



# INSTITUTE NEWS

Vol. 2, No. 1

January, 2008

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### ISMIE Mutual Receives the 2007 IHC Program Partner Award

In recognition of its outstanding commitment to improving clinician-patient communication, ISMIE Mutual Insurance Company of Chicago, Illinois, has received the Institute for Healthcare Communication Program Partner Award for 2007.

ISMIE Mutual was founded in 1976 "on the premise that physicians must have the freedom to practice medicine without the fear and constraints of medical malpractice litigation." ISMIE Mutual has provided medical liability insurance to clinicians across Illinois for the past 30 years and has been a strong partner with Illinois physicians in improving patient care and reducing liability risk. It is also a leading provider of risk management education as a service both to its insured healthcare professionals and to the improvement of patient care.

In 2003, under the leadership of Harold L. Jensen, M.D., the ISMIE Board of Directors made a commitment to have two key individuals trained as faculty members of the Institute for Healthcare Communication: Richard A. Geline, M.D., a member of the Board's Risk Management Committee, and Audrey Vanagunas, M.P.H., Vice President of Risk Management. Since that time the group of IHC faculty members at ISMIE has grown steadily, and the training of healthcare professionals has expanded significantly. ISMIE currently has ten IHC certified faculty members who provide communication workshops for both physicians and staff all over the state of Illinois.

►Continued

Welcome to our second edition of Institute News, Institute for Healthcare Communication's electronic newsletter. As we begin our fourth year as IHC, all of us at the IHC home base want to wish all our friends, faculty and colleagues a joyous, productive and peaceful new year! We hope you enjoy catching up with us!

### Course Update and Revision: Treating Veterans with C.A.R.E.

IHC and the VA Employee Education Service have been working together to update our Treating Veterans with C.A.R.E. Program. The Treating Veterans with C.A.R.E. program, developed by IHC in 1998, has been taught throughout the VA healthcare system in new employee orientation and staff development for all clinical and non-clinical staff. In this program, learners are asked to identify staff actions that make a difference in the quality of customer service experience in their interactions with patients on the job. Essential skills are organized into a four-point model; Connect, Appreciate, Respond, and Empower. Learners view video encounters between staff and patients and work in small groups on skills that apply in a variety of realistic situations. At the conclusion of the workshop, participants identify skills to continue practicing in their work setting. A total of 27,023 VA employees have participated in the Treating Veterans with C.A.R.E. program!

While all IHC workshops use interactive learning, the goal of the Treating Veteran's with C.A.R.E. program update was to integrate accelerated learning principles and evaluate and revise, update and enhance trainer and learner materials. Accelerated learning (AL) rests on a number of principles including the importance of providing an environment conducive to learning, inviting learners to discover the relevance of the new learning, providing opportunity to practice and demonstrate their new learning, and allowing learners to reflect and integrate learning for transfer into practice. This initiative has involved working with skilled AL facilitators at two VA Learning Exchange Centers in Cleveland and Salt Lake City. VA Learning Exchange Centers provide learning environments that offer a variety of creative, conversational and collaborative learning and change management approaches to support a wide range of workforce development and organizational improvement initiatives.

The Treating Veterans with C.A.R.E. Program update has provided IHC with an opportunity to work with Robert Means, Ph.D., creator of the VA Learning Exchange and National Director of Educational Research and Dissemination of Innovations in the VA Employee Education Service. Using accelerated learning principles and testing new videos, we conducted 3 pilot train-the-trainer programs in July and September in Cleveland and Salt Lake City. The VA-IHC program and the planning committee are currently in the process of developing and updating training materials and learner workbooks based on the feedback and experience of the pilot programs. More updates will come in future newsletters. For more information about this Project, please contact IHC.

Over the past four years, the company has demonstrated a strong commitment to teaching and developing clinician-patient communication skills among its insured client organizations in Illinois. Altogether, since January 2004, ISMIE faculty members have conducted 73 half -day workshops for nearly 3,500 participants. ISMIE has hosted two faculty courses at the organization's headquarters in Chicago since 2004. Furthermore, the company has provided financial incentives to its insured healthcare professionals, and their organizations, to participate in IHC workshops



Harold L. Jensen, M.D., Chair of the Board of the ISMIE Mutual Insurance Company, receives the 2007 Program Partner Award from J. Gregory Carroll, PhD, IHC Executive Director and CEO

IHC launched its Program Partner Award in 1999. The award recognizes partners who have made an extraordinary effort to address the issue of clinician-patient communication within their organizations. Previous recipients of the award include:

1999 - Veterans Health Administration - Department of Veterans Affairs

2000 - Permanente Medical Group

2001 - Geisinger Health System

2002 - Physicians' Reciprocal Insurers

2003 - American Academy of Orthopaedic Surgeons

2004 - COPIC Insurance Company

2005 - Affinity Health System

2006 - College of Veterinary Medicine - Washington State University

See the IHC [website](#) for case studies of all the IHC Program Partner Awardees.

