

COMMUNICATION

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What is communication process?



“Transmission of a message from a sender to a receiver in an understandable manner.”

- The communication process is a guide toward realizing effective communication.
- Effective communication leads to understanding.

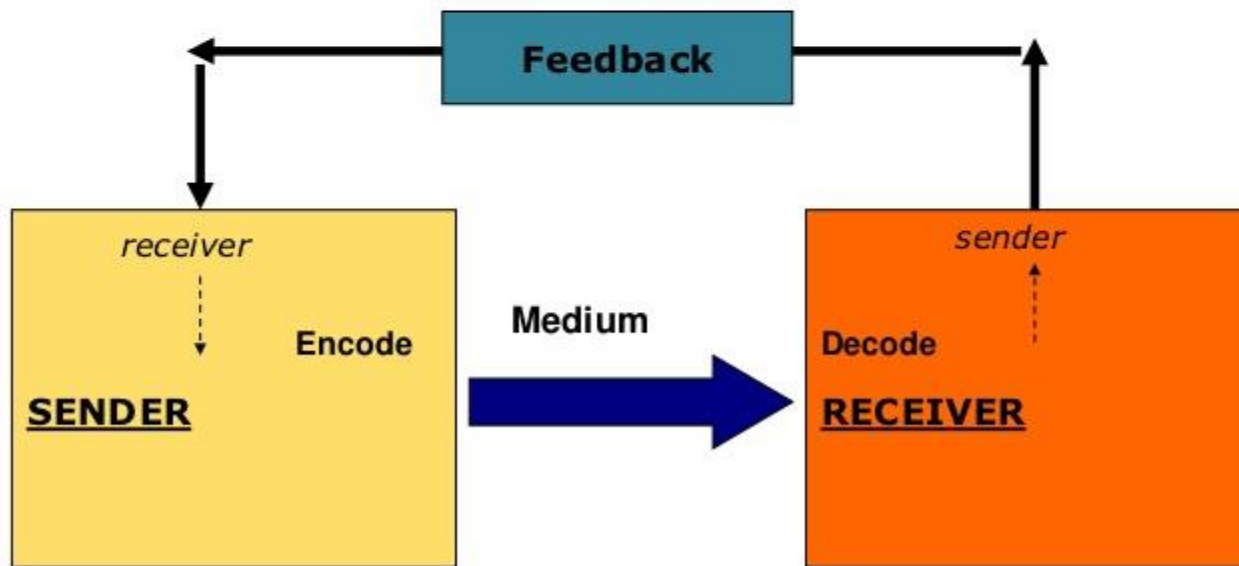
Being presented by: Bilal Amjad



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Process of communication

- Communication is the process of sending and receiving information among people...



Principles of Effective Communication

1. Principle of clarity.
2. Principle of Objective
3. Principle of understanding the receiver
4. Principle of consistency
5. Principle of completeness
6. Principle of Feedback
7. Principle of time



