

COMMUNICATION SKILLS TO OPTIMIZE PATIENT CARE: A Novel CPD Innovation

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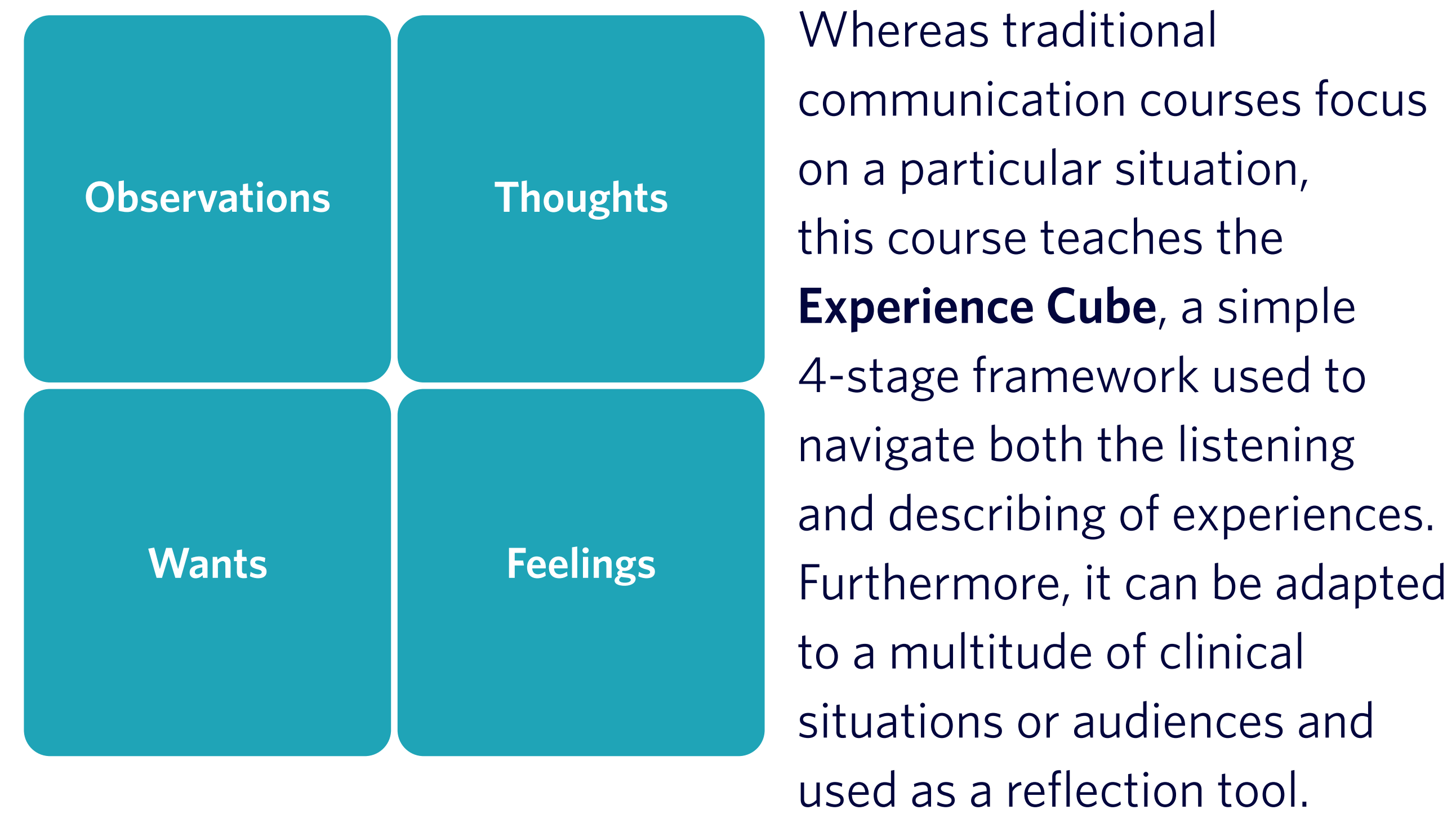
UNIVERSITY OF BRITISH COLUMBIA DIVISION OF CONTINUING PROFESSIONAL DEVELOPMENT

AIM

The Optimizing Communication for Excellence program is a novel CPD course designed to equip healthcare professionals with communication tools and support to better handle the demands for quality improvement in a complex and rapidly changing healthcare landscape.

BACKGROUND

Effective communication is becoming difficult to achieve. Literature indicates that many factors combine to create challenging communication issues for healthcare providers. In response to these challenges, the College of Physicians and Surgeons BC approached UBC CPD in 2015 with a request to develop an accessible, relevant CPD program for physicians to enhance communication skills as well as support practice improvement and quality of care.

