



# The Institute for Healthcare Communication's The Empathy Effect: Countering Bias to Improve Health Outcomes

## SLIDE HAND-OUT

Introductory Webinar (Feb 27, 2018)

Sponsored by:

blue of california  
foundation

Blue Shield of California Foundation is an independent foundation of the Blue Shield Association.

### INTRODUCTION to ...

Institute for Healthcare Communication's newest  
workshop in our patient-centered communication series

## The Empathy Effect: Countering Bias to Improve Health Outcomes



Tuesday, February 27, 2018



Patient-Centered Communication Series from the Institute for Healthcare Communication Inc. © 2018

### AGENDA for today

1. Introductions
2. EE Workshop  
premises
3. Linking learning to  
skill development
4. Q&A (Use CHAT  
feature)



## Institute for Healthcare Communication

- Non-profit, nationally accredited organization based in New Haven, CT
- Since 1987 has developed and disseminated over 15 communication workshops
- Advances the quality of healthcare by optimizing the experience and process of healthcare communication
- Partners with 200+ healthcare organizations across North America (and beyond)
- Trained 2700+ faculty members to conduct 13,000+ IHC workshops in USA, Canada, Europe and Australia to over 210,000+ healthcare professionals and staff



## Support for the Development of the EE Program

The development of this program was made possible with funding from Blue Shield of California Foundation



## EE Development Team

**Michele M. Nanchoff**, PhD, RPsych  
Senior Trainer  
Institute for Healthcare Communication

**Kathleen Bonvicini**, MPH, EdD  
Chief Executive Officer  
Institute for Healthcare Communication

**Elizabeth Morrison**, LCSW, MAC  
Senior Trainer  
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**Barbara Andrews**, MPPM, MPH  
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**Katheryne E. Stewart**, BSc  
Director,  
Office of Outreach & Quality Outcomes  
Institute for Healthcare Communication

+ **User Insight Group** (see following slide)  
+ **Expert Advisory Group** (see following slide)



## EE User Insight Group

**Marty Adelman, MA, CPRP**  
Behavioral Health Program Manager,  
Health Quality Partners

**Almalaura Barraza**  
Family First Medical Care

**Jill Bolster-White**  
Executive Director,  
Transitions Mental Health Association

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Chief Operating Officer  
Operation Samahan Community  
Health Centers

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Asian Health Services

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Behavioral Health Manager,  
Camareno Health Centers

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Chief of Endocrinology, Internal Medicine  
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Rancho Los Amigos National Rehabilitation Center  
Clinical Associate Professor of Medicine  
Keck School of Medicine, USC



## EE Expert Advisory Group

**Steven Berkowitz, MD**  
Associate Professor of Clinical Psychiatry;  
Director, Penn Center for Youth and Family  
Trauma Response and Recovery

**Ruben Cantu**  
Associate Director,  
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**Robert L. (Bob) Engle, PhD**  
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Behavioral Sciences

**Glenda Wrenn, MD, MSHP**  
Assistant Prof., Psychiatry & Behavioral Science;  
Director, Satcher Health Leadership Institute Division  
of Behavioral Health; Morehouse School of Medicine



## California-based organizations involved in inaugural EE Faculty development:



1. Alameda Health Consortium
2. Community Medical Centers
3. Pajaro Valley Community Health Trust
4. Salud Para La Gente
5. San Francisco Health Network
6. Santa Cruz Health Improvement Partnerships
7. Transitions - Mental Health Association



## EE Faculty Development - November, 2017



Front (left to right): Alicia Dueck (& Chloe), Martha Quintara, Kathleen Bonvicini, Lesley Manson, Thao Truong, Michelle Coble  
Second row: Michele Nanchoff, Robin George, Sharona Cheung, Jade Ryan, Mitali Weiglein, Maritza Lara Villota, Saleena Gupte, Jana Kantor  
Back row: Dolores Vikki Cardona, Elizabeth Morrison, Heather Coburn



## Curious about you!



**Zoom poll:**  
What is your  
general geographic  
location?



## Curious about you!



What is your professional role?