Types of Communication

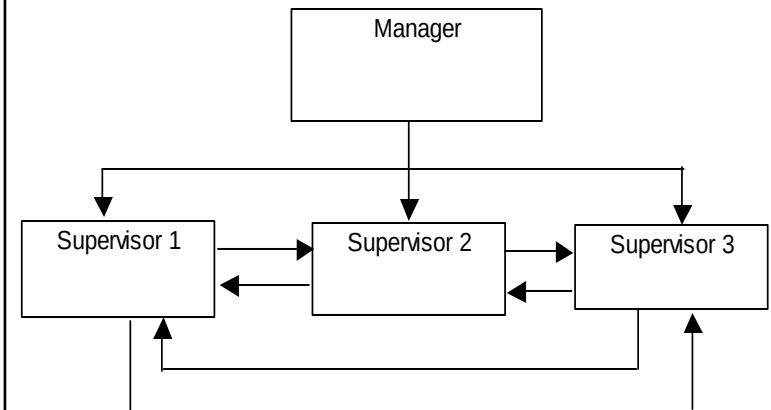
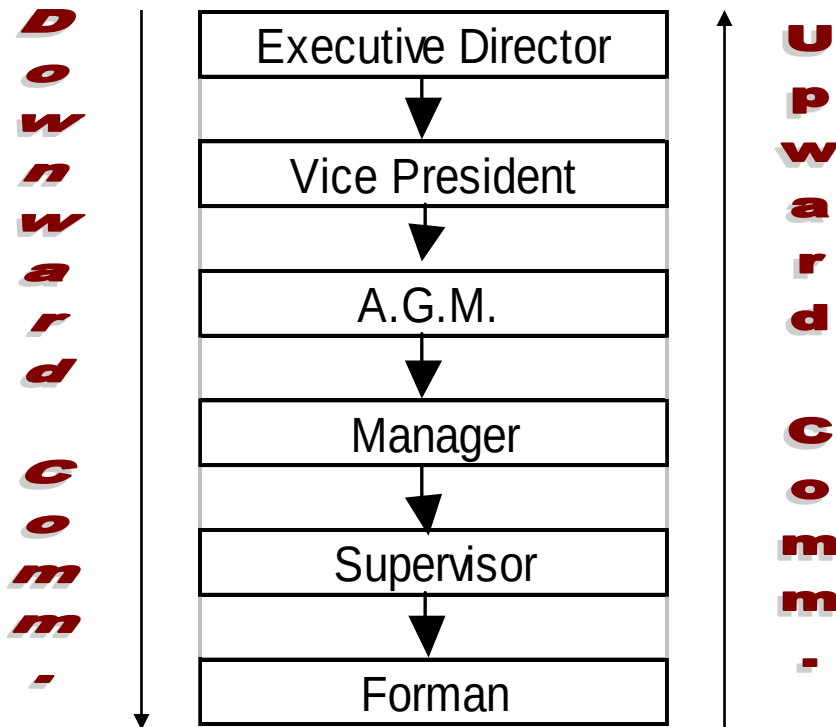
- **On the basis of organization relationship**
 - Formal
 - Informal
- **On the basis of Flow**
 - Vertical
 - Crosswise/Diagonal
 - Horizontal
- **On the basis of Expression**
 - Oral
 - Written
 - Gesture

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HIERARCHY LEVEL



Horizontal Comm.



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Assertiveness

Assertive communication is a ability to express positive and negative ideas and feelings in an open, honest and direct way. It recognizes our rights whilst still respecting the rights of others.



- It allows us to take responsibility for ourselves and our actions without judging or blaming others.
- -Value yourself and your options.
- -Know your needs and wants
- -Express negative thoughts
- -Receive feedback positively



Effective communication among work place



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International Patient Safety Goals



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● Goal 2:

Improve Effective
Communication.



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Brief

- Effective communication—which is timely, accurate, complete, unambiguous, and understood by the recipient—reduces errors and results in improved patient safety.
- Communication can be electronic, verbal, or written.
- The most error-prone communications are patient care orders given verbally and those given over the telephone, when permitted.
- Another error-prone communication is the reporting back of critical test results.

(JCIA – 4th Edition, 2011)



Requirement

- A policy to be collaboratively developed that address:
 - > the accuracy of verbal and telephone communications.
 - > The complete verbal and telephone order or test result is **written down – read back** by the receiver of the order or test result those must be **confirmed** by the individual who gave the order or test result.

NOTE: Not all countries permit verbal or telephone orders.



Other Important Tool

- **S-B-A-R**
 - Situation
 - Background
 - Assessment
 - Recommendation



Listening

*"We are given
two ears but
only one mouth,
because
listening is twice
as hard as
talking."*



Good Listener

- Focus fully on the speaker
- Avoid interrupting or trying to redirect the conversation to your concerns
- Show your interest in what's being said
- Try to set aside judgment.
- Provide feedback



Therapeutic Communication

Sometimes called *effective communication*, it is purposeful and goal-oriented, creating a beneficial outcome for the client.



