



# INSTITUTE NEWS

Vol. 1, No. 1

March, 2007

## Welcome to the IHC Electronic Newsletter!

Finally, after months of planning (and procrastination), the first issue of the IHC electronic newsletter is here! It is hard to believe that the Institute has been functioning as an independent entity for over 2 years! As most of you know, after 18 years of sponsorship from the Bayer Pharmaceuticals Corporation, the Institute for Healthcare



Communication was reborn in January 2005. Shortly thereafter, we moved to our comfortable yet modest new quarters in the Maritime Building on Long Wharf in New Haven.

Though the transition from full funding to “fee-for-service” has not been easy,

we continue to offer faculty courses, support workshops and develop new programs in partnership with both old and new collaborators. See inside for our list of faculty trained in 2006. In this first issue of the newsletter, you will also find lots of other evidence of our progress in forging new relationships and developing new sources of funding and income. As you will note from the article on this page, our Canadian sister organization has re-emerged with new vigor. The Bayer Animal Health Communications Program, highlighted in another article, has been incredibly successful and productive. See the Calendar of Events for upcoming programs and the Did You Know column for info on other active projects.

We hope you find our newsletter useful and informative. We plan to publish the newsletter quarterly and would love to get your input and feedback. Please send us your comments. ■

## IHC-C – News from “Up North”

As many of you may be aware, with the exception of a few Canadian centres and faculty members, who, in the absence of a Canadian office to support faculty endeavours, have continued their association with the IHC office, the IHC program has been relatively inactive in Canada over the past two years.

A group of individuals, comprised of members of The College of Family Physicians of Canada (CFPC), the Canadian Cancer Society - Ontario Division (CCS-OD), and Cancer Care Ontario (CCO), have formed a partnership (the Canadian Operating Committee (COC)), whose primary goal is to *revitalize* the Institute for Healthcare Communication in Canada - namely, the IHC-C. The desire to have the IHC thrive in Canada once again is clearly reflected in the newly established vision of the IHC-C - *“To optimize the healthcare experience and the quality of patient care through effective communication.”*

To date, contact has been made with approximately 175 Canadian Faculty who have been previously trained to facilitate one or more of the IHC workshops. The response thus far has been overwhelmingly positive, and we have re-established a relationship with at least 60 Canadian IHC Faculty who remain committed to the IHC program and are eager to not only expand their training experiences, but who are ready to once again resume their role as communications educators within their health care communities. These individuals represent over 30 different health care facilities, including universities, hospitals and cancer care agencies, with representation in virtually every province across the country. Sponsored by the COC, the official IHC-C “launch” was held in November, 2006. This event gathered all available Canadian IHC Faculty together to participate in a refresher program as well as to participate in a new faculty training opportunity.

Although the Institute’s main focus has traditionally been to provide “Train the Trainer” courses, to most effectively utilize available resources, the Canadian office will be adopting an alternate model in this initial start up phase. The *main* focus will be to support current faculty in the development of opportunities to provide the Continuing Education workshop. In addition, the Canadian office will be offering three Faculty Development courses: Clinician-Patient Communication, “Difficult” Clinician-Patient Relationships, and Treating Patients with C.A.R.E., on a “by request” basis.

Stay tuned for more IHC-C news as it develops. ■

### Institute for Healthcare Communication

555 Long Wharf Drive, 13th Floor • New Haven, CT 06511-5901  
Tel: (800) 800-5907 Fax: (203) 772-1066

### IHC Canada, c/o The College of Family Physicians of Canada

Attention: Katheryne Stewart  
2630 Skymark Avenue • Mississauga, ON L4W 5A4  
Tel: (800) 387-6197 x251 Fax: (905) 629-0893 • E-mail: ks@cfpc.ca

Editor: Michael Goldstein, M.D.

If you wish to be removed from this mailing list please contact us at [info@healthcarecomm.org](mailto:info@healthcarecomm.org).

## Bayer Animal Health Communication Project

One of the newest initiatives at IHC has been the launching of development and training in the field of veterinary medicine. This initiative began in late 2002, when leaders from Bayer Animal Health, a division of Bayer Healthcare Corp, met with senior staff at IHC to engage in a dialogue about addressing the identified gap in communication training in schools of veterinary medicine.