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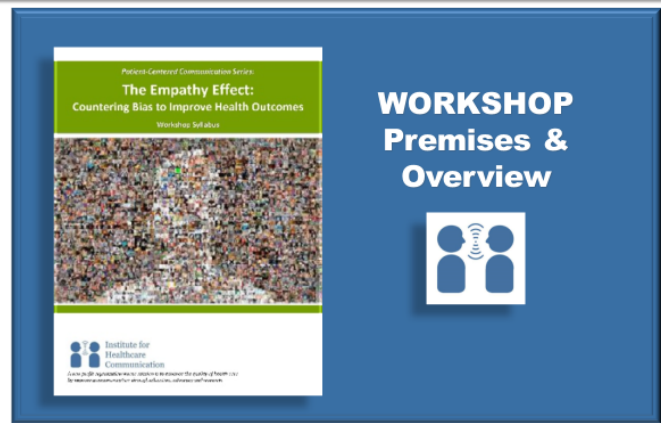
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## Overall Workshop Goal



To enhance our skills in  
effectively conveying  
empathy to others, with a  
special focus on vulnerable  
populations




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**P R E M I S E 1**


## PREMISE ONE

**Empathy is healing**  
and  
**Judgment is harmful**

**What is EMPATHY?**

- Compassion
- Rapport
- Trauma-informed care
- Caring
- Humility
- Kindness
- Understanding
- Respect
- Good will
- Therapeutic-alliance
- Perspective-taking

**RESEARCH** AMA 2016; APA 2010; CMA 2015; NASW 2008; Rogers, 1959; 1969; Ruberton et al., 2016; Sinclair et al., 2016; Tumolo & Biedendorf, 2016




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**P R E M I S E 1**


## Empathy impacts:

- Health outcomes
- Patient/client experience
- Healthcare team experience



**In fact, empathy, in itself, is a treatment.**

**RESEARCH**




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**P R E M I S E 1**

## Empathy ... IMPROVES HEALTH OUTCOMES



- Common cold
- Pain control
- Substance use disorders
- Anxiety
- Diabetes
- Depression

**RESEARCH** Cobos et al., 2015; Del Canale et al., 2012; Derksen et al., 2013; Fogarty et al., 1999; Fong et al., 2010; Hojat et al., 2011; Malin & Pos, 2014; Miller 2000; Miller & Rollnick, 2012; Rakei et al., 2009; Tait, 2008; Verheul et al., 2010; Westra, 2012




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## Empathy ... IMPACTS THE PATIENT / CLIENT EXPERIENCE

- Increased satisfaction
- Increased disclosure about personal and health information
- Improved adherence
- Increased understanding of health conditions



Blatt et al., 2010; Boodman, 2015; Buszewicz et al., 2006; Decety & Fotopoulou, 2015; Derksen et al., 2013; Epstein et al., 2007; Flickinger et al., 2015, 2016; Pollak et al., 2011; Sinclair et al., 2016; Sikveland et al., 2016; Tamblin et al., 2010; White et al., 2015; Werner & Malterud, 2005; Yagil & Shnapper-Cohen, 2016

RESEARCH



## Empathy ... IMPROVES HEALTH CARE TEAM EXPERIENCES

- Increased rewarding interactions with each other and with patients / clients
- Decreased sick days when supervisors convey empathy to staff
- Decreased burnout
- Decreased complaints



Boodman, 2015; Decety & Fotopoulou, 2015; Duarte et al., 2015; Bourgeault et al., 2015; Cosley et al., 2010; Gosselin et al., 2015; Lamothe et al., 2014; Lee et al., 2016; Scott et al., 2010;

RESEARCH



## The impact of empathy is egalitarian

No matter what their job, a patient / clients' perception of feeling cared about, is impacted by *everyone* who interacts with them



- Robust research on receptionists, nurses, medical and behavioral health providers, and others, show an impact on patient experience and outcomes

Blatt et al., 2010; Buszewicz et al., 2006; Flickinger et al., 2015, 2016; Ford & Snyder, 2000; Hojat et al., 2009; Nunes et al., 2011; Pollak et al., 2011; Sinclair et al., 2016; Patten et al., 2012; Sherman & Cramer, 2005; Sikveland et al., 2016; Tamblin et al., 2010; White et al., 2015; Wilson et al., 2012; Werner & Malterud, 2005