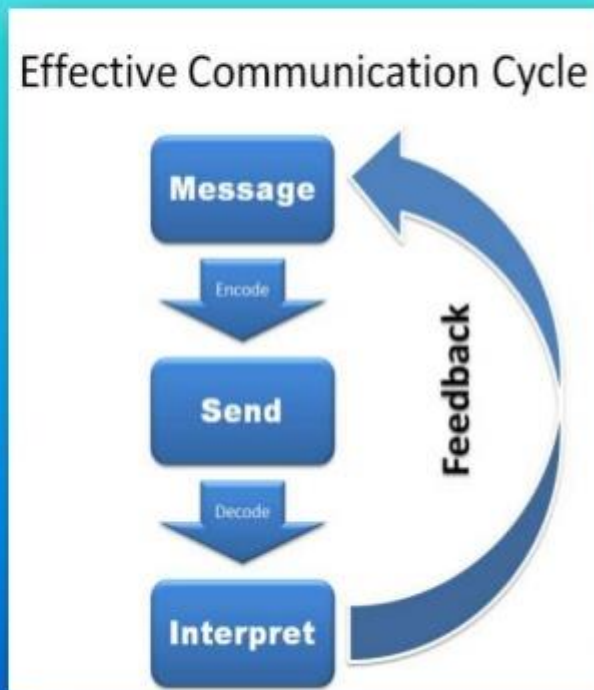
Goals of Therapeutic Communication

- To obtain or provide information
- To develop trust
- To show caring
- To explore feelings



Tools of effective *Communication*

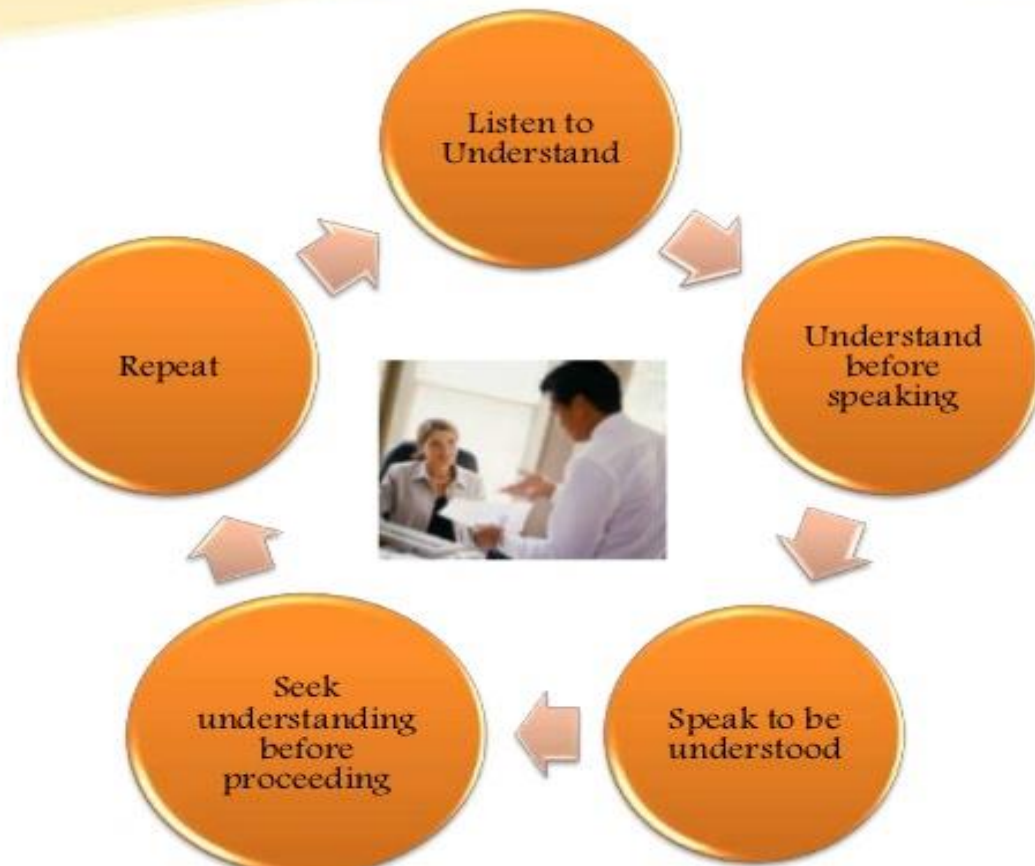
- **Be Brief**
- **Manners**
- **Using “I”**
- **Be Positive**
- **Good listener**
- **Spice up your words**
- **Clarity**
- **Pronunciation**



