Patient-Centered Care Starts with Empathic Communication

ACE Academy-Session #1
October 2, 2014
ACE Initiative Overview

- Partnership with Blue Shield of California Foundation

- CCI programs on patient engagement and experience:
  - Optimizing Patient Experience
  - Engaging Patients to Improve Care
  - Advancing Communication Excellence

- ACE Academy
ACE Academy

Virtual learning series on techniques to build a culture of strong communication skills in healthcare organizations

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<td><strong>Overview: Patient-Centered Care Starts with Empathic Communication</strong></td>
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<td>Measuring communication skills</td>
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ACE Academy Resources

A space for resource sharing and idea exchange

www.advancingcommunication.com

Advancing Communication Excellence

ACE Initiative Overview  ACE Academy  Grantee Resources

ACE Academy

The ACE Academy is a virtual learning series on the essential components of building and sustaining a culture of communication excellence in a healthcare organization. The ACE Academy is intended to provide ongoing learning opportunities for ACE grantees, as well as other healthcare organizations that have implemented communication training programs in their organizations.

This ACE Academy website is a space for resource sharing and idea exchange. All of the ACE Academy webinar materials will be posted here, as well as additional resources to support your organization's work on furthering patient-centered communication.

ACE Academy Curriculum
Empathy: The Human Connection to Patient Care

Video by the Cleveland Clinic, February 2013
is Evidenced Based HealthCare

Elizabeth Morrison LCSW, MAC
JOHNS HOPKINS NAMES LISA ALLEN, PHD, AS ITS FIRST CHIEF PATIENT EXPERIENCE OFFICER.
TRANSFORMATION OF HEALTHCARE THOUGHT

- Patient Experience
- Employee Engagement
- Whole Person Care
- Trauma Informed Care
EMPATHY, FRIENDLINESS, WARMTH….

- Goodwill, genuine care and concern, understanding, connection….

- Geanellosoa (2004) found friendliness manifested as respect, attention, engagement, companionship, fondness, reciprocity, and shared humor resulted in patients feeling valued, untroubled, supported and comforted and in harmonious, trusting and responsive relationships.
EMPATHY IS NOT....

- The customer is always right
- Being bullied or abused
- Giving patients what they want when it is in conflict with our boundaries and/or clinical judgement
SKILLED EMPATHY CONVEYANCE

Empathy is an internal feeling; conveying empathy effectively is a technical and clinical skill.
Top factor for patient experience is empathy/communication skill of provider, nurse, staff
IMPACT ON PATIENT OUTCOMES

- Unequivocally **empathy** is positively correlated to patient adherence.
- Judgment is negatively correlated to patient adherence and outcomes.
IMPACT ON EMPLOYEE ENGAGEMENT

- Employees with empathy skills have decreased poor patient interactions
- Increased rewarding connections with patients
- Managers demonstrating empathy with employees increases employee engagement
- Organizations that are seen as caring about its employees have increased employee engagement
EMPATHIC CULTURES

- Recruiting and hiring for skilled empathy
- Training, measuring and evaluating skilled empathy
- Modeling and facilitating skilled empathy (culture)
KEEP CALM AND SHOW EMPATHY
Questions & Answers

Request more resources or ask questions on ACE Academy website

www.advancingcommunication.com