

IHC's Patient-Centered Communication Series: Clinician-Patient Communication to Enhance Health Outcomes

Train the Trainer Program

WHAT

The *Clinician-Patient Communication (CPC)* train-the-trainer course provides foundational training with the goal of learners returning to your institution to teach a dynamic communication workshop using experiential teaching to colleagues and staff. You will be provided with all of the skills, support, educational materials and resources to teach IHC's CPC (CME accredited) workshop at your institution.

CALL TO ACTION

The benefits of effective communication between clinicians and their patients are far-reaching and well documented. Clinicians achieve greater diagnostic accuracy and patients who are actively engaged in decision-making around their care are more adherent to therapeutic regimens and more satisfied with care. Effective communication is the foundation for a strong and trusting relationship, which contributes to provider job satisfaction and decreases the likelihood of malpractice litigation.

PROGRAM OBJECTIVES

1. Gain background knowledge and facilitation skills required to conduct the CPC workshop at your institution
2. Develop improved clinical communication skills and the ability to role model those skills through simulated patient sessions
3. Identify and practice a coaching and feedback model for use with learners and colleagues
4. Develop a plan for integrating IHC workshop materials and training to meet the professional development and CE needs at your institution

WHO WE ARE

The Institute for Healthcare Communication (IHC) is a non-profit organization that has provided evidence-based communication training to over 180,000 members of healthcare teams throughout the United States, Canada and abroad since 1989.

IHC is an accredited continuing education provider (CME, CE and CNE).



*"Building Relationships....
...Improving Outcomes"*



INSTITUTE FOR HEALTHCARE COMMUNICATION

Telephone (800) 800-5907

171 Orange Street 2R, New Haven, CT 06510

www.healthcarecomm.org

E-mail: info@healthcarecomm.org

IHC's Patient-Centered Communication Series: Clinician-Patient Communication to Enhance Health Outcomes Train-the-Trainer Program

*"This program increased my ability to communicate with my patients in a better way."
- Faculty Participant*

*"I am impressed to begin using these skills, especially of engagement, immediately in my practice! Presentation of the research data—reality vs. my perception—was key."
- Faculty Participant*

*"I thought this was a great way to be critiqued on presentation skills in a non-threatening way. The experience was fantastic. There are many things that we do as physicians that we think are correct. Self-learning these patient interview skills was invaluable."
- Faculty Participant*

IHC Educational Programs and Services

- Skill-building communication workshops
- Train-the-trainer programs (faculty training)
- Clinician coaching and feedback (to assess and improve communication performance)

Selection of IHC Workshops

The Empathy Effect: Countering Bias to Improve Health Outcomes

Team- and Patient-Centered Communication for the Patient Medical Home

Candid Conversations: Talking with Female Patients about Sexuality Health

Choices and Changes: Motivating Healthy Behaviors

"Difficult" Clinician-Patient Relationships

Disclosing Unanticipated Medical Outcomes

Managing Communication after Unanticipated Medical Outcomes

Coaching Clinicians for Enhanced Performance

Care not Cure / Conversations at the End-of-Life

Strangers in Crisis (Patient and team communication in emergency medicine)

Connected: Communication and EMR

Treating Patients with C.A.R.E. (non-clinical staff)

Coaching for Impressive Care (supervisors)

WHAT DOES IT INVOLVE?

1. This is a highly interactive 3.5-day course using a 1:5 trainer/learner ratio. Program is focused on learning workshop content, adult learning theory, facilitation techniques and workshop practice in a small, learning group setting. In addition, trainees practice communication skills from IHC's 4E model in contextually relevant patient simulations via small groups.
2. Each trainer will be provided with all of the educational materials and resources (workshop slide decks, workbook and training videos provided) to teach IHC's *Clinician-Patient Communication* workshop for implementation in your organization independently after an initial observed and coached certification workshop.

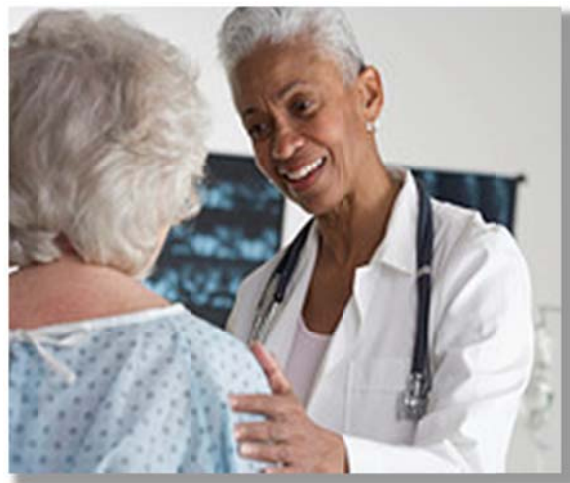
WHEN and WHERE and COSTS

When Tuesday, May 1 to Friday, May 4, 2018

Where: Geisinger Health System, Danville, Pennsylvania

Tuition: \$4,725.00, includes written and video course materials to teach the *Clinician-Patient Communication* workshop, breakfast and lunch.