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Path for good communication



COMPONENTS OF INTERPERSONAL COMMUNICATION

- 1. Conversation***
- 2. Listening***
- 3. Body language***
- 4. Environment***
- 5. Self-appearance***



Tips to improve the observation of Nonverbal communication

- -Be aware of individual differences.
- -Look at nonverbal communication signals as a group
- -Use nonverbal signals that match up with your words
- -Adjust your nonverbal signals according to the context
- -Use body language to convey positive feelings



BARRIERS TO EFFECTIVE COMMUNICATION



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- 1. Physical barriers



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- 2. Perceptual barriers



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- 5. Language barriers



- 6. Gender barriers



7. Interpersonal barriers



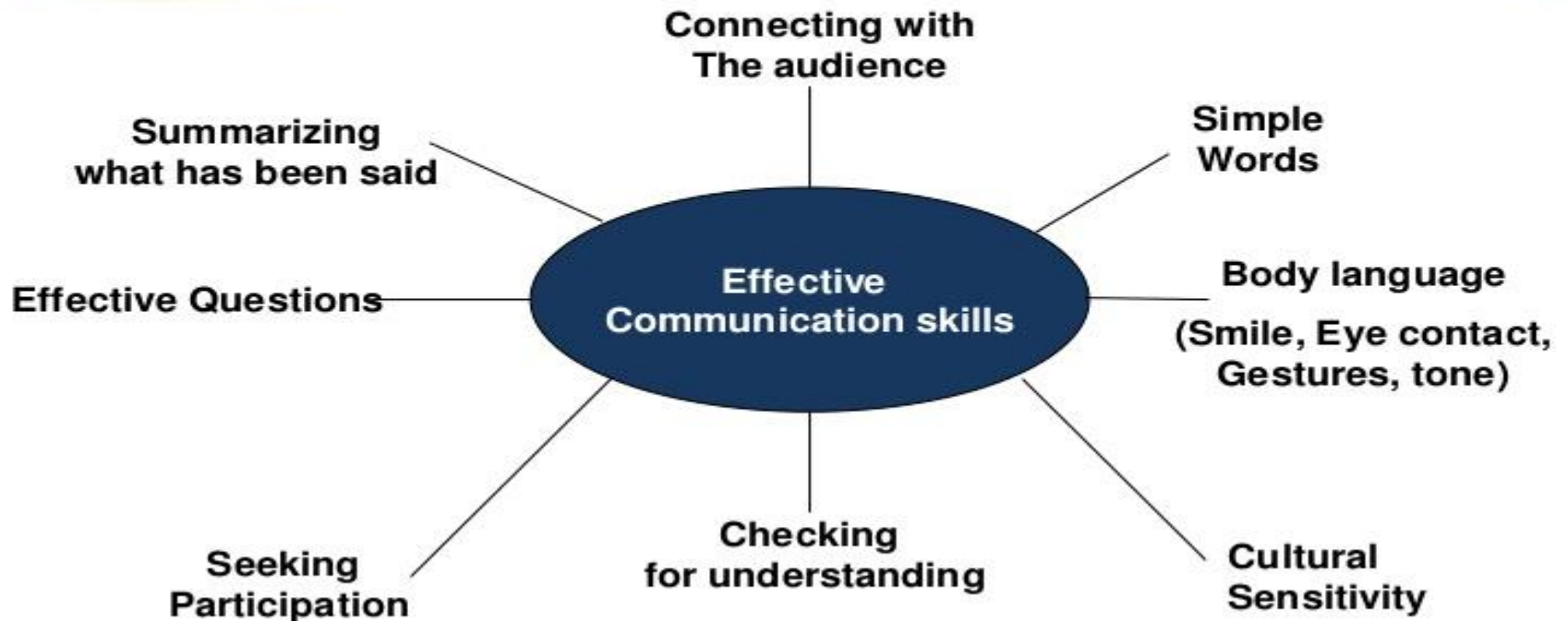
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Over coming the barriers of effective communication

