

*Counselling A
Forgotten Art*

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Communication

Transfer of information
Meaningful to those involved.
Messages generated and sent.
Received and translated by
another person.

The meaning generated by the
receiver can be different from the
sender's intended message.



The communication process between health professionals and patients serves four primary functions.

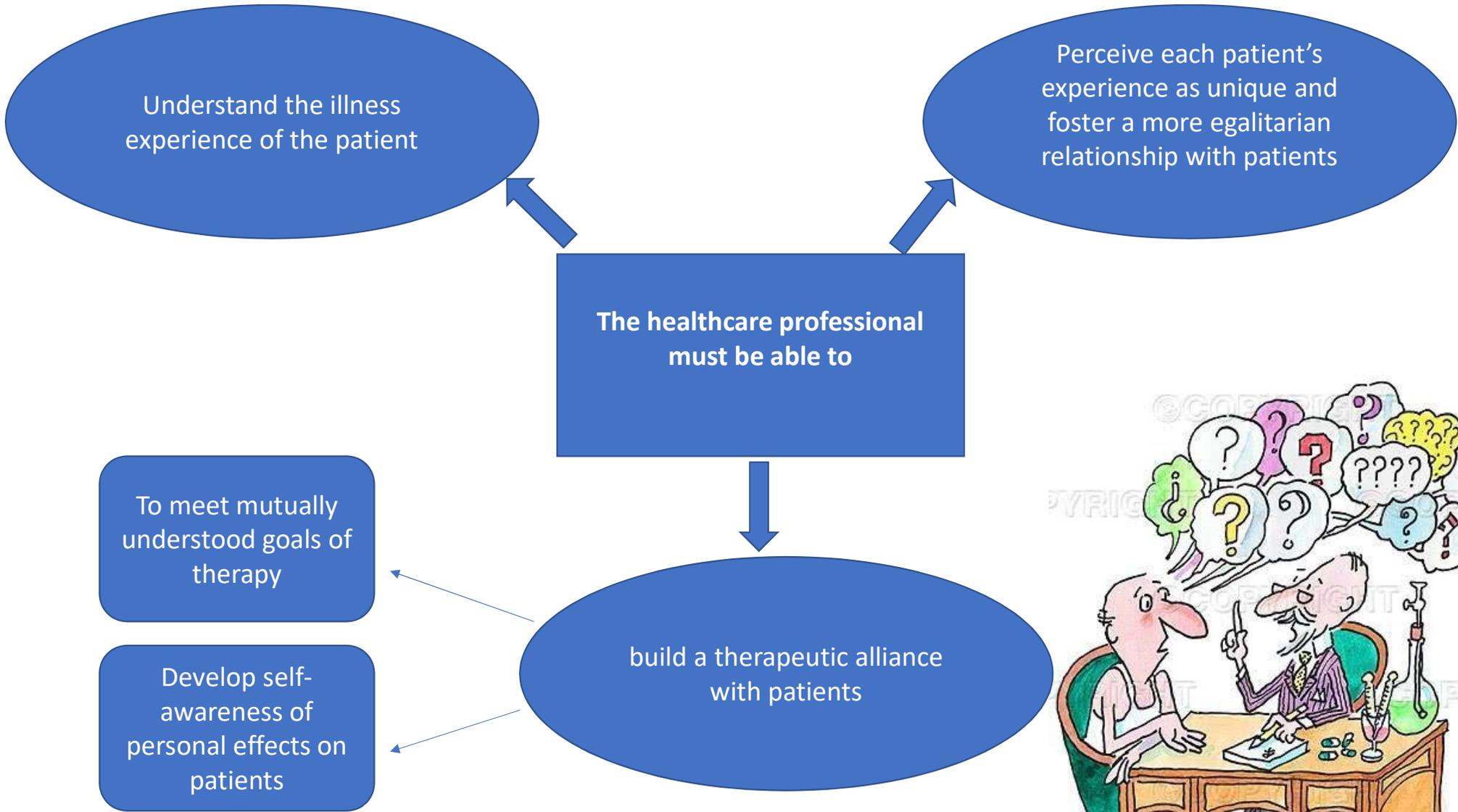


Establishing an ongoing relationship between the professional and the patient

Exchange of information to assess a patient's health condition

Implement treatment of medical problems

Evaluate the effects of treatment on a patient's quality of life.