Following the release of a number of important studies, the veterinary profession has been challenged to address a number of critical issues including what constitutes skills, knowledge, aptitudes and attitudes of veterinarians important in attaining professional success. Among these are relationship-building and communication skills. Surveys of veterinary students have revealed an inadequacy in training in communication skills and highlighted the need for additional training in this area in the academic setting. In veterinary practice, as in other medical professions, effective communication skills have been recognized to be one of the main tasks in the delivery of comprehensive medical care to clients and patients. Over the past several years, a number of authors have written about the importance of client relationship skills in veterinary care providing support to the premise that successful practice requires multiple skills including effective communication.

After several meetings between representatives and stakeholders at Bayer Animal Health and IHC, the Bayer Animal Health Communication Project was formed. Through this Project and the generous support from Bayer Animal Health, IHC has responded with expertise, leadership, and education to address the changing needs of the profession. Soon after the launch of the Project, an advisory committee was formed consisting of respected and renowned members in academia and training centers in veterinary medicine. Following an initial needs assessment which included literature reviews, surveys and advisory meetings with stakeholders in the practice and academic field, set out to develop 12 educational interactive modules and training videos to address skill-based communication competence. In addition, we have developed a train-the-trainer program and requirements for affiliated faculty.

At the time of this writing, 79 faculty members from 25 schools of veterinary medicine in the United States and Canada have participated in a weeklong faculty development training held at the Institute for Health Communication training site in New Haven, Connecticut. We have also identified communication issues for further module development during this coming year. Similar to our train-the-trainer model in human medicine, participating faculty are provided with the skills, and educational materials to conduct and integrate the modules within their veterinary curriculum. Module content areas include crucial communication topics contributing to the development of interpersonal competence for practicing veterinarians in diverse settings. The Institute's 4-E model, adapted to the veterinary medicine practice setting, has served as the overarching framework for the modules. Module topics include *Getting the Client's Story*, *Non-Verbal Communication*, *Sharing Bad News*, *End of Life Discussions and Euthanasia*, *Improving Adherence*, *Ethical Dilemmas and Discussions*, *Talking with Clients about Money* and *Shared Decision-Making*.



### Lower Row L-R

Jennifer Brandt (Ohio State), Susan Schaefer (U Wisconsin), Ruthanne Chun (U Wisconsin), Tony Buffington, (Ohio State), Joanne Hardy (Texas A&M), Celine Picard (BAH Canada), Kathleen Bonvicini (IHC).

### Middle Row L-R

Kelly Farnsworth (Washington State), Ron Cott (U Missouri), Richard Meadows (U Missouri), Elisabeth Snead (U Saskatchewan), Karen Cornell (U Georgia)

### Top Row L-R

Julie Ebert (BAH), Kathy Michel (U Penn), Lisa Freeman (Tufts), Cecile Carson (IHC), Robert Gilley (U Penn), Stephanie Johnson (Louisiana State), Patricia Talcott (Wash State), Cindy Adams (U Guelph), Kathy Ruby (Wash State), Joe Hostetler (BAH), Elisabeth Davidson (U Penn), Dan Posey (Texas A&M), Marjorie Gill (Louisiana State), Sharon Kerwin (Texas A&M).

We are currently in the process of completing Modules 11 and 12, covering essential topics—Module 11: Breaking the Silence: Disclosing Medical Errors, and Module 12: Veterinary Healthcare Team. In the meantime, the Communication Project continues to provide comprehensive training in the area of veterinarian-client communication for use in veterinary medicine curricula and has also expanded the reach to practitioners as a result of the high demand from national veterinary hospitals, equine practitioners and the veterinary malpractice insurance organizations.

Plans are already underway for selection of faculty from additional veterinary schools from the U.S. and Canada to participate in the June 2007 Faculty Development Program. The faculty development programs have provided academic leaders in veterinary medicine with communication tools, educational and skill-building experiences to integrate into the curriculum. In addition, the number of collaborative partnerships developed through the Bayer Animal Health Communication Project has provided a unique opportunity for academic leaders from a variety of institutions to create change within schools of veterinary medicine. Through the Project, connectivity between academic leaders is built to create a foundation of synergy with the goal of removing barriers and opening up channels that support and value technical and non-technical aspects of veterinary medicine.