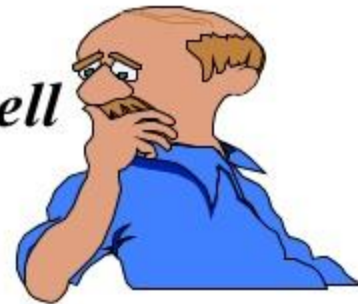


Communication is a series of experience of

Hearing



Smell



Seeing



Taste



Touch



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Communicating client care needs



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Nurse-Client Communication

- Almost every nurse-client interaction should involve therapeutic communication.
- Nurse-client communication is influenced by both the nurse and the client.



WHEN IMPORTANT?

- Admission
- Before any procedure
- Telephone communication
- Patient information
- Referral
- Transfer
- Discharge



Basic Messages

- Pain
- Shortness of Breath
- Suction
- Help!
- Hot/Cold
- Home/Family
- Anxiety/Worry



Three Phases of Nurse-Client Communication

- Introduction: Fairly short; expectations clarified; mutual goals set
- Working: Major portion of the interaction; used to accomplish goals outlined in introduction; feedback from client essential.
- Termination: Nurse asks if client has questions; summarizing the topic is another way to indicate closure.



Determinant Factors in Communication

A client's communication is affected by:

- Social Factors
- Religion
- Family Situation
- Level of Consciousness
- Stage of Illness
- Visual, Hearing and Speech Ability
- Language Proficiency



Nurse-Client Communication

- 3 C's :
 - ❑ **Confirm** feelings and thoughts
 - ❑ **Clarify** information
 - ❑ **Collaborate** to evaluate healing



Electronic VOCAs

Message Mate

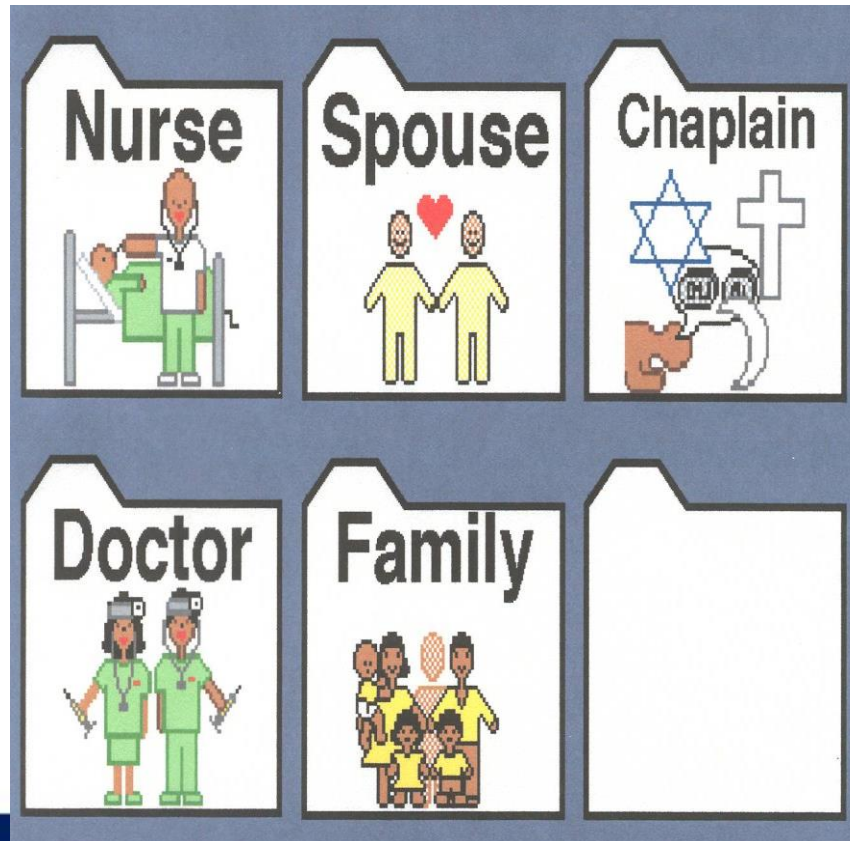
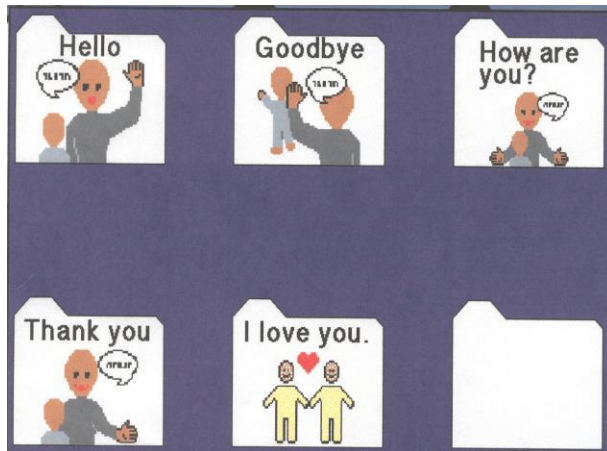
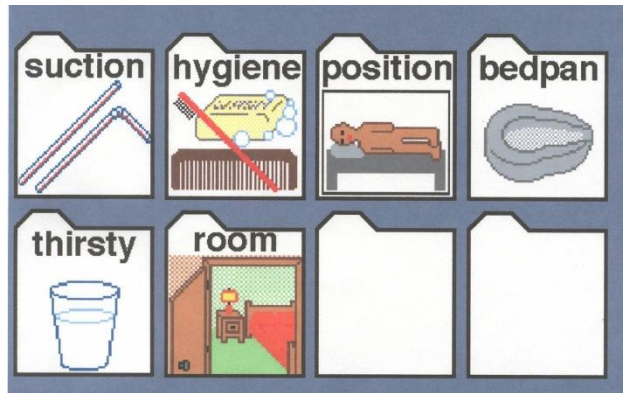
1	 NOT OK	 I'm OK	 SICK	 MEDICINE	 Pain shot	 STOP	 PAIN	 NAUSEA	Say
2	 HOT	 COLD	 HUNGRY	 AFRAID	 TIRED	 SAD	 HAPPY	 ANGRY	Back Space
3	 TV	 MUSIC	 BATH	 GLASSES	 MOUTH CARE	 SUCTION	 DRINK	 BED- PAN	Clear
4	 NURSE	 DOCTOR	 FAMILY	 I LOVE YOU	 HOME	 Clergy	 WHY? WHERE?	 TIME	Repeat



