

Effective communication

[Sociology](#), [Communication](#)



In the health care industry effective communication is vital to providing adequate and compassionate patient care. Being a purposeful communicator means utilizing active listening skills, being engaged and providing feedback during an exchange of messaging. In this paper, I will discuss how effective communication incorporates the basic elements of communication, how these elements differ from the basic rules of health care communication, provider and patient communication and cultural influences on communication.

Effective communication and the Basic Elements of Communication The basic elements of effective communication include many active processes. The first process is active listening. Active listening means to listen with the intention of understanding. When communicating effectively there is a sender and receiver. The sender originates a communication message. The sender will encode messages to support or emphasize emotions regarding the message. The sender will encode messages to support or emphasize emotions regarding the message. The receiver must assign meaning to and understand the communication message.

The second component of effective communication is the message. “ The message is the idea, thought or feeling to be communicated. ” (Cheeseboro, 2010) The method used to relay the message from the sender to the receiver is the channel. For example, an oral exchange uses airwaves as a channel to transport the message. Lastly, there is feedback. Feedback is the receiver’s response to the message. Their response will confirm if the message was heard and understood. Effective communication employs all of

these basic elements of communication to successfully translate thoughts and ideas.

Basic Rules of Health Care Communication

The basic rules of healthcare communication differ from the basic rules of communication in some ways. In healthcare communication occurs in a patient-provider relationship. This relationship occurs with the health insurance provider, the staff at the medical facility, and the medical provider. Health care communication requires health care professionals to fully engage in the patients verbal and nonverbal cues. “ To be effective, health communicators must be concerned enough to pay close attention to people’s behavior and knowledgeable enough to recognize cultural and personal preferences that make people different.” (Du Pre, 2005)

Health care professionals have to maintain a level of dignity and respect for all patients and caregivers. In a health care setting professionals must take into account multiple factors. Traditionally, communication skills were not important when providing health care. “ The clinical method as taught at universities, mostly in a classical method as taught at universities, mostly in a classical master-disciple relationship with its roots in the middle ages, paid little explicit attention to communicative skills. Students learned to take a good anamnesis, following a hypothetic-deductive route to come to a proper diagnosis.

‘ Good bed-side manners’ were considered to important, but more of an art than a skill. In fact, communication was learned by imitation of the master not as a discipline of its own. ” (Street, 2002) Providing Care for Reluctant

Consumers A provider may encourage a reluctant consumer to communicate more candidly by using a therapeutic approach. “ It is essential that all individuals are able to interact effectively with health care service. ” (Taylor, 2013) To get unwilling patients to be more open, providers may need to assess their own behaviors and adjust their attitudes, as needed.

Perhaps the provider needs to avoid using medical terms when speaking with the patient. By speaking with the patient in a less professional tone, patients may be more comfortable discussing their personal health concerns. Communication is an ongoing repetitive system. The provider and consumer has to put forth equal effort to convey information. It is important to access the patient’s feelings regarding illness, doctors and medication. When providing care, health care professionals must remember to treat consumers with dignity and respect.

Cultural Differences

Cultural differences greatly influence communication in Health care. Health care providers must ensure communication is clear, purposeful, non-judgmental and welcoming. Consumer’s values are important. Some cultures do not adhere to western medicine guidelines. These cultures may look to family and friends to aid in the decision making regarding health care. Others may only seek medical treatment from a licensed professional when an illness is beyond their control. Health care professionals must be mindful of their demeanor and attitudes regarding other cultures and their values and beliefs.

The health care environment should foster an atmosphere of care, support and understanding, Conclusion In conclusion, communication is an active process that is used every day. Effective communication requires, deliberate, intentional and an ongoing exchange of ideas and gestures. To make patient experiences more positive, health care professionals need to recognize barrier preventing effective communication and work toward reducing negative experiences. Communication is and art that is constantly in progress. It requires effort, empathy active listening and positive attitudes.