Finally, we have launched a new website that provides a thorough overview of the Project including training video excerpts – you can visit the new website link at <http://www.healthcarecomm.org/bahcp/homepage.php> or click on Veterinary Medicine within the header on the IHC website. If you are interested in finding out more about the Project, feel free to contact Kathleen Bonvicini, who leads this effort along with the wonderful administrative support of Laurie Mansfield. ■

## Washington State University College of Veterinary Medicine Receives 2006 Program Partner Award

In 1999, the Institute for Healthcare Communication launched its Program Partner Award to acknowledge and applaud a program partner who demonstrates exemplary commitment to teaching and role-modeling effective communication and relationship building in healthcare. This year the Institute has selected Washington State University College of Veterinary Medicine to receive the 2006 Institute Program Partner Award.

WSU and the Institute began working together in 2004 through the Bayer Animal Health (BAH) Communication Project to provide faculty development to schools of veterinary medicine. Since 2004, WSU has sent 9 faculty members to be trained to teach the BAH modules and integrate communication skills within the curriculum. The

WSU team is a true partner with the Institute to better meet the needs of future and current veterinary practitioners. We at the Institute admire this involvement and appreciate WSU's level of investment and commitment.

The award was presented in November, 2006 during WSU's annual Apple Cup weekend. The Institute traditionally develops a case study that serves to describe why the selected organization became involved with the Institute, program achievements, challenges it has faced, and future plans. The WSU Program Partner Award Case Study can be found on the IHC/Bayer Animal Health Communication Project website at: [http://www.healthcarecomm.org/bahcp/images/2006%20CaseStudy\\_WSU.pdf](http://www.healthcarecomm.org/bahcp/images/2006%20CaseStudy_WSU.pdf) On behalf of the Institute for Healthcare Communication, congratulations to the fine team at Washington State University College of Veterinary Medicine! ■

# NEW FACULTY

## ***DUOME FACULTY DEVELOPMENT PROGRAM—JANUARY, 2006***

Paulette DiAngi, PhD, RN, Newton-Wellesley Hospital, Newton, MA  
Michelle Freshman, MPH, MSN, APRN, BC, Newton-Wellesley Hospital, Newton, MA  
Lynn Nuti, BSN, JD, Newton-Wellesley Hospital, Newton, MA  
Ronald Ponte, MSW, Newton-Wellesley Hospital, Newton, MA

## ***CLINICIAN-PATIENT COMMUNICATION FACULTY DEVELOPMENT—MAY, 2006***

James Farmer, MD, American Academy of Orthopaedic Surgeons, New York, NY  
Mark Gebhardt, MD, American Academy of Orthopaedic Surgeons, Boston, MA  
Richard Gibson, MD, MPH, University of Tennessee Medical Center—Knoxville, Knoxville, TN  
Peter Mandell, MD, American Academy of Orthopaedic Surgeons, Burlingame, CA  
Michael Marks, MD, MBA, American Academy of Orthopaedic Surgeons, Weston, CT  
Mary O'Connor, MD, American Academy of Orthopaedic Surgeons, Jacksonville, FL  
Elizabeth Ross, BS, MMS, Duke University, Raleigh, NC  
Richard Schmidt, BS, MD, American Academy of Orthopaedic Surgeons, Minneapolis, MN  
Richard Spector, MD, JD, Louisiana Medical Mutual Insurance Company, Jefferson, LA  
Heather Vallier, MD, American Academy of Orthopaedic Surgeons, Cleveland, OH

## ***CHOICES & CHANGES FACULTY DEVELOPMENT PROGRAM—OCTOBER, 2006***

Maureen Gecht-Silver, OTR/L, MPH, University of Illinois, Chicago, IL  
Michele Heisler, MD, MPA, University of Michigan, Ann Arbor, MI