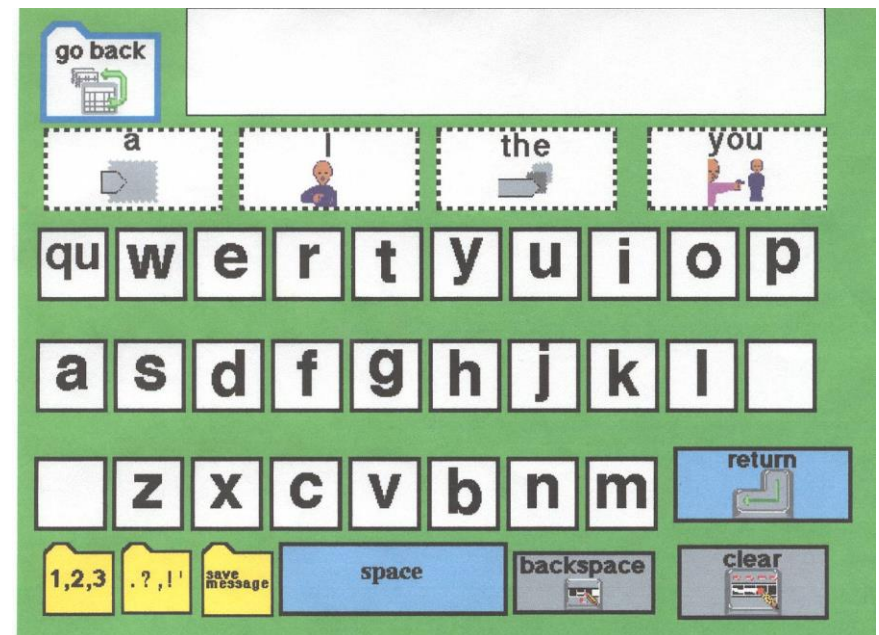
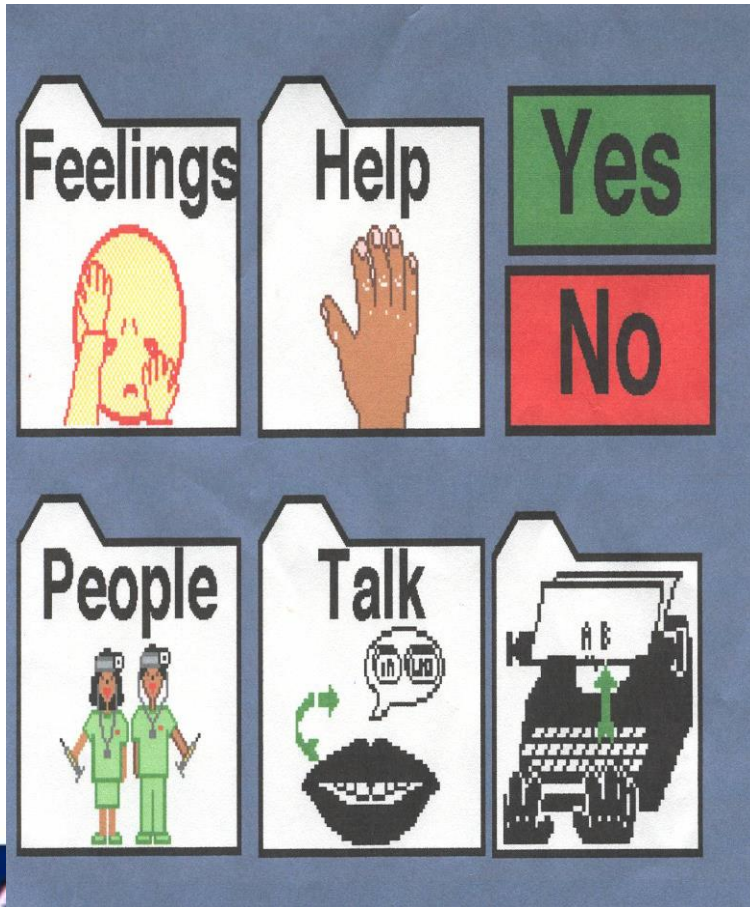
