

# *Communication Skills*

**CHS 446**

## **Communication Skills for the Healthcare Professional**

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# *Communication Skills*

## **Objectives**

- ❖ Define and understand communication and the communication process
- ❖ Explain the importance of effective communication
- ❖ Describe the elements of the communication process
- ❖ Describe the obstacles to a successful communication

# *Communication Skills*

## **What is Communication?**

COMMUNICATION IS THE ART OF TRANSMITTING INFORMATION, IDEAS AND ATTITUDES FROM ONE PERSON TO ANOTHER. COMMUNICATION IS THE PROCESS OF MEANINGFUL INTERACTION AMONG HUMAN BEINGS

# *Communication Skills*

## *Therapeutic Communication*

*Is a communication between a health care professional and a patient (as well as the patient's family) that aims to enhance the patient's comfort, safety, trust, or health and well-being.*

# *Communication Skills*

## *Therapeutic Communication*

**The standards of care demand that a healthcare professional at all points of patient contact to effectively communicate with patients and other members of the healthcare team.**

# *Communication Skills*

## *Therapeutic Communication*

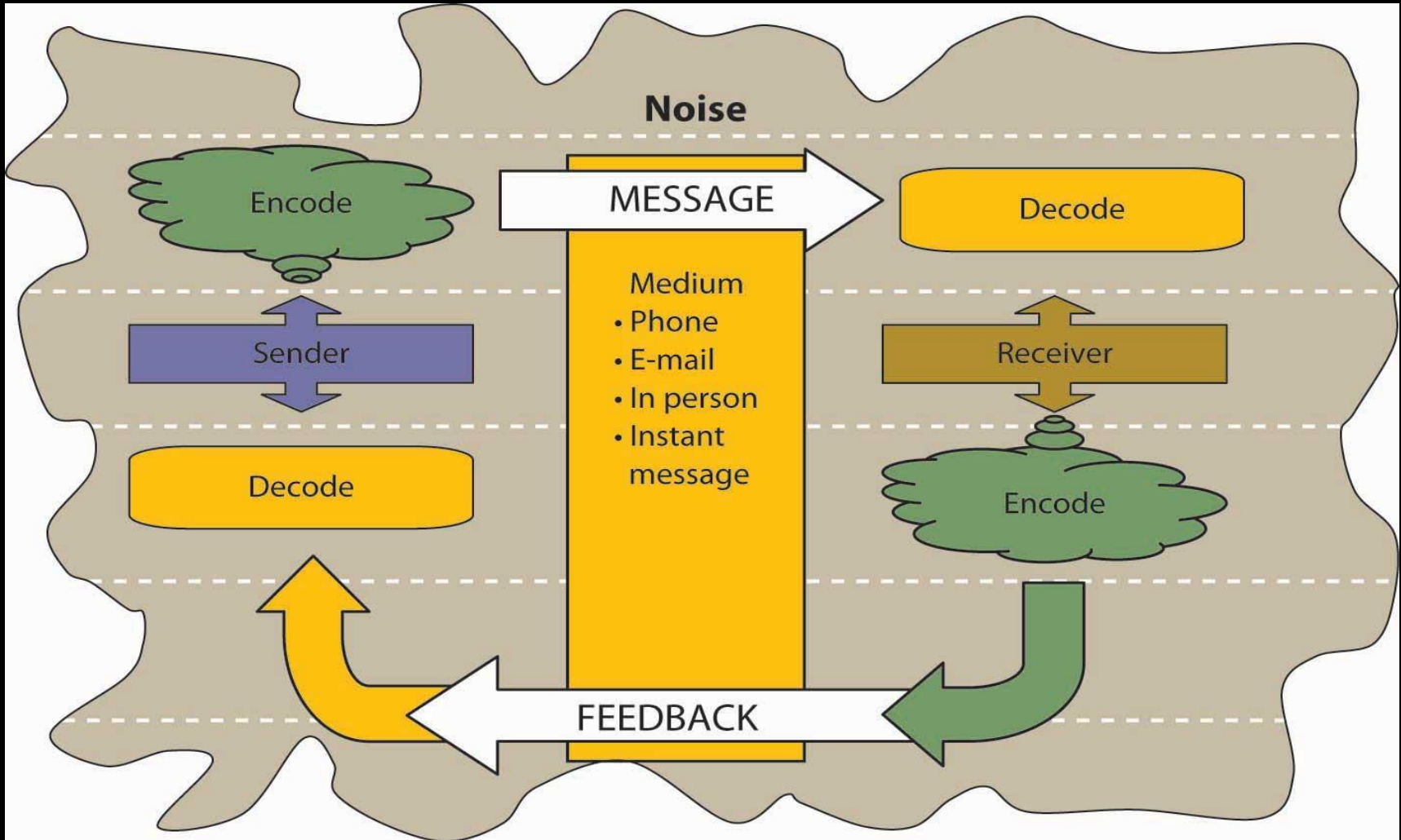
**This means that you have the skills necessary to ensure clear and compassionate understanding when you encounter a patient in the waiting room, the examination room, on the telephone, or through email.**

