



Patient-Centered Care Starts with Empathic Communication

ACE Academy-Session #1
October 2, 2014

ACE Initiative Overview

blue  of california
foundation

Blue Shield of California Foundation is an Independent Licensee of the Blue Shield Association



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- 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

ACE Academy Curriculum (subject to change)		
Session	Dates	Topic
1	Oct-14	Overview: Patient-Centered Care Starts with Empathic Communication
2	Dec-14	Measuring communication skills
3	Feb-15	Strengthening provider communication training
4	Apr-15	Techniques to reinforce communication skills in your organization
5	Jun-15	Incorporating communication skills into job descriptions, annual review, and separation processes
6	Aug-15	Strengthening recruitment and hiring practices

ACE Academy Resources



www.advancingcommunication.com

A space for
resource
sharing and
idea
exchange

Advancing Communication Excellence

*A joint initiative of the Center for Care
Innovations and Blue Shield of
California Foundation*

[ACE Initiative Overview](#) [ACE Academy](#) [Grantee Resources](#)

ACE Academy

The ACE Academy is 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.

Resources
■ [HR Tools \(5\)](#)

[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....
 - Geanellosa (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

IMPACT ON PATIENT EXPERIENCE

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
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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

A screenshot of the ACE Academy website. The page has a blue header with navigation links: "ACE Initiative Overview", "ACE Academy", and "Grantee Resources". The main content area is white. On the right side, there is a "Resources" section with a link to "HR Tools (5)". The main text describes the ACE Academy as a virtual learning series. Below this is a table titled "ACE Academy Curriculum" with columns for "Session", "Dates", and "Topic". At the bottom of the page, there is a "Leave a comment" section with a text input field and a "Post" button. A red oval highlights the comment section, and a red arrow points from the left towards it.

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■ HR Tools (5)

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3	Feb 2015	Strengthening provider communication training
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