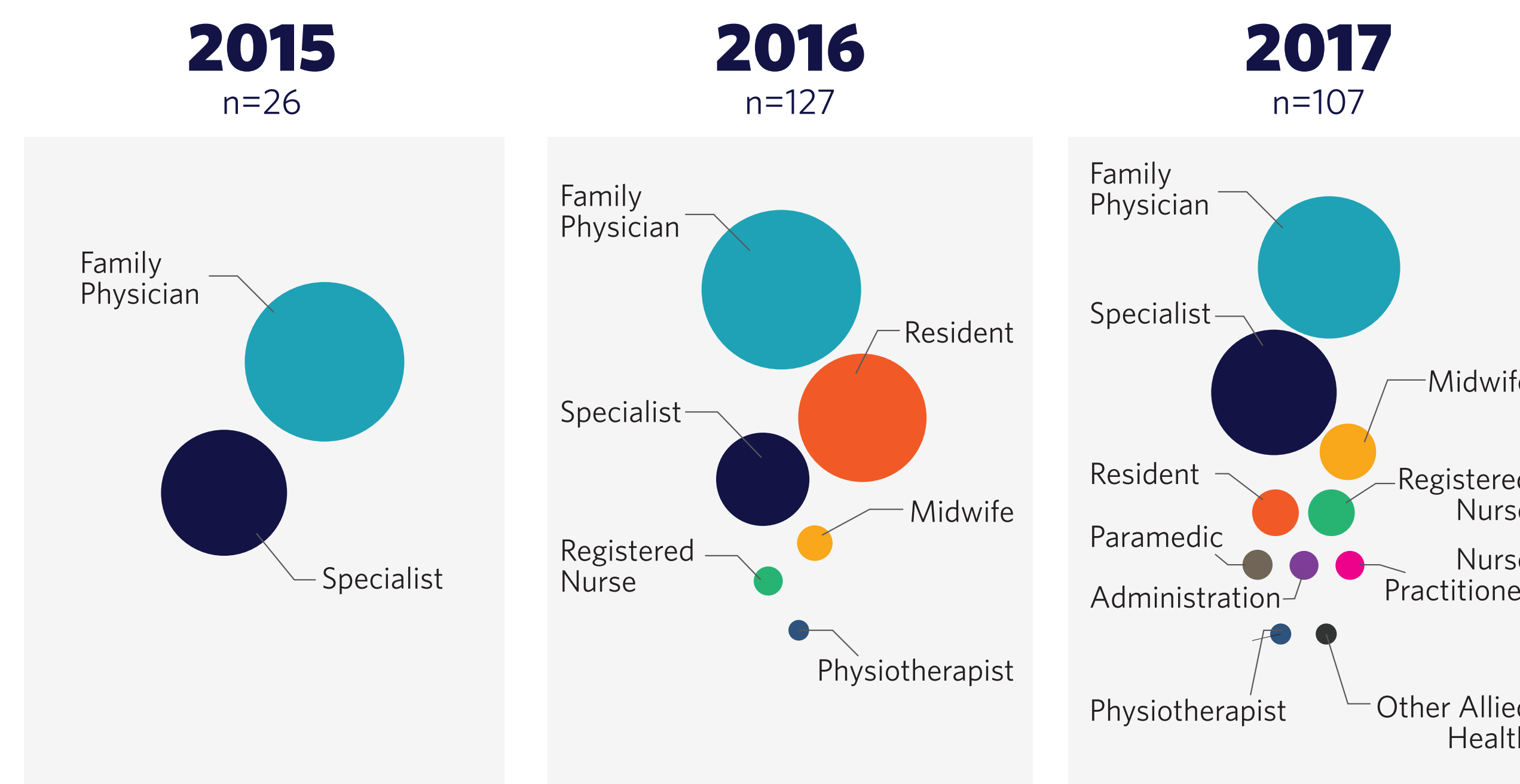


PROGRAM OVERVIEW



RESULTS

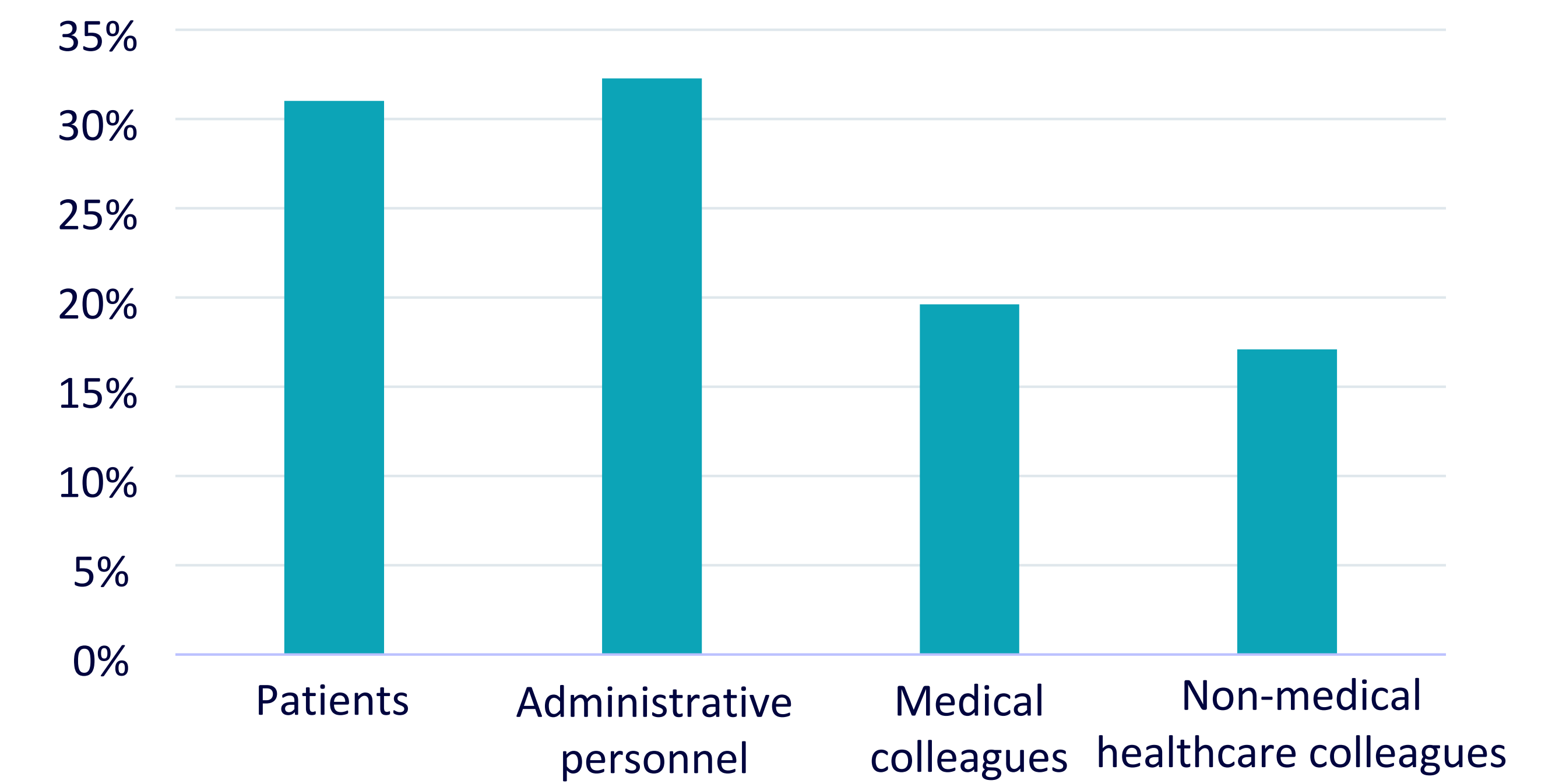
1. Demographics: Since it's pilot in September 2015, 13 courses have been delivered to over 260 healthcare professionals



3. Comparing the Effectiveness of Course Components:



2. Learner Identified **Groups Most** Difficult to Communicate with:



4. Post-Workshop Learner's Rated Ability to*:

Skill	1	2	3	4	5	4+5
Recognize challenging communication patterns	0%	0%	22%	70%	7%	77%
Apply learning conversation skills	0%	4%	30%	56%	11%	67%
Apply the Experience Cube to challenging clinical situations	7%	7%	48%	30%	7%	36% †

*1 = very low, 5 = very high
† Qualitative data suggests that an overwhelming number of participants feel the experience cube is a valuable tool but recognize that as the tool is meant to deal with challenging situations, it would not be applied to daily practice

COACH INSIGHTS

*The impact of the course on learners has been diverse, ranging from being able to **transform stressful relationships, to becoming both a more effective listener and articulate speaker, to feeling more empowered in the workplace.***

*One participant even described bravely introducing the communication model in the midst of a challenging moment in an operating room. Instead of hurt feelings, ruptured relations between co-workers, or even a poor patient outcome, **the outcome was enhanced understanding, resolution of tension, and a strong desire to further learn.***

*Even those who began the call feeling confused about some aspect of the training or disappointed in themselves invariably ended up acknowledging important gains and optimism moving forward. **I am left with a deeper appreciation of the power in creating communities that allow for sharing experiences in clear and courageous ways.***

- Dr. Rahul Gupta

LESSONS LEARNED

MAKE INCLUSIVE AND ACCESSIBLE Various healthcare professionals self-identify as needing intervention to enhance their communication skills. To ensure inclusivity we have actively engaged all professions, identified potential barriers to attendance, and adjusted content to be relevant for all learners.

CUSTOMIZE BY LEARNERS NEEDS Difficult communication does not only occur with patients but also with administrative personnel, medical colleagues and non-medical colleagues. Based on the results for each cohort, examples in the course are adapted to reflect learners' needs.

SUPPORT ONGOING LEARNING The coaching call is an effective innovation strategy and provides learners with the opportunity to reflect on their learnings while gaining meaningful feedback from peers and a communication expert.