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*Therapeutic Communication has three main purposes*

- 1. To collect healthcare information about the patient*
- 2. To provide feedback in the form of healthcare related information, education and training.*
- 3. To assess the patient's behavior and when appropriate , to modify that behavior.*

# *The Communication Process*





# *Communication Skills*

## *The Communication Process*

- **The Sender**
- The sender has an idea to communicate
- The sender is an individual, group, or organization who initiates the communication. The sender's experiences, attitudes, knowledge, skill, perceptions, and culture influence the message.

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## *The Communication Process*

### **Encoding the Message**

The first step in the process involves encoding, which is the act of translating information, ideas or concepts into a message that recipients will, hopefully, understand. This can take several forms: words, gestures, images or even symbols.

# *Communication Skills*

## *The Communication Process*

### **Encoding the Message**

- The sender **encode the idea** meaning to put the idea into some form that can be communicated.
- *The radiology technologist instruct the patient with words on how the injured arm should rest on the table*

# *Communication Skills*

## *The Communication Process*

### **Method of Transmission**

**The message travels over a channel**

- **While face to face communication is perhaps still the most effective, in this digital age more and more messages are transmitted using the Internet.**
- **Ideally, the message should be transmitted via a medium most comfortable to the receiver.**

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## *The Communication Process*

### **Decoding the Message**

- After the message has been transmitted, it must be *decoded* by the receiver. In order for meaning to be assigned, the receiver must process or interpret the message.
- Successful communication takes place when the receiver correctly interprets the sender's message.

