify key communication skills essential to learner's role in healthcare practice;
3. Provide learners with opportunities to practice key communication skills through structured activities and simulated patient interactions.
4. Ask learners to commit to applying a minimum of 2 learned skills to their own patient interactions.

CPC workshop teaching process/methodology

The workshop is IHC's flagship workshop and is a fast-paced interactive communication program with a strong focus on opportunities to practice skills and techniques, not simply to hear about them. Less than 20% of the workshop is devoted to didactic presentations. Instead of passively listening to lectures, learners work individually and in small groups to analyze video enactments of actual cases, role play to apply newly learned skills to contextually relevant cases. Attendance is limited to 30 learners to maximize small group learning.

Content

CPC presents a model of communication (E4) that includes: Engaging the person (building trust and building / sustaining the relationship), Empathizing, Educating using clear, concise language and checking for understanding, and Enlisting the patient as a partner and focus of the care.

The content, principles and model used in this workshop are supported by extensive research conducted during the past thirty years in patient-centered care, healthcare communication, and intra-team communication.

As with all IHC communication workshops, an annotated bibliography has been developed and is included with the workbook which is provided to learners. We encourage learners to use the bibliography after the workshop as a resource for further professional development on patient-centered communication, team communication and PCMH.

Evidence-based results

IHC has published evaluative research that measured the impact of IHC workshops and professional services on physician communication behavior specific to empathic communication (Bonvicini, et al., 2009) and physician and patient satisfaction (Haskard et al., 2008). In addition, IHC has collected post-workshop data from workshop learners to evaluate the impact of the CPC 4-hour workshop on selected communication techniques learned in the workshop. This is accomplished by asking all workshop learners to complete a written behavioral plan (in each CPC workbook) at the end of the workshop which identifies two techniques acquired during the workshop that they will practice in their patient interactions. These forms are collected and then sent back to the learners 6 weeks later. This “reminder” includes a link to an anonymous survey to assess learners’ application of the techniques in actual practice with observable effect. In the three year period of 2008-2011, 75% of responders to IHC’s post-CPC workshop survey have reported a high rate of application of newly-learned techniques to their clinical practice. Sixty-six percent report increasing their listening time with patients and report higher personal as well as patient satisfaction.

Faculty

Faculty members who teach IHC’s CPC *workshop* have completed a comprehensive faculty development program. The faculty program includes individualized coaching conducted by IHC to prepare faculty to teach and facilitate the workshop, deepen their own communication skills, and to explore strategies to support and advocate for greater attention to relationship-building and communication skills at their home institutions.

Sponsors

The workshop is offered by a wide variety of sponsors at different sites in North America. To sponsor a workshop, contact the Institute for Healthcare Communication. Sponsors include malpractice insurance companies, managed care organizations, medical schools, specialty societies, government agencies, medical groups, and hospitals.

CME/CE

The Institute for Healthcare Communication is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. IHC takes responsibility for the content, quality, and scientific integrity of this CE/CME activity. Clinician-Patient Communication to Enhance Health Outcomes is designated by the Institute for Healthcare Communication as a continuing medical education activity meeting the criteria for four to seven hours in Category 1 of the Physician’s Recognition Award of the American Medical Association. The Institute for Healthcare Communication is also accredited by the American Association of Family Physicians (AAFP) to provide prescribed credit for continuing medical education program. This activity has been reviewed and is acceptable for up to 4 Prescribed credit hours by the American Academy of Family Physicians. This activity for 4.8 contact hours is provided by the Institute for Healthcare Communication, which is accredited as a co-provider of continuing education in nursing through the University of Pittsburgh, School of Nursing and by the American Nurses Credentialing Center’s Commission (ANCC) on Accreditation.

CUSTOMIZED VERSIONS THAT INCLUDE PRACTICE VIA SIMULATION

IHC can work in partnership with your organization to customize the CPC workshop to address identified communication skill gaps within your learner audience. IHC has expertise in providing newly learned skills in simulations, .e.g., Customized communication full-day workshop followed by 2+hours of practice with simulated patients (portrayed by trained actors). Applies newly learned communication skills and problem-solving strategies to planned interactions with patients and colleagues. Differentiated from role-playing, simulations involve professional actors to portray clinician interactions with patients and/or colleagues.

REFERENCES

- Bonvicini, KA, Perlin, MP, Bylund, CL, Carroll, JG, Rouse, R, & Goldstein, MG. (2009). Impact of communication training on physician expression of empathy in patient encounters. *Patient Education and Counseling*, 75:3-10.
- Haskard KB, Williams SM, DiMatteo MR, Rosenthal R, Kemp-White M, Goldstein MG. (2008). Physician and Patient Communication Training in Primary Care: Effects on Participation and Satisfaction *Health Psychology*, 27(5), 513–522.

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