

EFFECTIVE COMMUNICATION: STRATEGIES AND CHALLENGES

Abstract

Effective communication is essential between patients and health workers for better understanding health issues, their diagnosis and cure. In many areas of disease prevention and control healthy communication between the stakeholder proof to be very helpful. Therefore strong communication skills are essential for health workers to provide excellent patient care. To achieve these goal Inter Professional education (IPE) will be introduce among themedical students. Health professional Education underwent substantial transformation before, during, and after the COVID-19 outbreak. Inter Professional education (IPE) specialists have encouraged the use of theory in curriculum design to provide better outcomes with measurable consequences. This chapter is made up of a variety of components to help enable and encourage communication and to make it clearer and easier to comprehend for all stakeholder. It provides instructions for implementing interprofessional education (IPE) in the pharmacy and health sciences industry.

Keyword: Communication skills, health professional education, patient safety, Digital communication tools

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I. INTRODUCTION

Communication is a way of transmission of messages among the peoples. Words, actions, and symbols are effective ways of communication from ancient time. According to Keith Davis, communication is the process of conveying knowledge and understanding from one person to another. Presently effective communication between health workers and patients were the main problem in healthcare sector [1]. As Compare to any other profession, healthcare practitioners need to interact with their patients based on Hippocrates' medical ideas. The majority of healthcare personnel, nurses, must interact with patients, paramedics, doctors, and coworkers in order to perform their complicated jobs. According to Hall [2], each profession within the healthcare sector has developed its own distinct identity, beliefs, area of specialization, and patient care obligations. To effectively communicate with patients and other members of the healthcare team, a they must be aware of the several tiers of communication that exist within the profession [3]. Good interdisciplinary collaboration is hampered by discipline-specific socialization, which frequently has a subliminal animus towards other professions. Effective communication is very crucial to developed positive thinking between the diverse team in healthcare system. Interdisciplinary communication works well to improved patient care, happier staff members, and cheaper healthcare expenditures. Excellent Inter Professional Communication Skill is essential to manage resources more efficiently, and as a consequence, there may be less duplication of effort and service gaps, which might lead to better patient care.

Effective communication between pharmacists and patients ensure correct prescription utilization and the greatest therapeutic outcomes [4]. By employing the right strategies, such as patient counselling and education, chemists can improve patient adherence to pharmaceutical therapy. The right exchange of written and verbal advice with doctors is a useful way to modify pharmaceutical therapy. Each patient interaction for health worker should start with the patient's challenges, experiences, and views in mind. As well as active listening and patient teach-back techniques, this calls for the use of verbal and nonverbal communication skills. Methods for getting such patient-focused consultation behavioral approaches include Health Coaching (HC) and Motivational Interviewing (MI). Simmons et al [5] suggested that HC and MI both remain distinct even though can be used to change patient behavior. Now a days, Health Coaching (HC) has quickly become a popular new strategy for efficient patient-provider communication across several healthcare sectors.

This chapter focuses on the importance of effective communication among the patients, healthcare workers with management and other medical officials. It explains how healthcare professionals may converse more effectively with one another during training as well as in official work settings. The conveyance of messages including information and emotion among participants is characterized as communication, which many interdisciplinary researchers regard to be a crucial issue. This process serves to meet participants' fundamental social and psychological requirements.

II. PURPOSE OF COMMUNICATION

According to report published in 2016 by Fierce #Healthcare ineffective communication cause 1,744 patient fatalities and almost \$1.7 billion in malpractice expenses nationwide during the previous five years [6]. This demonstrates that improved communication techniques would be advantageous to patients and medical professionals

alike. For health care professionals to safeguard their patients, save costs, and improve daily operational efficiency, effective intrahospital and interhospital communication is crucial. Effective communication able established relationship of trust between the patient and the clinician, which may make it simpler for patients to follow a provider's advice. These factors may result in a number of significant long-term advantages, including fewer patient visits, lower expenses, and better patient outcomes. It can assist in reducing the possible effects of health misinformation that could otherwise cause people to make unwise or bad health decisions. The effective coordination is possible only by good communication [7]. The ability to coordinate treatment across many locations can also assist other health care providers communicate more effectively. Additionally, it may result in better chances for providing care.