The healthcare professional should encourage patients to share experiences with therapy because



"The doctor will see you now —
I can't promise that he'll talk
to you, but he'll see you."

They have unanswered questions

They have misunderstandings

They experience problems to therapy

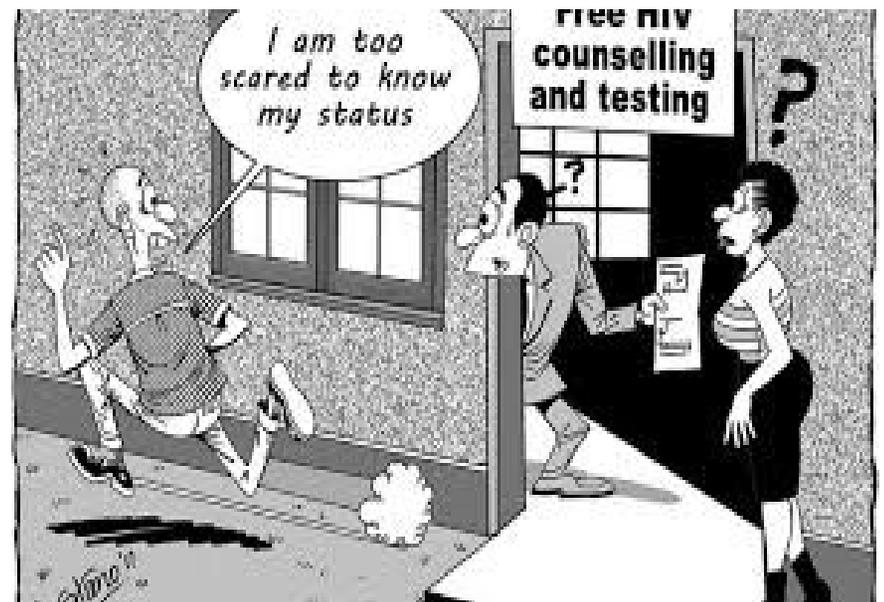
They can "monitor" their own responses to treatment

They make their own decisions regarding therapy

They may not reveal information to you unless you initiate a dialogue

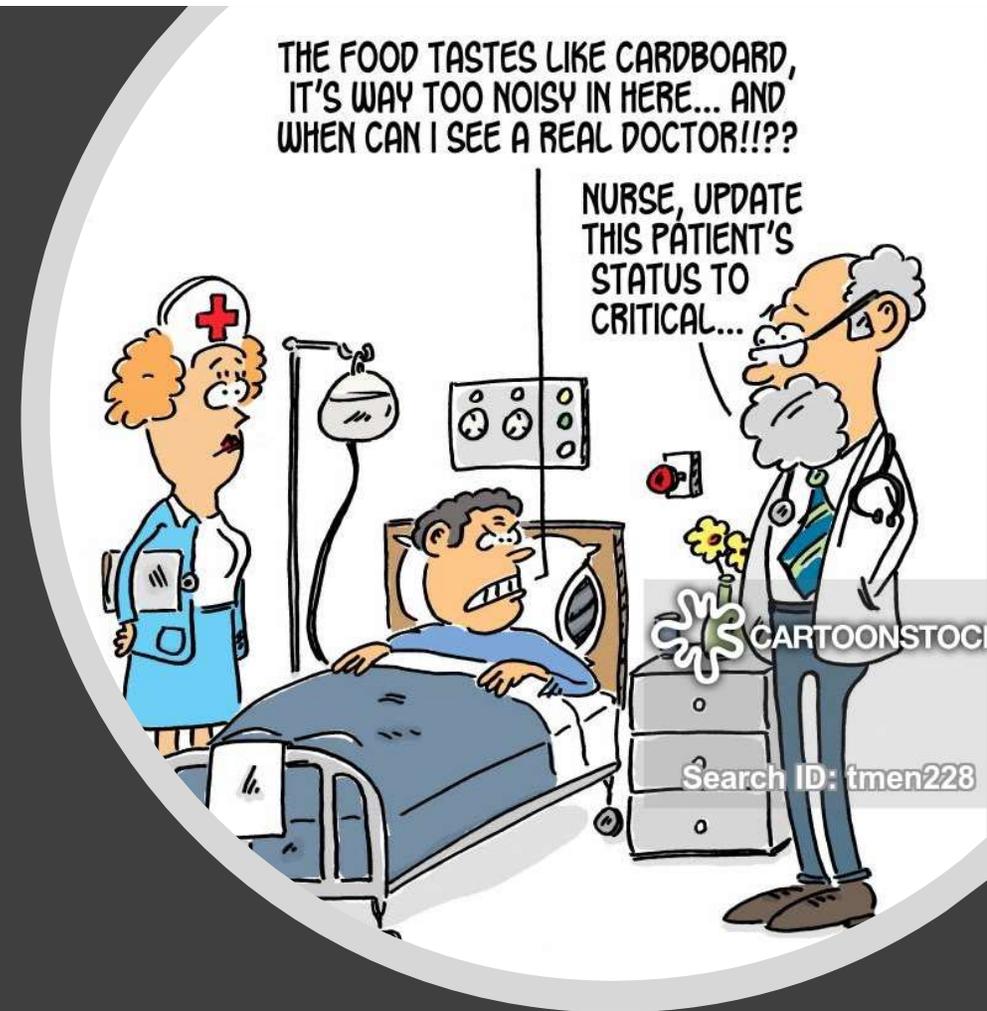
Interpersonal communication is the transmission and reception of verbal and non-verbal messages between people.

