



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

QUESTIONS & ANSWERS Introductory Webinar, Feb. 27, 2018

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| # | QUESTION | ANSWER |
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| 1 | Can you share the research references for EE? | The Empathy Effect (EE) bibliography is available online, free of charge, at the IHC website . |
| 2 | What is the typical schedule/duration for the EE workshop and train-the-trainer (TTT) faculty course? | The EE workshop is an intensive half-day program (4.5 hours). The train-the-trainer (TTT) faculty course is 3.75 days. Individuals who complete the EE TTT and become certified as IHC faculty members are then qualified to lead EE workshops in their own organizations, according to their own scheduling needs and preferences. EE programs conducted by IHC personnel are scheduled based on mutual convenience and senior faculty availability. |
| 3 | If a learner has participated in <i>Treating Patients with C.A.R.E.</i> how would you describe to them the value of participating in this class? | <p>There are similarities and differences between the new EE curriculum and existing IHC curricula (Treating Patients with C.A.R.E., Clinician-Patient Communication to Enhance Health Outcomes, and Choices and Changes: Motivating Healthy Behaviors in particular).</p> <p>SIMILARITIES: Deep research base, strong focus on evidence-based skills and adult learning methodologies, and focus on enhancing skills for conveying care and empathy.</p> <p>DIFFERENCES: EE is explicitly designed for all members of the caregiving workforce, including many different roles, professions and settings. Earlier curricula are applicable to narrower ranges of audiences.</p> <p>The EE curriculum has more extensive coverage of empathic communication between co-workers than earlier IHC curricula.</p> <p>The EE curriculum is also focused on patient populations that may experience bias or judgment in the context of their healthcare settings.</p> <p>Of note for CURRENT ACTIVE FACULTY: Individuals who have already been certified to facilitate workshops in another IHC program may be eligible for an abbreviated version of the EE TTT. In most cases, a certification visit is not required for those certified in another IHC program.</p> |
| 4 | Is there an online version of the workshop? If not now, in the future? | <p>Not at present. We are engaged in online curriculum development projects with the Institute for Palliative Care, California State University, San Marcos, and with other partners in diabetes care and veterinary medicine.</p> <p>We believe that online learning can meet some—but not all—of the skills development needs in healthcare communication. In-person, small group experiential learning is, we feel, the most effective way to enhance communication behaviors. With that, we recognize the attractiveness of online learning. We welcome conversations with potential partners to develop an EE online learning program.</p> |

| <p>5 What is the best way to bring EE skills development to our organization, and what is the cost? Does the cost vary if you want to train multiple individuals as trainers?</p> | <p>There are two ways to bring IHC programming to your organization: IHC can conduct a workshop and/or conduct a faculty development course (TTT) to prepare selected employees at your organization to lead EE workshops. We strongly recommend at least two people from each organization be trained to co-lead IHC workshops: for varied presentation styles, sharing the facilitation burden, redundancy in case of illness or departure, and sustainability of the skills development program.</p> <p>Costs are dependent on a number of factors: location, who hosts the program and the number of participants (and, hence, small group facilitators). In general, it is more cost effective to train and certify multiple individuals as IHC faculty. We would be pleased to develop a quote to bring our program to you, tailored to your needs and situation. Please contact Katheryne Stewart at kstewart@healthcarecomm.org or call toll-free: 1-844-825-4226.</p> | | | | | | | | | | |
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| <p>6 How long does the effect of training last? Are refreshers necessary?</p> | <p>The train-the-trainer (TTT) portion is an especially effective strategy for ensuring sustainable communication skills development in an organization. We know that a workshop by itself is more likely to have a limited effect on behavior. In-house trainers who model the behaviors and understand the organizational culture can sustain the training over time.</p> <p>IHC faculty members do offer refresher programs, tailored to their own organizations. We welcome innovative ways of keeping skills development programs fresh and fun. We know that some client organizations have run refresher programs of varying duration and focus, developed their own videos or online materials, and launched coaching programs, journal clubs, reminder programs and more.</p> <p>The EE TTT program includes a package of helpful supports for refreshers including a program agenda that may be adapted to varying training time slots, and extra videos for discussion and practice.</p> | | | | | | | | | | |
| <p>7 How do you measure impact? Will the EE workshop improve CAHPS scores?</p> | <p>Generally, the evidence around the impact of empathic communication is vast and compelling (check out our bibliographies and a brief summary of the literature). The EE curriculum is new and so, as yet untested. As part of Blue Shield of California Foundation funding, we are evaluating employee-level and patient-level outcomes specifically related to EE training, in the five umbrella organizations that have committed to roll out the program. We will have preliminary data in Q4 2018 and final data in Q4 2019; stay tuned!</p> <p>A sample of the measures our partner organizations are tracking include:</p> <table border="1" data-bbox="535 1386 1476 1669"> <thead> <tr> <th data-bbox="535 1386 1006 1438">Employee-level metrics</th> <th data-bbox="1006 1386 1476 1438">Patient-/client-level metrics</th> </tr> </thead> <tbody> <tr> <td data-bbox="535 1438 1006 1480">Employee net promoter score</td> <td data-bbox="1006 1438 1476 1480">Patient/family net promoter score</td> </tr> <tr> <td data-bbox="535 1480 1006 1522">Employee engagement survey</td> <td data-bbox="1006 1480 1476 1522">Selected CG CAHPS questions</td> </tr> <tr> <td data-bbox="535 1522 1006 1564">Employee burnout index question</td> <td></td> </tr> <tr> <td data-bbox="535 1564 1006 1669">Custom EE workshop learner pre/post assessment</td> <td></td> </tr> </tbody> </table> | Employee-level metrics | Patient-/client-level metrics | Employee net promoter score | Patient/family net promoter score | Employee engagement survey | Selected CG CAHPS questions | Employee burnout index question | | Custom EE workshop learner pre/post assessment | |
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Contact us - We welcome further questions and all your comments!

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