- 1. Interhospital and Intrahospital Communications:** Health care facilities primarily employ intrahospital and interhospital communication techniques, both of which are essential for patient safety and welfare [8].
- 2. Interhospital Communications:** Interhospital communications refer to the exchange of information among several locations or organisations, including transmissions between facilities controlled by the same company and between wholly different healthcare organisations. It is necessary to communicate clearly across locations while moving patients between facilities, delivering medical data, and conveying essential medical equipment.
- 3. Intrahospital Communications:** This kind of communication system refers to interpersonal communication within a single institute or healthcare facility. Surgical operations, organising appointments, booking rooms, and coordinating test analyses are some of the jobs or activities that may be at risk owing to a lack of interhospital communication. If high factor issues like patient safety risks or malpractice cost difficulties for the healthcare practitioner are not thoroughly considered, they may occur.

Therefore, it is essential to keep and sustain insurance and confirming effective communication skills both inside and outside of hospitals and other medical facilities.

III. COMMUNICATION METHODS IN HEALTH CARE

It is essentially to train medical administrators and staff to know about multiple forms of communication properly and efficiently. Patient safety may be at danger if even one of these communication channels breaks down. Incomplete information may prevent a clinician from becoming aware of a critical allergy, while a little printing error may result in wrong doses. To make sure that a hospital runs as efficiently as possible for patients and medical staff, it is important to have a basic understanding of how typical communication techniques function. The following list includes some of the most typical methods of communication employed by hospitals and other health care institutions.

- 1. Transmitting Patient Data:** Secure connections between and within hospitals are used to exchange patient records. Patient information is utilised to compile a complete medical history and deliver suitable medical care. There may be a significantly higher likelihood of practise mistakes and resultant increased expenditures when patient data are not shared between departments or other healthcare organizations.

- 2. Sharing Research Findings:** Research is essential to the development and advancement of instruments and practises in the healthcare sector. According to a Forbes article, a lack of access to the most recent research can halt medical innovation, squander resources, and have a bad effect on health outcomes. In order to healthcare practises to advance, providers must put in place communication tools that make it simple and rapid for researchers to work together, both within and between organisations.
- 3. Collaborating with Colleagues:** Collaborative efforts among employees are crucial to intrahospital communication. In order to build a system that runs as smoothly as possible, patients, lab technicians, physicians, and staff must all be in continual communication. Accurate data entry into databases, especially shared ones, is another aspect of inter-colleague communication. Inaccurate departmental communication can result in mistakes being made while entering data into databases, which could endanger patient safety.
- 4. Patient Portals:** Health care institutions can create patient portals that let individuals register and have private access to their own health data. The patient portal can be updated with health education materials pertinent to the patient's individual requirements. It is possible to get clinical summaries. These summaries may include a recap of the patient's most recent visit or a list of the most recent test findings and their interpretations.
- 5. Electronic Mail (Email):** Once hesitant to use email as a communication tool, health care practitioners are now discovering that it really saves them a lot of time. During downtimes, answering patient emails is substantially faster than returning phone calls. Numerous emails ask simple questions that may be swiftly addressed, or they serve as reminders to place purchases with different suppliers. Emails are more time-efficient than phone calls and may be used to examine and respond medication requests.
- 6. Text messages:** Health care workers may find text messaging to be an efficient technique for quickly communicating critical information to patients. Appointment cancellations, reordering reminders, and notifications from the patient site may all be sent through text. Additionally, by playing a crucial role in patient security measures like two-factor login authentication, it may contribute to the protection of patient portal data.
- 7. Social Media:** One of the most affordable methods to spread information to a broad audience is through social media. Negative comments on social media can be responded to, which may change how the general public perceives your medical institution. Information that provides people with the right facts and advice during public health emergencies like the COVID-19 epidemic may be disseminated, helping to stop the spread of rumors and fear.
- 8. Apps and Websites:** Apps may be used by healthcare practitioners to connect with patients and reach out to various demographics. For individuals who are interested in learning more, they could have a website with enlightening health information. They could also include videos of actual people using a remedy to demonstrate its effectiveness. Health care professionals may create an app to remind patients to follow particular healthy habits, like working out or monitoring their blood sugar. Digital forums can also help patients with related problems assist one another. Patients may also be given access to live chat.