## Upcoming Events

### February 19-22

"Difficult" Clinician-Patient Relationships  
New Haven, Connecticut

[DCPR Application](#)

### April 14-18

Choices and Changes  
New Haven, Connecticut

[C&C Application](#)

### May 4-9

Clinician-Patient Communication  
New Haven, Connecticut

[CPC Application](#)

### June 22-27

Bayer Animal Health  
East Lansing, Michigan

### August 11-16

Bayer Animal Health  
East Lansing, Michigan

## Faculty Disclosure

A big thank you to those of you who have registered into our new online faculty disclosure system in 2007. This new online system, found on the IHC website, assures that IHC is in compliance with the recent changes in accreditation standards. Many of you know that we are accredited by three accrediting bodies, including the Accreditation Council for Continuing Medical Education (ACCME), the American Association of Family Physicians (AAFP) and the American Nursing Credentialing Center (ANCC). For those of you who have not yet registered, please be sure to log on to allow us to provide CE to your learners. Our new policy requires that **ALL** IHC faculty report financial disclosure information online on an annual basis **regardless of whether or not any financial affiliations exist.**

We have worked to make this process as simple as possible for you.

1. Go to the IHC website at <http://healthcarecomm.org>.
2. Click on FACULTY CE/CME DISCLOSURE.
3. Answer the questions (up to 3, depending on how they are answered).
4. Click to download your personalized PowerPoint slide and accompanying script that you can add to your workshop slide presentation. This slide **must** be shown by each faculty at the beginning of their presentation **OR** given as a handout to the workshop participants.

Please note that we will no longer be able to provide CE to your learners if you have not registered.

Please feel free to contact us at (800) 800-5907 or [info@healthcarecomm.org](mailto:info@healthcarecomm.org) if you have any questions or need further assistance with the disclosure process.

Once again, thank you for your support and assistance in maintaining our accreditation status as a CE/CME provider.

## Veterinary Communication

The Institute has been quite busy with training and development in veterinary medicine. As reported in our previous newsletter, this communication training initiative in veterinary medicine called the Bayer Animal Health Communication Project began in late 2002, thanks to Bayer Animal Health, a division of Bayer Healthcare Corp. In the past year, we have made final changes to module 11 - *Breaking the Silence: Discussing Medical Errors* and module 12 - *Healthcare Team Communication*. Both of these modules were piloted in April, 2007 in Kansas City and in Washington, DC at the International Conference of Communication in Veterinary Medicine. In the past year, we have offered three separate train-the-trainer programs, in Kansas City, New Haven and at Michigan State University.

In addition, we have been working with the American Veterinary Medical Association, Professional Liability Insurance Trust. They provide malpractice insurance to the majority of practicing veterinarians in the United States. The Trust has supported our work in the schools and is committed to raising awareness in the practice community about the correlations between malpractice risk and quality of communication between healthcare teams and clients. We are also pleased to announce that the Professional Liability Insurance Trust has agreed to provide us with significant funding in 2008 which will allow us to present at state, regional and national conferences.



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## Who We Are

### Staff

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### IHC Website

[HealthCareComm.org](http://HealthCareComm.org)

### Bayer Animal Health Communication Project

[bahcp/homepage.php](http://bahcp/homepage.php)

### IHC-Canada Website

[www.ihcc.ca](http://www.ihcc.ca)

At the time of this writing, we have provided faculty training to over 100 faculty from thirty schools of veterinary medicine in the United States and Canada. See below for a photo from a recent faculty program. We received applications from 14 teaching institutions in veterinary medicine for the fifth annual training program that will be held June 23-27 and will be hosted by Michigan State University at their state-of-the-art Learning and Assessment Center. In addition, we will be providing another onsite faculty training for Michigan State University faculty in August 2008.