All members of the healthcare delivery team are eligible to apply. Submit your application to Teresa Durbin at tdurbin@healthcarecomm.org.



Institute for Healthcare Communication Participant Application for IHC Professional Development Course

NAME OF PROGRAM _____

PROGRAM LOCATION _____

DATE OF PROGRAM _____ TUITION FEE _____

*Payable in full upon acceptance of application**

APPLICANT CONTACT INFORMATION (PART 1 OF 5)

LAST NAME _____ FIRST NAME _____

NAME PREFERRED ON NAME TAG _____

DEGREE(S) _____

If nursing degree(s), please check all that apply: Associate's Diploma Bachelor's Master's Doctorate

POSITION TITLE _____

ORGANIZATION _____

ADDRESS _____

TELEPHONE _____ EXTENSION _____

FAX _____

E-MAIL _____

If it is more convenient for you to use your home address and telephone number, please supply that information below:

ADDRESS _____

TELEPHONE _____ EXTENSION _____

FAX _____

E-MAIL _____

Where did you hear about this course? (Please check all that apply)

- | | | |
|---|--|--|
| <input type="checkbox"/> IHC website | <input type="checkbox"/> Internet search | <input type="checkbox"/> Colleague/word of mouth |
| <input type="checkbox"/> I attended an IHC workshop | <input type="checkbox"/> I attended an IHC webinar | <input type="checkbox"/> IHC post-workshop survey |
| <input type="checkbox"/> Trained as an IHC faculty member | <input type="checkbox"/> Media/news | <input type="checkbox"/> Referred by my organization |
| <input type="checkbox"/> Other: _____ | | |

SUBMIT APPLICATION TO:

**Teresa Durbin | E-mail: tdurbin@healthcarecomm.org | Institute for Healthcare Communication
171 Orange Street, 2R | New Haven, CT 06510-3153 | Tel: (217) 621-6867 | Fax: (800) 538-6021**

** Trainer certification costs are not included in tuition fee. Please see Sponsoring Organization Training Agreement for details. Only certified trainers may use IHC's copyrighted curricula. Cancellation policy: 90% refund 30 days or more before the beginning of the program, 80% refund within 30 days of the program's start date.*

APPLICANT PROFILE (PART 2 OF 5)

Faculty Applicant Name: _____

Please respond briefly to each of the following statements. IHC will review your responses and look for completeness and thoughtfulness. Thank you, and we look forward to knowing you better and working with you!

1. Please describe your position within your organization and how participating in IHC's course will enhance your position and your organization.

2. Please describe your plans within your home organization or healthcare community to apply your IHC training and utilize IHC copyrighted materials upon your return from the course.

3. If you have experience teaching, facilitating, making presentations related to communication skills, and/or mentoring/coaching with healthcare professionals, please describe:

APPLICANT DISCLOSURE STATEMENT TO IHC (PART 3 OF 5)

Faculty Applicant Name: _____

As an accredited sponsor of continuing education activities, including continuing medical education activities (CME), it is the policy of the Institute for Healthcare Communication (IHC) to ensure the balance, independence, objectivity, and scientific rigor in all of its sponsored educational programs. All faculty participating in any activity designated for CME credits must disclose to the audience relevant financial relationships that present any real or apparent conflict(s) of interest that may have a direct bearing on the subject of the CME activity. In addition, you will need to provide this information to the participants in the audience when presenting IHC workshops. Please respond to the following questions.

1. In the past 12 months, have you (or your spouse or partner) had a **relevant financial relationship(s)*** with a commercial organization which includes any entity producing, marketing, re-selling, or distributing healthcare goods or services consumed by, or used on, patients? (Government organizations and non-profits are NOT commercial organizations, so we are not interested in those relationships.)

** Relevant financial relationships are financial relationships in any amount, which occurred in the twelve-month period preceding the time that the individual was asked to assume a role controlling content of the CME activity, and which relate to the content of the educational activity, causing a conflict of interest. The ACCME considers financial relationships to create conflicts of interest in CME when individuals have both a financial relationship with a commercial interest and the opportunity to affect the content of CME about the products or services of that commercial interest. The potential for maintaining or increasing the value of the financial relationship with the commercial interest creates an incentive to influence the content of the CME—an incentive to insert commercial bias. The ACCME has not set a minimum dollar amount for relationships to be considered relevant and does not use the term significant to describe financial relationships. Inherent in any amount is the incentive to maintain or increase the value of the relationship. The ACCME considers relationships of the person involved in the CME activity to include financial relationships of a spouse or partner.*

Yes No

If Yes, move to #2. If No, you're done!