RESEARCH





## Judgment & Stigma impact...

- Health outcomes and adherence
- Quality of care
- Patient/client experience

Brandes et al., 2015; Browne et al., 2013; Gemmitti et al., 2016; Moyers & Miller, 2013; Patten et al., 2012; Shah & Diwan, 2010; van Boekel et al., 2013; Werner & Walterud, 2005; Wolitski et al., 2009;

RESEARCH




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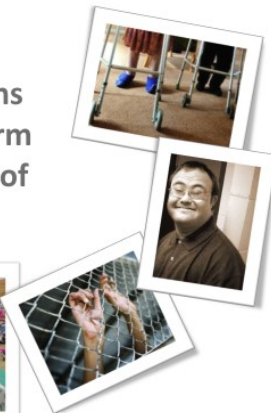
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## PREMISE TWO

Vulnerable populations experience greater harm by judgment and lack of empathy




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## Vulnerable Populations

- Those who are poor, homeless, ethnic minorities, immigrants, refugees....
- Those who have mental health conditions, addictive disorders, chronic pain.....
- Those who have experienced trauma, violence, and/or been in the criminal justice system....




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## Vulnerable populations often experience...

- Decreased self-esteem
- Decreased physical and mental health
- Decreased social, employment and housing opportunities
- Increased emotional stress and anxiety
- Reluctance to seek medical and behavioral health services

RESEARCH

Clement et al., 2014; Corrigan et al., 2009; DFID, 2014; Kassam et al., 2012; Patten et al., 2012; Peters et al., 2015; Wolitski et al., 2009




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## Chronic Disease

**Which chronic disease has the highest relapse rates?**  
(ceasing self-management, return of unmanaged symptoms)

- A. Diabetes
- B. Asthma
- C. Addiction
- D. Hypertension




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Answer:

## B & D = Hypertension and Asthma

Relapse rates for...

- A. Diabetes (30-50%)
- B. Asthma (50-70%)**
- C. Addiction (40-60%)
- D. Hypertension (50-70%)**

RESEARCH

McLellan et al., 2000




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## Adverse Childhood Experiences (ACE)

What percentage of the population, including health care staff, have experienced at least one ACE?

- A. 25%
- B. 45%
- C. 65%
- D. 75%




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Answer: **C**

**65%** of us have experienced at least one adverse childhood experience.

RESEARCH

ACES Connection Network, 2016; Felitti & Anda, 1997, The Adverse Childhood Experiences (ACE) Study, CDC, 1997; Felitti et al., 1998




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## PREMISE THREE

### We all have judgments

- Mostly unintentional
- Shows up in our language and actions
- Many of us believe we are non-judgmental
- We are exposed and influenced by stereotypes and stigma



Judgments are normal

RESEARCH

Broyles et al., 2014; Kanter & Rosen, 2016; Pfister et al., 2015; Smith & Mendoza-Denton, 2016; Szeto et al., 2013; Wakeman, 2016




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## Linking learning to skill development

- IHC workshops are highly experiential and utilize a learning format with case study videos, practice, pair share, small group discussion, interactive exercises, etc.
- The balance of the EE workshop is focused on raising our own self-awareness AND skill development via the **INGEAR** model




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## A Model for Effective Empathy Conveyance



### Essential Techniques for Empathy Conveyance


- I** = Identify Your Internal and External cues
- N** = Notice Judgments and Use Counter Cues to Shift Gears
- G** = Goodwill Greeting
- E** = Empathic Language
- A** = Affirm Strengths
- R** = Reflective Listening




### What questions do you have for us?



Patient-Centered Communication Series  
**The Empathy Effect:**  
Countering Bias to Improve Health Outcomes  
Workshop Syllabus





Institute for  
Healthcare  
Communication  
A non-profit organization whose mission is to enhance the quality of health care by  
improving communication through education, advocacy and research.

For more information on  
**The Empathy Effect,**  
visit  
<http://healthcarecomm.org/training/continuing-education-workshops/the-empathy-effect-countering-bias-to-improve-health-outcomes/>

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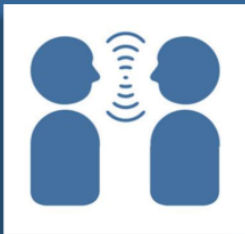
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For more information on the Institute for Healthcare Communication and its programs visit ...

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