## ***DUOME FACULTY DEVELOPMENT PROGRAM—NOVEMBER, 2006***

Elizabeth Bridgeman, BSN, West Virginia Mutual Insurance Company, Charleston, WV  
Amy Garwood, MD, Copic Insurance, Lincoln, NE  
Robert Ghiz, MD, West Virginia Mutual Insurance Company, Charleston, WV  
Joanne Haberlin, RN, BSN, JD, New York City Health & Hospitals Corporation, New York, NY  
Donna Knight, Princeton Insurance, Princeton, NJ  
James Lamm, MD, McLeod Regional Medical Center, Florence, SC  
Natasha Nicol, PharmD, McLeod Health, Pawleys Island, SC  
William Sale, MD, West Virginia Mutual Insurance Company, Charleston, WV  
Tiffni Shealy, McLeod Health, Florence, SC  
Alva Whitehead, Sr., MD, McLeod Health, Florence, SC

## ***CLINICIAN-PATIENT COMMUNICATION FACULTY DEVELOPMENT—NOVEMBER, 2006***

Dwight Burney, MD, American Academy of Orthopaedic Surgeons, Albuquerque, NM  
Frances Farley, MD, American Academy of Orthopaedic Surgeons, Ann Arbor, MI  
Maureen Finnegan, MD, American Academy of Orthopaedic Surgeons, Dallas, TX  
Sharon Koob, BSBA, Princeton Insurance, Princeton, NJ  
Suzanne Sisley, MD, St. Joseph's Hospital & Medical Center, Scottsdale, AZ

## ***DUOME FACULTY DEVELOPMENT PROGRAM—DECEMBER, 2006***

Steven Fischel, MD, PhD, Baystate Health, Springfield, MA  
Jeanne Gagliarducci, RN, MS, Baystate Health, Springfield, MA  
Randolph Peto, MD, MPH, Baystate Health, Springfield, MA  
Ute Schmidt, MDiv, Baystate Health, Springfield, MA  
Lynn Tenerowicz, BSN, JD, Baystate Health, Springfield, MA

## ***BAYER ANIMAL HEALTH FACULTY DEVELOPMENT PROGRAM—JUNE, 2006***

Alice Blue-McLendon, BS, DVM, Texas A&M University, College Station, TX  
Tony Buffington, DVM, PhD, DACVN, The Ohio State University, Columbus, OH  
Ruthanne Chun, BS, DVM, DACVIM, University of Wisconsin, Madison, WI  
Ron Cott, DVM, University of Missouri, Columbia, MO  
Elizabeth Davidson, DVM, Diplomate ACVS, University of Pennsylvania, Kennett Square, PA  
Lisa Freeman, DVM, PhD, Tufts University, North Grafton, MA  
Marjorie Gill, DVM, MS, Louisiana State University, Baton Rouge, LA  
Robert Gilley, BA, MA, DVM, PhD, Diplomate ACVS, University of Pennsylvania, Philadelphia, PA  
Joanne Hardy, DVM, PhD, DCAVS, DACVECC, Texas A&M University, College Station, TX  
Stephanie Johnson, BA, MSW, LCSW, Louisiana State University, Baton Rouge, LA  
Sharon Kerwin, DVM, MS, DACVS, Texas A&M University, College Station, TX  
Raymond Kudej, DVM, PhD, Tufts University, North Grafton, MA  
Richard Meadows, DVM, DABVP, University of Missouri, Columbia, MO  
Kathy Michel, DVM, MS, Diplomate ACVN, University of Pennsylvania, Philadelphia, PA  
Nicole Northrup, BS, DVM, DACVIM, University of Georgia, Athens, GA  
Dan Posey, DVM, DABVP, Texas A&M University, College Station, TX  
Susan Schaefer, BS, MS, DVM, DACVS, University of Wisconsin, Madison, WI  
Baljit Singh, BVSc&AH, MVSc, PhD, University of Saskatchewan, Saskatoon, SK, Canada  
Elisabeth Snead, BSc, DVM, Diplomate ACVIM, University of Saskatchewan, Saskatoon, SK, Canada  
Patricia Talcott, MS, DVM, PhD, Diplomate ABVT, University of Idaho, Moscow, ID