2. You have indicated that you (or your spouse or partner) have a **relevant financial relationship(s)** with a commercial organization which includes any entity producing, marketing, re-selling, or distributing healthcare goods or services consumed by, or used on, patients. Does the educational content—over which you have control—involve the products or services of the commercial organization?

Yes No

If Yes, move to #3. If No, you're done!

3. You have indicated that you will have the opportunity to affect the content of CE/CME **which relates to the products or services of the commercial interest.** Please enter the name of the commercial interest and the nature of the relationship(s).

Commercial Interest	Nature of the Relationship

Thank you for taking the time to complete and sign this form.

(Signature of Faculty Applicant)

(Date)

APPLICANT CV/RESUME (PART 4 OF 5)

Faculty Applicant Name: _____

Please attach a curriculum vita or resume (summarizing your educational background, professional experience, and accomplishments such as publications, awards, professional societies, etc.). You may also enter the CV text in the box below.

INDIVIDUAL FACULTY LETTER OF AGREEMENT (PART 5 OF 5)**The Institute for Healthcare Communication (the "Institute", "IHC")****and****(the "Faculty")**_____
Name of Faculty**(the "Organization")**_____
Name of Sponsoring Organization**Course** _____**Date** _____**Location** _____**Jointly referred to as the "Parties"****Preamble**

As part of the contract/agreement for a full Faculty Development course for the above referenced program, your organization has been designated as a Licensee by IHC. Applicants who successfully complete the course will be designated as Faculty by IHC. As such, your organization has assumed specific responsibilities related to the future use of the materials and delivery of the course, through the IHC Sponsoring Organization Training Agreement. As an IHC Faculty member representing the Sponsoring Organization* it is imperative that you understand and agree to these responsibilities.

IN CONSIDERATION OF THE FOREGOING, the Parties agree as follows:**1. License of Educational Programs**

The Course and Materials provided to the Licensee are copyrighted by and belong to IHC. IHC hereby grants Licensee a limited, royalty free license to use the Course & Materials only as follows:

- a) Only those designated as Faculty are authorized to use the Materials and such Materials shall be used solely for facilitating the Course.
- b) The Applicant agrees that upon becoming Faculty, he/she will utilize the Course and Materials only as delivered to them or the Licensee by IHC.

2. Copyright

The Applicant acknowledges that IHC holds a copyright to Course Materials. As such, all rights are reserved, and Faculty are not permitted to edit, copy, or reproduce any of the educational program material in whole or in part and shall not exploit or further develop these materials without IHC's specific written consent. Course workbooks (or an annual license to print) to support subsequent workshops given by Faculty will be purchased at the current unit rate, through the IHC office.

3. Participation Commitment Terms

- a) Faculty member or the Licensee/authorized personnel of Licensee agree to provide/report the following to IHC at least 15 days prior to the workshop presentation:
 - **ONLINE WORKSHOP INFORMATION FORM**
(<http://healthcarecomm.org/faculty/>)
 - **WORKBOOK ORDER FORM**, if materials are required (<http://healthcarecomm.org/faculty/>)
- b) Within 30 days following the IHC program, the Faculty member or the Licensee/authorized personnel of Licensee agree to provide/report the following to IHC:
 - The **WORKSHOP COVER SHEET** (available at <http://healthcarecomm.org/faculty/>) which includes the following information:
 - Workshop details (facilitator(s), location, length, etc.)
 - Attestation of disclosure requirements
 - Instructions to IHC staff for certificates, and

- All **EVALUATION FORMS** (original or copies) completed by attendees (as provided in the participant workbook), and
- All **PARTICIPANT INFORMATION FORMS** (original or copies) completed by attendees (as provided in the participant workbook), and
- A copy of the **WORKSHOP SIGN-IN SHEET**, with typed/printed names and signatures, and
- Any comments Faculty may have to help IHC learn how the Course and/or Materials are most useful, and
- If the event is NOT a formal workshop, requiring workbooks, then a "Non-workshop use of materials" form should be submitted to IHC.

4. IHC Attribution

IHC has invested substantially in developing the Course. One of the benefits IHC expects to receive as a result of presentation of the Course is acknowledgement throughout the health care community of IHC's role in furthering the effectiveness of health care communication. Faculty agree that it will prominently utilize IHC's name in announcing and promoting the Course and will utilize the materials that have been delivered by IHC. It is understood that no promotion of any product or service of the Faculty in association with the educational program will be made unless agreed to in writing by IHC.

5. Term of Agreement

The term of this Agreement shall be for a period of one (1) year from the course date first shown above. The Agreement will automatically be renewed thereafter unless written notice to the contrary is provided by either of the parties.

