

Course: ENG-411, Healthcare Communication

Credit 3

Level: 7th Semester

Course Introduction:

The quality of people's physical and emotional well being and the delivery of health care depend on efficient and effective communication. This course will help understand how communication--interpersonal, mass media, telecommunication, and built spaces--shapes the exchange of information, the formation of attitudes and beliefs, and people's health behavior.

Course Objectives

The objective of this course is to demonstrate professionalism of an effective health care worker and improve communication between healthcare providers and patients.

CLO No	Course Learning Outcomes	Bloom Taxonomy
CLO-1	Analyze relationships among various health care professionals and patients of various educational levels.	C4 (Analyze)
CLO-2	Demonstrate knowledge of various ethnic groups and discuss communication between cultures.	C2 (Understand)
CLO-3	Demonstrate interview techniques with patients	C2 (Understand)

Course Content

S. No	Weekly Distribution of Courses
Week 1	The Communication Process Explain the importance of effective communication Describe the elements of the communication process Describe the obstacles to successful communication
Week 2	Nonverbal Communication Explain why verbal and nonverbal must be congruent Describe why the understanding of nonverbal communication is

	important in health care
Week 3	<p>Verbal Communication</p> <p>Identify practices for effective verbal communication with patients and other healthcare providers</p> <p>Develop skills for listening and paraphrasing</p>
Week 4	Demonstrate methods of questioning the patient
Week 5	<p>Professional Communication and Behavior</p> <p>Explain roadblocks to therapeutic communication</p> <p>Identify the benefits of effective professional communication and behavior</p> <p>Discuss strategies for working with patients who may be angry or anxious</p>
Week 6	<p>Interviewing Techniques</p> <p>Distinguish between open-ended, closed questions and indirect statements</p> <p>Compare and contrast the healthcare professional-centered interview and the patient-centered interview</p>
Week 7	Develop skills that lead to the “pinpointing’ of the chief complaint
Week 8	<p>Adapting Communication to a Patient’s Ability to Understand</p> <p>Explain how low health literacy may impact a patient’s health</p> <p>Describe strategies that will facilitate communication between a healthcare professional and a patient who is visually impaired, hearing impaired, or speaks a different language</p>
Week 9	Mid Term
Week 10	<p>Patient Education</p> <p>Identify the benefits of patient education</p> <p>Distinguish the three types of learning styles</p> <p>Describe the benefits of using visual aids and written materials</p>
Week 11	<p>Cultural Sensitivity in Healthcare Communication</p> <p>Define cultural competence and explain the need for it on the part of HCPs</p> <p>Discuss nonverbal communication between cultures</p> <p>Discuss the need for and the use of interpreters</p>
Week 12	Images of Health and Medicine in the Public Media: ways that news media cover health and medicine; the development and impact of dramatic entertainment series and movies; the roles of

	drama as a public educator; how health interests lobby the mass media to influence entertainment and news content.
Week 13	Electronic Communication Explain how telecommunication, fax, and email differ from face-to-face communication Discuss the guidelines for the effective use of the telephone in the healthcare setting List the symptoms and conditions that require immediate medical help
Week 14	Psychological Theories of Health Behavior: research about communication campaigns and applications to public health; some health campaigns aim to reduce risks of illness and avoidable accidents, while others help people cope with chronic conditions; health literacy; health campaigns in the Developing World.
Week 15	How Built Spaces Shape Communication and People's Health: we will explore two facets of this topic: a) ways that poor interior design of health facilities constrains communication and undermines health; and b) how your personal environment--rooms, buildings, and urban landscapes--affect your health and well being.
Week 16	Presentations
Week 17	Review Week
Week 18	End Semester Exam

Text:

Communication Skills for the Healthcare Professional, First edition, McCorry, L., Mason, J, Lippincott Williams & Wilkins, Copyright 2011

Recommended Reading:

- Medical Assisting Made Incredibly Easy: Therapeutic Communication (on Reserve in library)