



Workshop name

Treating Patients with C.A.R.E.

Practical, time saving communication skills for frontline staff to improve efficiency and patient satisfaction.

Target audience

Different versions for these audiences:

- General Practice - Receptionists
 - Medical Office and Administration
 - Hospital Administration
 - Aged Care
 - Medical Assistants
 - Radiology Receptionists
 - Hospital Medical Assistants
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Duration

Standard 3 hours
Extended 4 hours

Number of participants

Optimum 7-15
Minimum 5
Maximum 25

Other recommended workshops

- Mastering Difficult Patient Interactions
- See overviews at www.cognitiveinstitute.org
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Format

Workshop with short lectures, reflective exercises, small group facilitated discussions, group activities, rehearsal of skills.

Brief didactic presentations will provide the focus for small group sessions in which participants are able to share experience and pool knowledge, enabling critical comparison of their skills with their peers and peer learning. Videotaped case vignettes will be used to enable participants to analyse and reflect upon their own skills. The format has been carefully structured to enable a mix of lectures, discussion, critical reflection and evaluation.

Presenter

All presenters of Cognitive Institute workshops are Doctors or Healthcare Professionals who have a specific interest in communication skills and have undertaken formal communication skills training with the Institute.

Premise

People on the front line are faced with many different challenges

- The managers and supervisors to whom staff members relate often do not treat them with C.A.R.E. Consequently, cynicism may be the norm. The staff members' unspoken (sometimes spoken) attitude is: "How can you expect us to treat patients with C.A.R.E., given how we are treated?"
- Front-line staff members are often caught in a vice. Frequently, they are the enforcers of rules. However, others often overturn the staff members' decisions. They feel that this makes them look foolish or powerless.
- Patients sometimes treat front-line staff members poorly because they are viewed as gatekeepers who keep patients from getting what they want. Or, staff members are powerless targets on whom patients can dump all of their frustrations.





It is not unusual, therefore, for this group of staff members to perceive the enhancement of communication skills as a burden and another indication of management not understanding the staff members' world. Several things are built into the program to counteract this.

The program is about improving healthcare, not simply increasing patient satisfaction. These employees are essential members of the healthcare team. This focus on enhancing health outcomes and being members of a healthcare team is critical and has to be reinforced whenever possible.

The system issues are real. They cause problems. However, the front-line employee has control over how they communicate. The workshop program is designed to acknowledge the difficulties created by the system, while at the same time empowering the staff members in this area of their job.

Overview

More than 20,000 people worldwide have attended C.A.R.E. workshops.

Treating Patients with C.A.R.E. is an interactive workshop that teaches practical and powerful skills you can put into practice immediately. This communication course provides a model and techniques that guide all participants to effective communication that will enhance satisfaction and encourage patient partnership.

This workshop is about improving healthcare, not simply increasing patient satisfaction. It is designed to acknowledge the difficulties created by the system, while at the same time empowering the staff members in this area of their job.

The workshop is fast-paced, interactive and designed to provide participants with opportunities to practice skills and techniques. There is a great deal of activity and relatively few lectures. In fact, all of the lectures are less than twenty minutes in duration and most are in the ten to fifteen minute range.

Objectives

Participants learn:

- The principles of good communication
- Why people behave in certain ways
- Strategies to increase patient adherence to bookings
- Proven ways to deal with complaints
- Strategies to neutralise a hostile conversation
- How to read non-verbal communication
- The skills of listening and being heard
- Negotiating and mediation skills





Communication research

Research shows healthcare workers with **effective communication skills** have higher levels of job satisfaction

Caris-Verhallen and Kerkstra et al 1997, Suchman and Roter et al 1993

Patients' assessment of quality is related more to **perceived attitudes and feelings** than technical competence

Bailey and Wilkinson 1998

Patients' assessment of the **quality of personal interactions** is underestimated by healthcare workers in determining satisfactory care

Lynn and McMillen 1999

Studies show **effective communication skills** affect patients outcomes such as:

- Compliance
- Pain control
- Emotional and psychological distress
- Rate of recovery
- BP and blood glucose control

Bartlett and Grayson et al 1984, Stewart 1995

Good communication:

- Decreases misunderstanding and repetition
- Decreases patient anxiety
- Allows patients to have their concerns identified and dealt with 'up front'
- Allows you to 'get on with the job'

Authors

This workshop was developed by the Institute for Healthcare Communication in the USA. The Cognitive Institute has adapted the materials for the Australasian context.

For information on the Cognitive Institute, presenters and workshops visit www.cognitiveinstitute.org

To book a workshop call Head Office on 61 7 3876 5711
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