IV. MAINTAINING THE PATIENT-MEDICAL WORKER RELATIONSHIP

There are chances for pharmacists to interact with patients in various practice settings, whether it be through counseling, interviewing, or education. For students to build therapeutic relationships with patients, these sessions offer great training opportunities. It is a collaborative partnership founded on a foundation of open communication and trust. The significance of this relationship and how it develops over time with each patient interaction should be understood by pharmacy students. This connection creates a contract between the pharmacist and the patient. A covenant is created between the pharmacist and the patient through this relationship. Pharmacists pledge to use their clinical expertise to give their patients the best care possible [9]. In turn, patients give pharmacists the data they require to efficiently manage their drug management. One of the most crucial lessons that students should acquire while on rotation is accepting accountability for their patient care efforts.

1. Tips for effective Communication between Healthcare Professionals

- **Develop Employee Communication Techniques:** There are many different methods for communication, and each offers benefits. Healthcare organizations should specify the communication strategies that are most effective for them, as well as how and when to utilize them. Emails could not be useful in an emergency situation, for example, and using them could have negative effects. Healthcare organizations should specify how these techniques should be utilized and teach every employee on it as well. Although centralized data systems and cloud-based platforms can be rather complicated, they are a fantastic resource for exchanging medical records amongst teams [10]. In order to use these technologies as effectively as possible for patient safety and satisfaction, medical practitioners and administrative employees should get training on their usage [11].
- **Encourage Communication inside your Organization:** The task is halfway complete if the organizational culture prioritizes transparency and communication. Healthcare organizations should consciously include communication into their operations, practices, and organizational structure.
- **Create Collaborative Systems:** Effective healthcare communication may be enhanced by providing chances for collaboration between doctors and other healthcare providers. These encounters, whether official or informal, can affect patient safety and raise the standard of healthcare. The chances that can encourage collaboration and communication include open discussions, team briefings, and cooperative ward rounds.
- **Review and Evaluate the Communication System and Policies on a Regular Basis:** The present system and rules must be evaluated, updated, and adjusted as necessary to ensure that communication in the healthcare context is continually improved. In order to consistently enhance the channels and systems of communication, healthcare teams should keep the big picture in mind. A great strategy to learn about the effectiveness of patient communication and staff satisfaction is to conduct regular surveys of both groups of people. Such surveys' results will provide insightful information that will enable the healthcare facility's present communication system be improved.

- **Use Digital Tools and other Interventions:** Modern technology facilitates and expedites processes. With the use of digital communication technologies, working with other medical experts may be accomplished more quickly. There are several advantages to a centralised data system that preserves all clinical data and medical records in one database yet makes them available to many. These data systems support better data accessibility and integrity, as well as cost and time savings and real-time team communication across disciplines. HIPAA-compliant texting applications like Medchat, TigerConnect, and Curogram for encrypted two-way chatting and mail systems like Post Grid for automated emails and notifications are examples of digital technologies.
- **Become a Member of a Business Social Network:** Working with other medical professionals can be done informally on professional social networks. Medical professionals may voice their concerns openly, participate in stimulating conversations, and learn about research discoveries from their peers on such networks. It's easy to connect with other professionals on social media sites like Twitter and LinkedIn. While both doctors and patients may benefit greatly from these social networking sites, platforms that are geared towards doctors may be even more useful. Additionally, they may speak in greater detail and ask other doctors for guidance regarding their own patients.

V. SUMMARY

From every perspective of hospitality, including nurses and patients, efficient communication improves patients' well-being as well as the level and efficacy of nursing care [12]. It is the act of two or more people having a conversation and exchanging ideas, information, and feelings. A happy and healthy atmosphere can result from effective communication, which is beneficial for the wellbeing of patients, their families, and the workplace. The quality of patient outcomes is improved through effective communication. It should be crucial to communicate medical information in an intelligible way in order to strengthen ties between patients, their families, staff members, and other medical experts [13]. Nurses have a responsibility to take care of their patients' needs, even if it could take some time for the lesson to sink in. They might use any form of communication to assist them in making them understand for this. It is impossible to overstate the value of interprofessional communication. However, it continues to provide a problem for the majority of healthcare organizations. Although it might be challenging to overcome, it is undoubtedly doable. When done correctly, it may dramatically raise staff satisfaction, patient satisfaction, and patient safety. The Sermo community of doctors is having a growing discussion on the value of interprofessional communication.

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