# **CALENDAR OF EVENTS**

### ***Clinician-Patient Communication to Enhance Health Outcomes***

Faculty Development Program  
June 3-8, 2007  
New Haven, Connecticut  
[Click here for Application](#)

### ***Bayer Animal Health***

Faculty Development Program  
June 18-23, 2007  
New Haven, Connecticut  
[Click here for Application](#)

### ***Clinician-Patient Communication to Enhance Health Outcomes***

Faculty Development Program  
November 4-9, 2007  
New Haven, Connecticut  
[Click here for Application](#)

### ***Choices and Changes: Clinician Influence and Patient Action***

Faculty Development Program  
October 22-26, 2007  
New Haven, Connecticut  
[Click here for Application](#)

## Faculty Disclosure

**T**he Institute has updated its conflict of interest policy to assure that we are in compliance with the recent changes in accreditation standards of the Accreditation Council for Continuing Medical Education (ACCME). This policy requires **ALL** IHC faculty to make a disclosure statement about any real or apparent financial affiliations. **A disclosure statement MUST be made regardless of whether or not any financial affiliations exist.**

We have worked to make this process as simple as possible for you.

1. Go to the IHC website at <http://healthcarecomm.org>.
2. Click on FACULTY CME DISCLOSURE.
3. Answer the questions (up to 3, depending on how they are answered).
4. Click to download your personalized PowerPoint slide and accompanying script that you can add to your workshop

slide presentation. This slide **must** be shown by each faculty at the beginning of their presentation **OR** given as a handout to the workshop participants.

We ask that you submit your disclosure information at your earliest possible convenience.

Please feel free to contact us at 800-800-5907 or [info@healthcarecomm.org](mailto:info@healthcarecomm.org) if you have any questions or need further assistance with the disclosure process.

We have also *updated* our workshop cover sheet, which needs to be included with your workshop paperwork. The information on this sheet is consistent with the online disclosure information.

We appreciate your support and assistance in maintaining our accreditation status as a CME provider.

### Did you know...

#### ◆ Accreditation

In April 2006, IHC was successful in obtaining reaccreditation for four additional years from the Accreditation Council for Continuing Medical Education (ACCME). This reaccreditation decision allows us to continue to provide continuing medical education (CME and CE) for all of our IHC workshops and faculty courses. In addition to being an accredited provider with ACCME, we are accredited by the American Association of Family Physicians and the American Nurses Credentialing Center.

#### ◆ DVD's Available

IHC now offers our CPC and C&C workshop videos on DVD. Faculty interested in obtaining a copy can contact us by e-mail or call us. The prices are \$37.50 for the 3-disk CPC DVD series and \$20.00 for the C&C DVD. Please stay tuned for updates on additional IHC workshop videos that will be converted to DVD format.

#### ◆ E-Certificates

Workshop participants can now have their CME certificates e-mailed to them, reducing your administrative load and increasing efficiency. Be sure to tell participants to write their e-mail address on their demographic form. Before sending the paperwork to us check off the **E-mail Certificates to Participants** box on the **Workshop Cover Sheet**. We'll e-mail the certificates directly to each participant and e-mail you copy of your evaluation summary report. If you don't have a new cover sheet let us know and we'll send you one, or you can download one from our website.

#### ◆ Veterinary Communication

IHC has been providing faculty training to schools of veterinary medicine in North America. Since 2003, we have trained faculty from 25 schools and have developed 12 communication modules that have been integrated and are now being taught in veterinary curriculum. The modules cover a variety of topics to improve communication skills between veterinarians and pet owners. IHC Associate Director Kathleen Bonvicini leads this effort and also recently served as guest editor for a monograph series dedicated to communication in veterinary medicine in the Spring 2007 issue of *Veterinary Clinics of North America, Small Animal Practice*. Twelve of the 13 articles were authored by faculty who have been trained in our Veterinary Communication Project, funded by Bayer Animal Health. For additional information check out our website at [www.healthcarecomm.org](http://www.healthcarecomm.org) and click on Veterinary Communication.