Listening is an ability which effectively enhances the communication process.



Listening techniques for the patient interview process

- Stop talking. You can't listen while you are talking.
- Get rid of distractions.
- Use eye contact to show you are listening.
- React to ideas rather than the person.
- Read nonverbal messages.
- Provide feedback to clarify the message. This shows that you listen and are trying to understand.



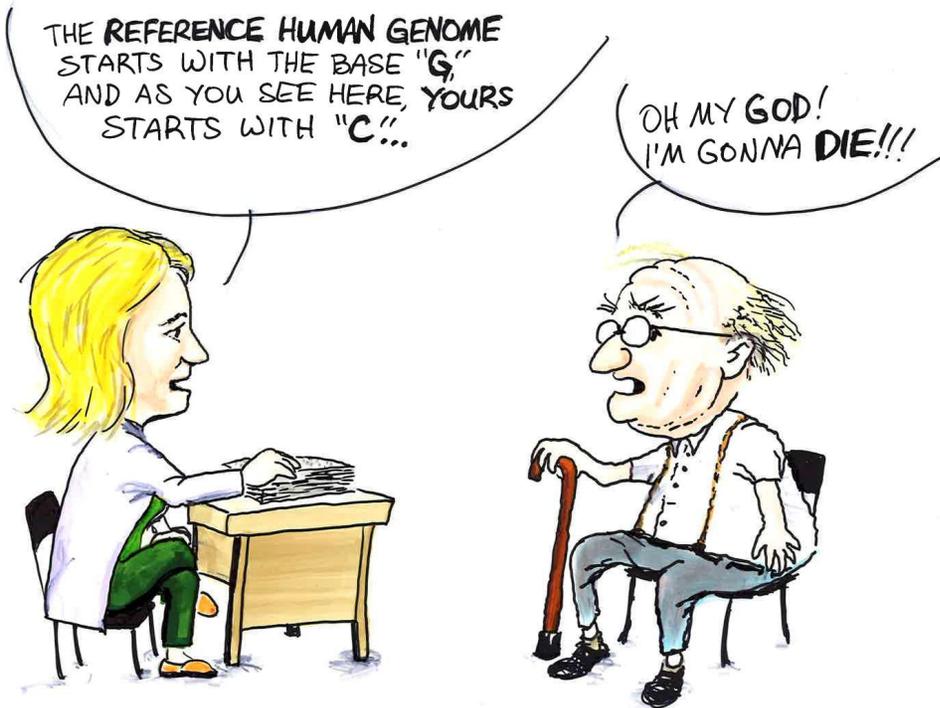
Non-verbal communication

Body language

Facial expressions



As a physician,
you must
recognize that
interpersonal
communication
is a lot more
than just
speaking to
others or giving
a prescription.