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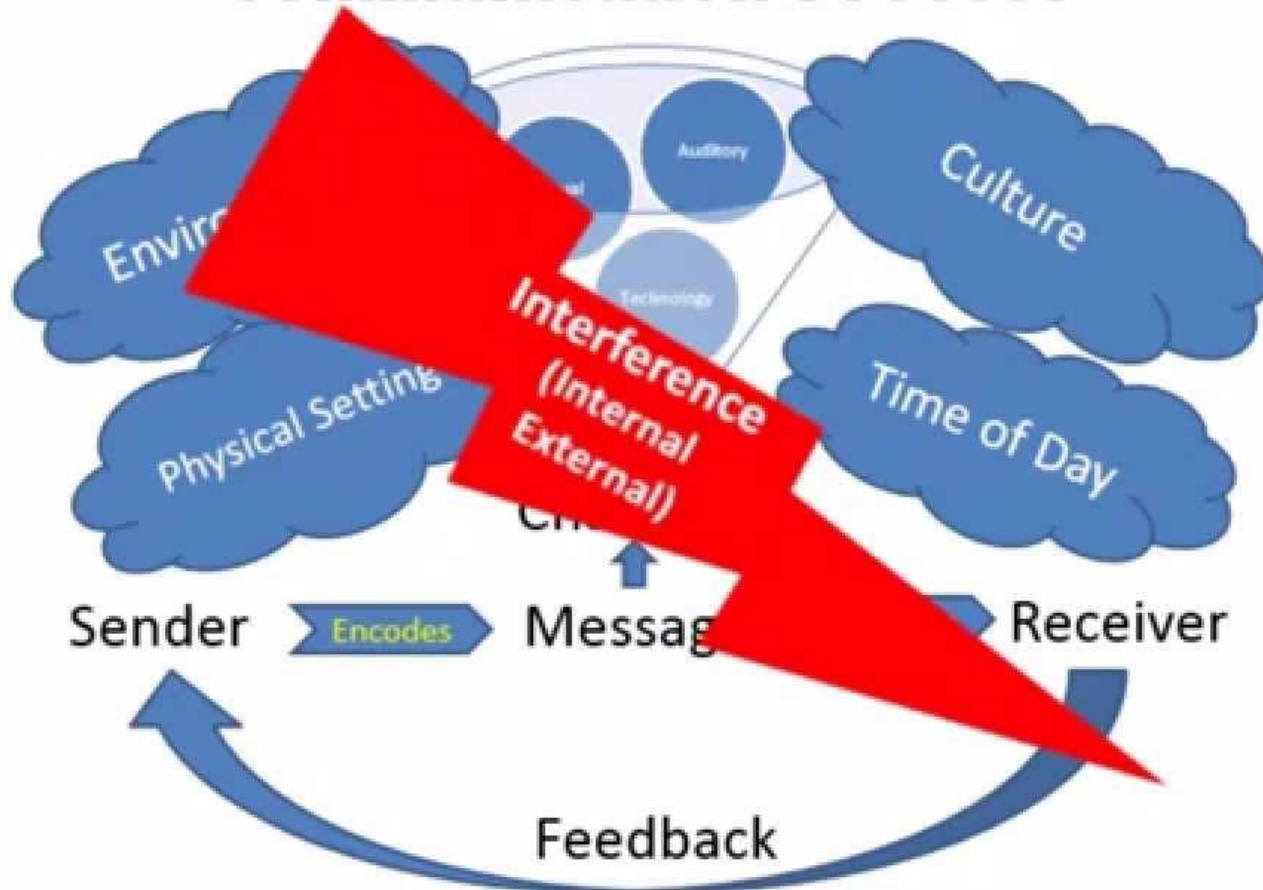
## *The Communication Process*

### **Decoding the Message**

- **This step in the communication process can be complicated by many factors, all of which are also types of noise.**
- *Despite the pain of the injury, the patient tries their best to listen to the radiology technologist instructions.*

# *Communication Skills*

## **Communication Process**



# *Communication Skills*

## *The Communication Process*

### **Receiver**

- **The receiver is the person or group to which the message is directed.**

**According to the aforementioned essay, comprehension of the message is determined by several factors:**



# *Communication Skills*

## *The Communication Process*

### **Receiver**

- ❖ **How much the individual or individuals know about the topic;**
- ❖ **Receptivity to the message;**
- ❖ **The relationship and trust that exists between sender and receiver.**