6. Termination

Either party shall have the right to terminate this Agreement on sixty (60) days prior written notice to the other. IHC shall have the right to cancel this Agreement at any time if Faculty fail to honor obligations hereunder, or, if in the sole opinion of IHC, Faculty fails to conduct its activities up to IHC's standards.

7. Rights on Termination

Upon termination of this Agreement, Licensee/Faculty shall promptly return or destroy, at IHC's option, all materials provided to it by IHC and expressly agrees not to use same or derivations thereof on its own behalf or on behalf of any third party.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the dates set forth below.

**INSTITUTE FOR HEALTHCARE
COMMUNICATION, INC.**

FACULTY

Signature

Kathleen A. Bonvicini

Print Name

Chief Executive Officer

Title

Date

Signature

Print Name

Title

Date

** If faculty leave the employ of the Sponsoring Organization, and also wish to continue to present the IHC program, an updated signed agreement will be requested from their new Sponsoring Organization.*

SUBMIT ALL FIVE PARTS OF APPLICATION TO:
Teresa Durbin | E-mail: tdurbin@healthcarecomm.org | Institute for Healthcare Communication
171 Orange Street, 2R | New Haven, CT 06510-3153 | Tel: (217) 621-6867 | Fax: (800) 538-6021

Clinician-Patient Communication to Enhance Health Outcomes

3.5-Day Faculty Development Program Agenda (Times Subject to Change)

DAY 1		
7:15	Breakfast	
8:00	Welcome: Orientation to the Training	30 minutes
8:30	CPC Workshop conducted as faculty will deliver in the field (with 2 breaks)	240 minutes
1:00	Lunch	(60 minutes)
2:00	Coaching and Feedback	60 minutes
3:00	Small Groups: Meet and discuss small group tasks, expectations, coaching pairs, and prepare for simulation and workshop practice on day 2	45 minutes
3:45	Break	(15 minutes)
4:00	Small group: Continue with plans for day two and coaching pairs including assignment section of workshop for day two	45 minutes
4:45	Large Group: Debrief and evaluation	15 minutes
5:00	End of Day	
	<ol style="list-style-type: none"> 1. Evening time will require preparation of an assigned section of the CPC workshop for presentation in small group. 2. Self reflection – completion or learning log suggested but not required. 	
	DAY 1 CME SUBTOTAL	435 minutes
DAY 2		
7:15	Breakfast	
8:00	Pulse check and daily orientation	10 minutes
8:10	CPC workshop design and learning theory	35 minutes
8:45	Small group: Practice delivery of the CPC workshop (40 min practice each)	90 minutes
10:15	Break	(15 minutes)
10:30	Small Groups: Practice delivery of the CPC workshop, cont.	120 minutes
12:30	Lunch	(45 minutes)
1:15	Small Groups: Set up for simulated patients	20 minutes
1:35	Small Groups: Simulation practice (35 min each learner)	80 minutes
2:55	Break	(15 minutes)
3:10	Continue small groups with simulated patients	95 minutes
4:45	Large Group: Debrief and evaluations	15 minutes
5:00	End of Day	
	<ol style="list-style-type: none"> 1. Evening time will require preparation of an assigned section of the CPC workshop for presentation in small group. 2. Self reflection – completion or learning log suggested but not required. 	
	DAY 2 CME SUBTOTAL	465 minutes

DAY 3

7:15	Breakfast	
8:00	Pulse Check and orientation to the day	15 minutes
8:15	Large Group : Learning Ladder in Teaching Communication	25 minutes
8:40	Teaching and Facilitation Skills	50 minutes
9:30	Break	(15 minutes)
9:45	Small Groups: Practice CPC delivery with coaching and feedback, (three 50-minute practice sessions)	150
12:15	Lunch	(60 minutes)
1:15	Large Group: Review CPC practice goals	10 minutes
1:25	Large Group Exercise: Pass the Envelope – challenges of teaching CPC	60 minutes
2:25	Small Groups: Continue practice of CPC delivery (two 50-minute practice sessions and final small group debrief)	
	Break as needed	(15) minutes)
4:45	Large Group: Debrief and evaluation	125 minutes
5:00	End of Day Celebration Time	
	DAY 3 CME SUBTOTAL	435 minutes

DAY 4

7:00	Breakfast	
7:30	Large Group: Pulse check and walk through of CPC workshop	150 minutes
10:00	Break	(15 minutes)
10:15	Large Group: IHC policies and procedures and available programs	35 minutes
10:50	Back home planning discussion	40 minutes
11:30	Final feedback and evaluations (head, heart, hands, feet exercise) – Post-It notes	30 minutes
12:00	Adjournment	
	DAY 4 CME SUBTOTAL	225 minutes

TOTAL CME: (1575 minutes) = 26.00 hours