Finally, we are also in the midst of Phase II of our veterinary communication website found on our main IHC website at <http://healthcarecomm.org> (click on veterinary communication). The update will include adding our newly trained faculty and providing a more user-friendly format in response to the wonderful feedback we've received from our faculty and guests who have visited our site. As always, if you are interested in finding out more about the project, feel free to contact Kathleen Bonvicini, who leads this effort along with the wonderful administrative support of Laurie Mansfield. They can

## IHC-University of California Irvine Research Update

In July 2007, Kathleen Bonvicini, MPH, Associate Director, Education and Research, completed her EdD degree and defended an impressive doctoral dissertation using data from our IHC-UCI Research Study. The dissertation, *Physician Empathy: Impact on Communication Training on Physician Behavior and Patient Perceptions* is available through ProQuest Dissertations and Theses. Her original research has made important contributions to our understanding of the role of communicating empathy, as well as measuring its impact upon the clinician-patient relationship.

Congratulations to Kathleen Bonvicini, EdD, MPH on this outstanding achievement and contribution to the literature.

## Welcome New Faculty!

### Clinician-Patient Communication to Enhance Health Outcomes June 3-8, 2007

Lynn Barnes, Carle Foundation Hospital, Urbana, IL.  
John Kelly, IV, M.D., American Academy of Orthopaedic Surgeons, Philadelphia, Pa.  
Patricia Kolowich, M.D., American Academy of Orthopaedic Surgeons, Detroit, Mich.  
Mark Lawson, Ph.D., Veterans Health Administration, Ithaca, N.Y.  
Nazir Memon, M.S., M.D., F.A.C.P., Veterans Health Administration, Clifton Park, N.Y.  
Carolyn Smith, M.D., Veterans Health Administration, Dallas, Texas  
Edward Toriello, M.D., American Academy of Orthopaedic Surgeons, Middle Village, N.Y.

### Choices and Changes: Clinician Influence and Patient Action July 17-20, 2007

John Banzhaf, B.A., M.B.A., Advanced Healthcare, Germantown, Wis.  
Nancy Corkle, M.Ed., Advanced Healthcare, Germantown, Wis.  
Brent Field, M.D., Advanced Healthcare, Germantown, Wis.  
Delores Parsons, B.S.N., M.S.N., Good Hope Road Clinic, Milwaukee, Wis.  
Barbara Patterson, J.D., Advanced Healthcare, Germantown, Wis.  
Jane Seifert, Advanced Healthcare, Germantown, Wis.  
Bonnie Tesch, M.D., Advanced Healthcare, Germantown, Wis.  
Daniel Thompson, M.D., Advanced Healthcare, Germantown, Wis.

To view photos and bios of our faculty trained in veterinary communication, we invite you to visit our website at <http://www.healthcarecomm.org/bahcp/homepage.php>

## Links

### American Academy on Communication in Health- care

[www.aachonline.org](http://www.aachonline.org)

### Program in Communication and Medicine

[www.pcm.northwestern.edu](http://www.pcm.northwestern.edu)

### Institute for Healthcare Improvement

[www.ihl.org](http://www.ihl.org)

### New Health Partnerships

[www.newhealthpartnerships.org](http://www.newhealthpartnerships.org)

## How To Reach Us

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## News Bytes

- IHC-Canada Launches new website! The website is stocked with information and news about IHC-Canada. Check out the site for upcoming courses and links to IHC-Canada faculty newsletters. The site link is: [www.ihcc.ca](http://www.ihcc.ca)
- Michael Goldstein, MD, Associate Director, Clinical Education and Research has been named to the new Food and Drug Administration (FDA) Risk Communication Advisory Committee. The committee, which will begin meeting in February, 2008, will advise FDA about how best to communicate to the public about the risks and benefits of FDA-regulated products so as to facilitate their optimal use. See the FDA press release at: <http://www.fda.gov/bbs/topics/NEWS/2007/NEW01739.html>

## Our Vision

IHC seeks to optimize the experience and quality of healthcare through effective communication.

## Our Mission

IHC advances the quality of healthcare by optimizing the experience and process of healthcare communication. We accomplish this by:

- Creating and disseminating innovative educational programs and services
- Advocating for the importance of communication as an essential aspect of healthcare
- Engaging in collaborative research on communication in healthcare
- Partnering with other leading organizations that share our vision



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