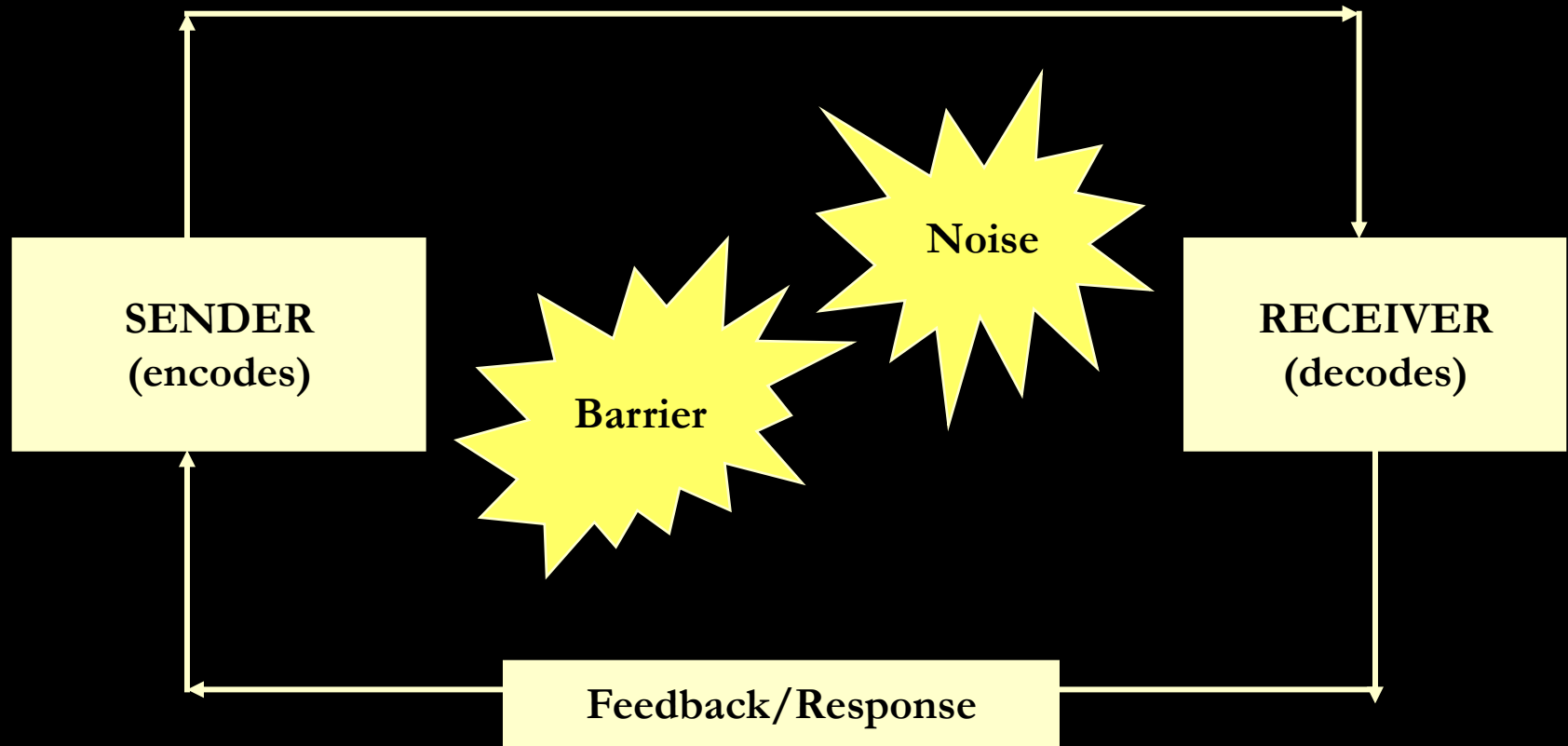
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## *The Communication Process*

### **Feedback**

- **Feedback closes the loop on the communication cycle. Following receipt and decoding of the message, the receiver signals that they understand. Apart from such feedback, the sender cannot confirm that the receiver has interpreted the message correctly.**

# *The Communication Process*



# *Barriers to communication*

- ❖ Noise
- ❖ Inappropriate medium
- ❖ Assumptions/Misconceptions
- ❖ Emotions
- ❖ Language differences
- ❖ Poor listening skills
- ❖ Distractions



# *Barriers to communication*

## ❖ Noise

Anything that inhibits effective communication can be labeled as noise; Although the term at times refer to actual sound, noise does not have to literally prevent one or both from audibly hearing the other.