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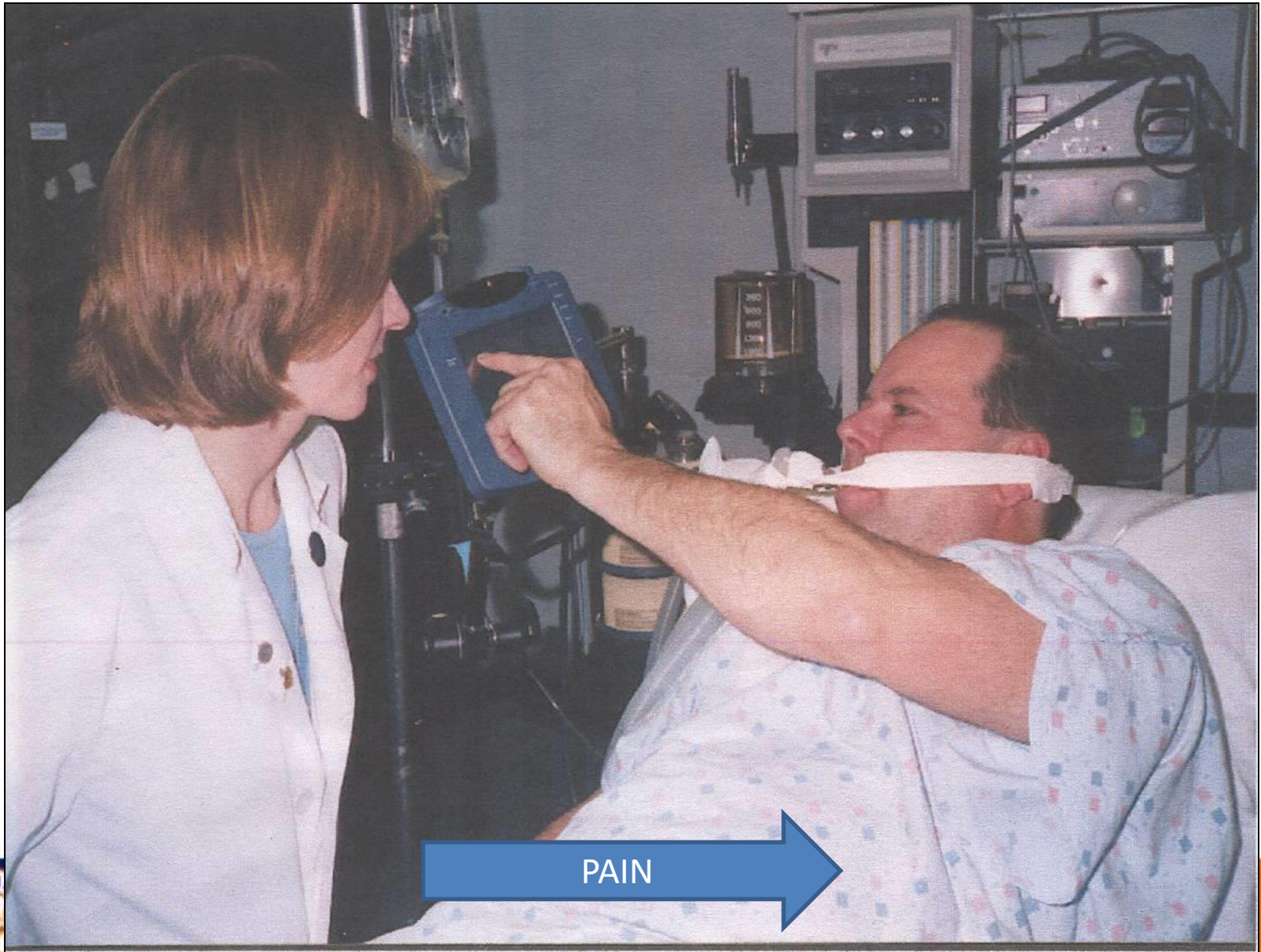