#### ◆ Quality Improvement Projects

IHC is collaborating with leading quality improvement organizations on a number of projects that focus on promoting patient and family-centered care and enhanced support of patient self-management. IHC Associate Director Michael Goldstein, M.D. is currently Faculty Chair for a Virtual Learning Community serving **New Health Partnerships**:

## Did you know...

**Improving Care by Engaging Patients**, a project funded by the Robert Wood Johnson Foundation (RWJF) and directed by the Institute for Healthcare Improvement (IHI). The MacColl Institute of Health Care Innovation and the Institute for Family-Centered Care are also partners in this project. The overall goal of the New Health Partnerships project is to support a patient- and family-centered approach to health care in which patients with chronic conditions, families, and providers work together to support patient self-management. The New Health Partnerships Virtual Learning Community will engage 8 health care organizations in a 1-year effort to improve the quality of collaborative self-management support. You can visit the New Health Partnerships online community at: <http://www.newhealthpartnerships.org/default.aspx>.

Michael is also a faculty member for the RWJF-funded **Aligning Forces for Quality** Project, which is designed to help entire communities improve the quality of the health care they provide for chronic diseases in ambulatory settings. The program is operating in 14 communities across the US, where it will help providers deliver better care (especially in the area of self-management support) and help consumers better understand their vital role in recognizing and demanding high quality care. The National Program Office for Aligning Forces for Quality is run by the Center for Health Improvement (CHI), a independent prevention-focused health policy center dedicated to improving population health and encouraging healthy behaviors.

Michael is also serving as a member of the Technical Advisory Panel (TAP) for the Center for Medicare and Medicaid Services (CMS)-funded **Care Management / Doctors Office Quality-Information Technology (DOQ-IT) University** special project. Boy, that is a mouthful! This 2-year project, directed by MassPro, the Massachusetts-based Quality Improvement Organization (QIO), will create an online curriculum, tools and resources in Care Management that can be utilized by primary care office practices and other QIOs across the US as they strive to improve the quality of chronic illness care.

In addition, Michael, along with IHC Regional Consultant Larry Baker, Ph.D., have served as consultants to the United Kingdom (UK)'s The Health Foundation, an independent charitable foundation working to improve the quality of health care across the UK. Michael and Larry have provided input to The Health Foundation's **Patient Engagement** projects, which focus broadly on promoting patient self-care and patient self-management of chronic illnesses. Larry also represents Client-Focused Evaluation Programs (CFEP), a UK -based organization that develops training programs in patient-centered care for clinicians. At this writing, CPEP is close to being awarded a contract to deliver the clinician training component to the **Co-Creating Health Project**, a 3-year initiative which aims to transform health care by making self-management an integral part of the UK's National Health Service.

### ◆ **Choices and Changes Workshop Materials Updated**

In December, 2006, IHC produced a revised version of the **Choices and Changes: Clinician Influence and Patient Action** (C&C) workshop. Though the objectives, premises, agenda, core techniques and exercises have not been substantially changed, we have made a number of modifications and additions to the workshop based on emerging evidence and trends in the health behavior change and chronic illness care literatures. These changes have been informed by our collaboration with a number of partners, including the Robert Wood Johnson Foundation, the American Association of Diabetes Educators and the Institute for Healthcare Improvement. The new workbook contains an updated annotated bibliography. The new C&C PowerPoint slides, workbook and scripts are available to IHC faculty who have completed the C&C faculty development course. We have also created a DVD with all the C&C videos that can be purchased from the IHC for a fee of \$20.

### ◆ **Addressing Multiple Behavioral Risk Factors in Primary Care Monograph available**

The IHC completed the RWJF-funded **Addressing Multiple Behavioral Risk Factors in Primary Care Project** in 2004. The main product of this project was a monograph published as a special supplement to the American Journal of Preventive Medicine in August, 2004. The monograph, co-edited by Susan Curry, Ph.D., and IHC's Michael Goldstein, M.D., contains 9 articles and 3 commentaries that address a variety of topics, including the epidemiology of multiple risk factors, assessment strategies, promising intervention approaches and translation of research findings into practice. Copies of the monograph and a final report of the project are available from IHC at no charge.