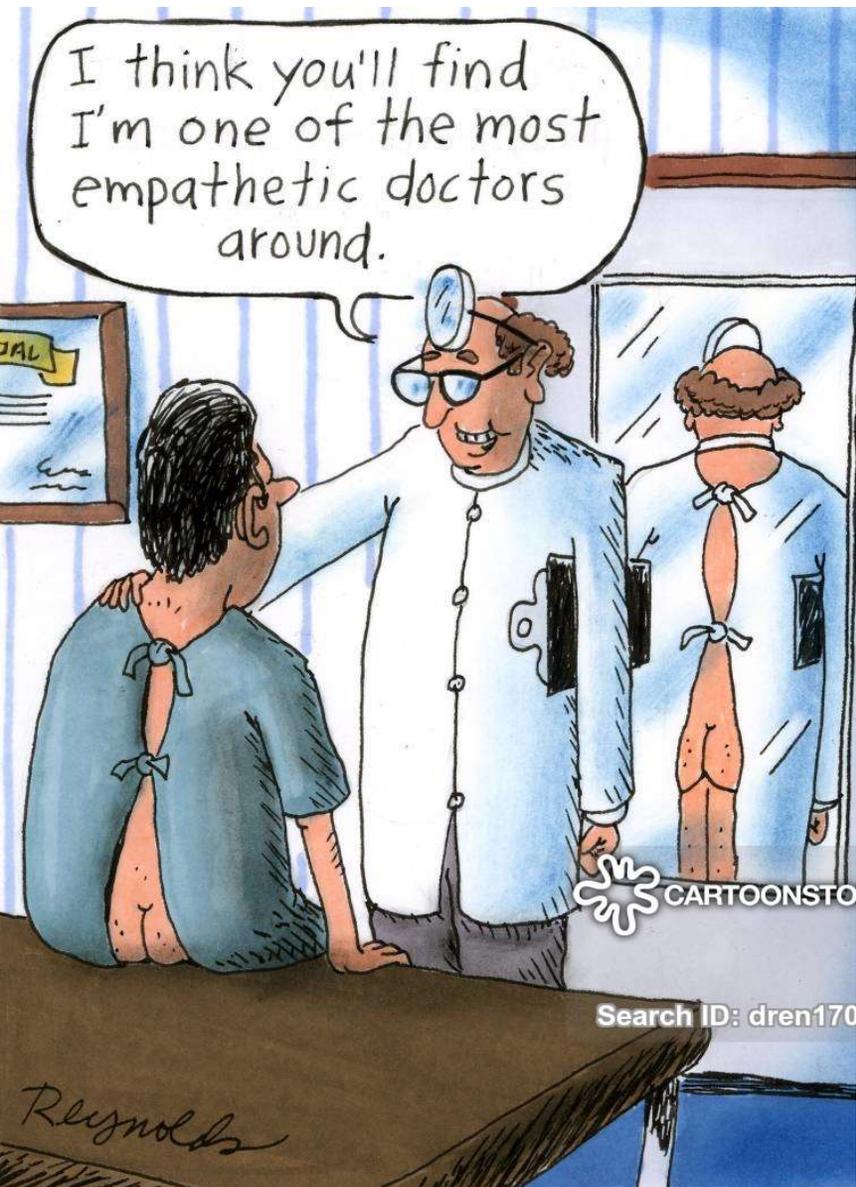
Interactive communication



Empathy



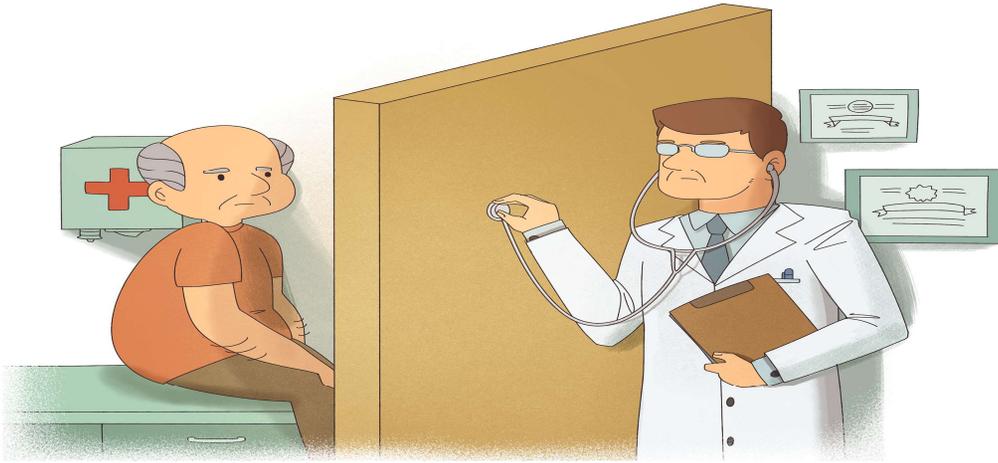
Interactive communication involves dialogue with patients involving health condition or treatment. Patients are engaged in conversation so practical matters are covered by the doctor.



Empathy is the ability to see the world through another person's eyes and perceive his or her emotions.

The meaning of the message is influenced by the receiver's perception of the message.





