

## Hospital Customer Service and Communication Improvement Program

### Good Healthcare Requires Good Communication

Highly developed communication skills are essential in healthcare organizations because of the array of communication challenges (like difficult medical jargon, frequent multiparty interactions, and frequent stress and uncertainty), and because of the high-stakes nature of healthcare. Health communication errors are unusually costly, while effective communication has the potential to make an enormous positive difference in people's lives. Research consistently demonstrates that effective communication is a major factor in patient satisfaction perceptions, global quality measures, and clinical care outcomes. Good communication is essential to good healthcare.

### The Lessons

**Lesson 1: Message Clarity & Explanations:** Message clarity is the irreducible start point for safeguarding against the variety of communication challenges found in healthcare environments.

**Lesson 2: Activating Patients/Caregivers:** Patients actively involved in their care have better clinical outcomes & better perceptions of the care they receive.

**Lesson 3: Uncertainty & Recovery:** Uncertainty doesn't bring out the best in people, and virtually all conversational and relational damage happens when conversations escalate.

**Lesson 4: Advanced Questioning Skills:** Effective questioning uncovers information, engages patients, and facilitates an interpersonal connection.

**Lesson 5: Communicating w/Difficult Patients:** Difficult patients, who make for unusually challenging and mentally taxing conversations, require pragmatic communication strategies to prevent conversations from taking on damage.

**Session 6. Communicating Difficult Messages:** Difficult conversations amplify error, risk, and reward.

### How this Program is Different:

- It's based on the fact that a large part of what people are already doing is working.
- Your people select when and how to use the communication tools.
- There are no "scripts" to follow, so your people retain conversational flexibility.
- The communication ideas will improve communication throughout the hospital.

### Endorsements:

*Everything they do is first-rate, and in no time they'll become your go-to experts for advice about your hospital, your people, and your life.* —William Kiefer, COO, **Rehoboth-McKinley Hospital**, and former CNO, **Red River Regional Hospital**

*"On-Demand Leadership has developed a powerfully pragmatic set of tools and services that are indispensable for new and seasoned executives alike. On-Demand Leadership has an uncanny knack for bringing out the best in people and in hospitals."* —James Vanek, CEO, **Columbus Community Hospital**