Examples of Patient Message



Cont.....





PAIN

Essentials of Communication

DOs

- ❖ Always think ahead about what you are going to say
- ❖ Use simple words and phrases that are understood by everybody
- ❖ Increase your knowledge on all subjects you are required to speak
- ❖ Speak clearly and audibly
- ❖ Check twice with the listener whether you have been understood accurately or not
- ❖ In case of an interruption, always do a little recap of what has been already said
- ❖ Always pay undivided attention to the speaker while listening
- ❖ While listening, always make notes of important points.
- ❖ Always ask for clarification if you have failed to grasp other's point of view.
- ❖ Repeat what the speaker has said to check whether you have understood accurately.



Essentials of Communication

Don'ts

- ❖ Do not instantly react and mutter something in anger.
- ❖ Do not use technical terms & terminologies not understood by majority of people.
- ❖ Do not speak too fast or too slow.
- ❖ Do not speak in inaudible surroundings, as you won't be heard.
- ❖ Do not assume that everybody understands you.
- ❖ While listening do not glance here and there as it might distract the speaker
- ❖ Do not interrupt the speaker.
- ❖ Do not jump to the conclusion that you have understood every thing



COMMUNICATION WITH HEALTH CARE TEAM



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4Cs OF PROFESSIONAL NURSES

COMMUNICATION

Collaboration: Seeking and giving information, filtering the important information, concise language , preparedness and organization.

Credibility: Precise, accurate, assertive, direct, adjusting communication appropriately.

Compassion: Consideration ,carrying respect, positivity , advocacy.

Coordination: Delegation, organization, leadership, team work , monitoring.



Ethics of good communication skills

- Learn to respect others
- Avoid being emotional
- Maintain eye to eye contact
- Present acceptable tone of voice and body language .
- Do not use offensive languages
- Learn to listen



Success for YOU...

**...in the new global and diverse
workplace requires
excellent communication skills!**



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Comm. skills/10thAPR2013/DADJU