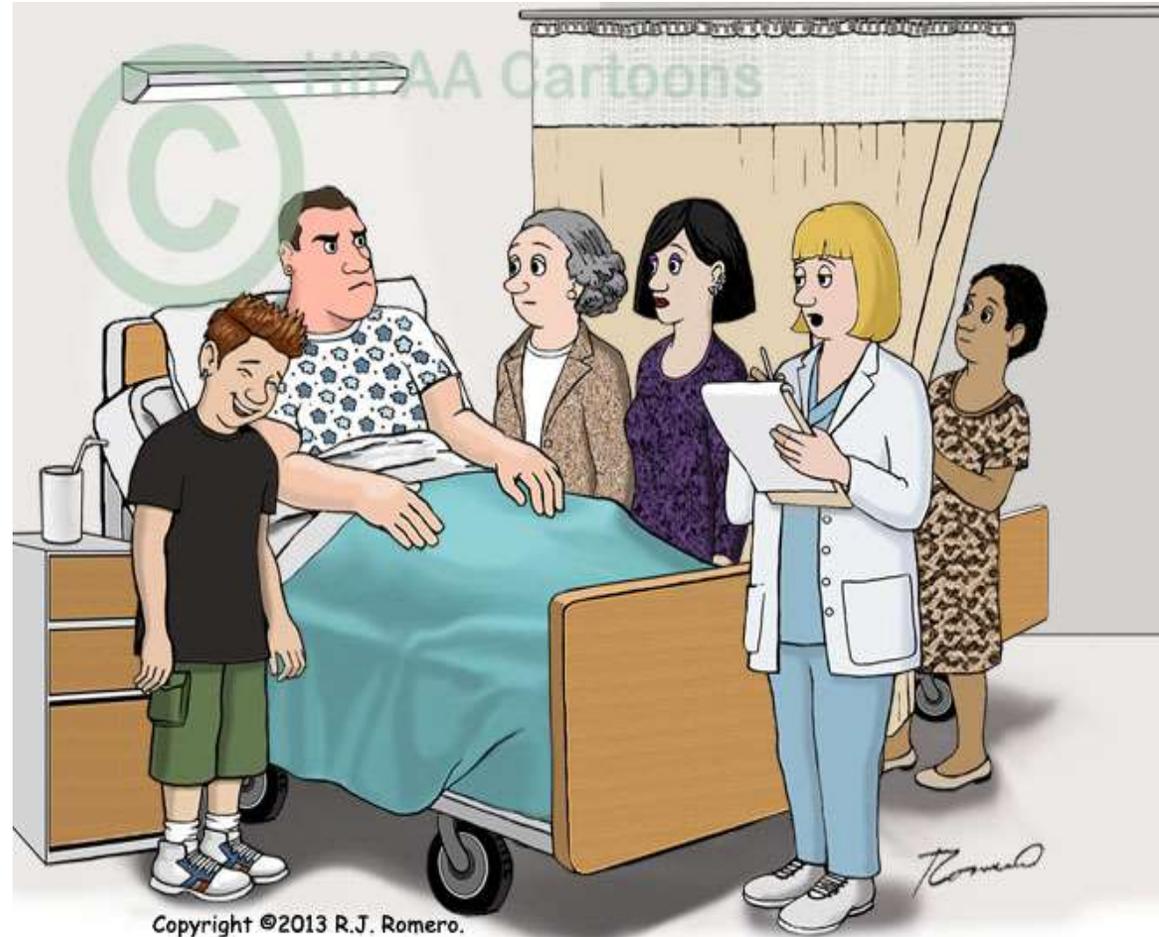
Barriers to effective communication

- Physical
- Psychological
- Administrative
- Time conflict

Environmental barriers

Lack of privacy
Furniture

Environmental barriers
are examples of physical
barriers



"For your privacy, is it okay to discuss the test results for your incontinence problem in front of your visitors?"

Semantics

Meanings of words and symbols used in interpersonal communication



Semantics is an example of a psychological barrier.

- Words only contain meaning in terms of people's reactions to them.
- Words can also have multiple meanings.
- Effective patient communication requires the use of words that are carefully chosen.
- Jargon should be clearly defined or avoided.



So the epithelial cells recovered by the fiberoptic
branschscopy suggests that your phosphotyrosine
levels are higher than expected which creation the
appropriateness of your current asthma treatment
...what do YOU think?

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Personal barriers

- Low self-confidence
- Shyness
- Dysfunctional internal monologue
- Lack of objectivity
- Cultural differences
- Discomfort in sensitive situations
- Conflicting values to healthcare practice

Administrative barriers

More money is made by prescribing medication, not caring for patients.



Time barriers

Time restraints are often excuses not to counsel, though it often does not take very long.



Interpersonal communication

- Because of its complexity and human involvement, is a fragile process
- Messages become helpful to the patient only when they are accurately received and understood
- If messages are distorted or incorrect, they could be harmful to the patient and prevent a positive patient outcome





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**"WHEN I SAID YOU COULD TELL ME ANYTHING, I DIDN'T
MEAN THAT YOU THINK I'M LOSING MY HAIR!"**

To conduct a more efficient patient interview

- Avoid making recommendations during the information-gathering phases of the interview
