

ENGAGE ...

EMPATHIZE ...

EDUCATE ...

ENLIST ...

The 4 "E"s ...

The "building blocks" of the IHC approach.



The 4 "E"s: While these tasks do not replace what is necessary to identify and fix the medical problem, using effective communication strategies will undoubtedly allow traditional medical procedures to be performed more efficiently and effectively, with the ultimate goal of achieving

IHC-C Vision:

To optimize the healthcare experience and the quality of patient care through effective communication.

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IHC-C: Meeting the challenge of providing effective clinician-patient interactions.

THE CHALLENGE... If viewed as a medical procedure, the patient interview is arguably, the tool most routinely employed by health care clinicians. And yet, during a typical medical career, while a clinician may conduct as many as 150,000 patient interviews, communication training for clinicians and other health care professionals has historically received far less attention throughout the training process than have other clinical tasks.

THE SOLUTION... In 1987, the Bayer Institute for Health Care Communication was established in the USA, as a non-profit organization, whose mission was to enhance the quality of health care by improving the communication between clinician and patient through three major activities: education, research, and advocacy. The Institute came to Canada in 1997, and since its inception in North America, the faculty has conducted more than 9,000 workshops for more than 120,000 health care workers. In 2005, due to changes in sponsorship, the name, "Institute for Healthcare Communication" was adopted.

THE PRODUCT... The Institute's overarching tenet in program development, has been the concept that effective communication between clinician and patient is a necessity, not an option. Based on the best available evidence of what constitutes effective clinical and education practice, the IHC programs are designed to be interactive and experiential, featuring videos/DVDs, simulations and case studies

The IHC-C will work with health care organizations to provide educational opportunities for clinicians to develop the communication skills they need to be effective.

There are two ways to learn . . .

Workshops: These are ½ - 1 day courses brought directly to your institution, and led by highly trained IHC-C Faculty.

Faculty Courses: These are intensive training programs, lasting 3 – 5 days, at the end of which, the participant becomes an IHC-C Faculty member, and is fully trained to lead and facilitate the workshop version of that program.

IHC-C Course Descriptions

CLINICIAN-PATIENT COMMUNICATION

Effective clinician-patient communication underlies successful medical care. This is an interactive workshop that focuses on core communication skills needed by any clinician in any specialty. The workshop is built around 4 key skills: engaging the patient, empathizing with the patient; educating the patient; enlisting the patient in his or her own health care.

Workshop: ½ - 1 day / **Faculty Course:** 4 ½ days

"DIFFICULT" CLINICIAN-PATIENT RELATIONSHIPS

This interactive workshop enables clinicians to examine the patterns of interaction with patients who pose unique challenges for the clinician and to develop and explore strategies for responding effectively.

Workshop: ½ - 1 day / **Faculty Course:** 3 days

TREATING PATIENTS WITH C.A.R.E.

Treating Patients with C.A.R.E. (Connect, Appreciate, Respond, Empower) provides an interactive model and specific techniques that guide all staff members who interact with patients, to communicate in ways that will enhance satisfaction and encourage patient partnership. A special workshop for supervisors is also available ([Coaching for Impressive C.A.R.E.](#)).

Workshop: ½ - 1 day / **Faculty Course:** 3 days

CHOICES AND CHANGES

This interactive workshop develops the capacity to influence patient health behaviour from compliance with medication regimens to curbing risky behavior. A model is presented which enables clinicians to have an impact in a brief office visit.

Workshop: ½ - 1 day / **Faculty Course:** 4 days

STRANGERS IN CRISIS

This program was developed to address the specific needs of Emergency Department (ED) staff and their patients. This interactive workshop addresses three challenges: quickly establishing a relationship with a patient; responding to the patient's family; communicating with other members of the ED healthcare team.

Workshop: ½ - 1 day / **Faculty Course:** 4 days

CARE NOT CURE

Care Not Cure is an interactive workshop designed to help clinicians talk with patients when treatment fails to cure or control disease, and the focus of care shifts toward palliative goals and methods.

Workshop: ½ day

CONVERSATIONS AT THE END OF LIFE

The Conversations at the End of Life workshop covers a variety of end of life communication topics including: defining a good death; discussing advance care plans; transitions to palliative care; death notification, grief and bereavement; talking with families; and managing family anger and distrust.

Workshop: 6, 1- hr, stand-alone modules

Faculty Course: 4 days (includes training for both of above workshops)

DISCLOSING UNANTICIPATED MEDICAL OUTCOMES

The goal of this interactive workshop is to provide an understanding of organizational, ethical, and risk management aspects of disclosure, along with practicing communication skills needed with patients/families.

Workshop: ½ day / **Faculty Course:** 3 days

Coming soon in Canada... *"Connected: Communicating & Computing"*

Learn specific communications skills to address issues arising from the use of the Electronic Medical Record.

To learn more about the IHC-C and its programs visit www.ihcc.ca