# *Barriers to communication*

## ❖ Noise

Noise can come in many different forms. For instance:

The receiver of the message may have some sort of physical pain or discomfort that prevent them from effectively “listening”



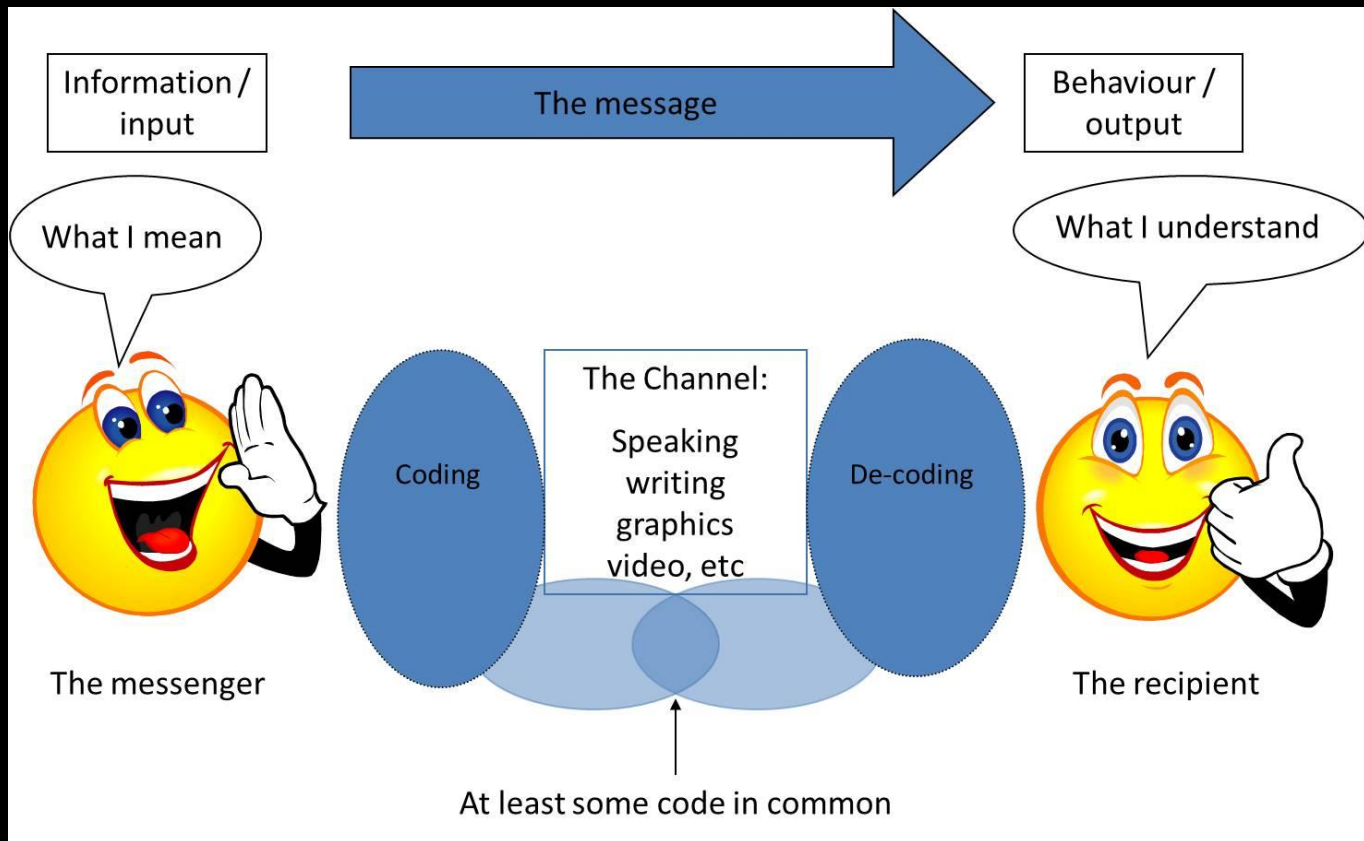
# *Barriers to communication*

## ❖ Noise

Noise can come in many different forms. For instance: The receiver of the message may be hearing or sight impaired



# The Communication Process





*THANK YOU*