- Do not jump to conclusions or rapid solutions without hearing the facts.
- Do not shift from one subject to another until each subject has been followed through.
- Guide the interview using a combination of open ended and closed ended questions.
- Keep your goals clearly in mind, but do not let them dominate how you go about the interview.

To conduct a more efficient patient interview



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'AAAIIIGGGHHH'...So would that be a 'yes' to the question 'I believe my needs are understood'?

Determine the patient's ability to learn specific information in order to guide you in your presentation of the material

Maintain objectivity by not allowing the patient's attitudes, beliefs, or prejudices to influence your thinking.

Be aware of the patient's nonverbal messages.

Depending on your relationship with patient, move on from less personal to more personal topics. This may remove some of the patient's initial defensiveness.

Note taking should be as brief as possible.

False assumptions about patient understanding and medication adherence



Do not assume that previous physicians have already discussed with patients the medications they prescribe. In fact, one study found that physicians frequently omit critical information.

Do not assume patients understand all information given.

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Patients must not only know key points of information about their medication but also perform specific behaviors (taking medication at certain time, using an inhaler properly, etc) to optimize therapeutic outcomes.



Doctors must assess patient knowledge about medication and educate them regarding essential information.

Communication with special patients



The Elderly

Terminally ill patients

Patients with AIDS or Diseases with social taboo

Patients who are mentally ill

Thank You

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"I'M THE ONE WITH THE MEDICAL DEGREE, I'LL DETERMINE
IF YOUR BACK IS BOTHERING YOU, OR NOT..."