Family Medicine
for English language students of
Medical University of Lodz

Seminar 5

Doctor-patient communication
Our timetable for today

1.1 Communication - general information
1.2 What can you remember from commercials and advertising
1.3 Role of communication in healthcare and Family Medicine

2.1 Verbal and non-verbal communication
2.2 Non-verbal communication in details
2.3 The meaning of eye contact

3.1 Verbal communication
3.2 How to lower patient’s fear
3.3 How to talk effectively with patients

4.1 Verbal communication – students’ project, presentation and group discussion
4.2 Non-verbal communication – students’ project, presentation and group discussion
4.3 Closing remarks
Role of communication

Communication skills

Max  Min

Clinical skills

Max  Min

A  B
C  D

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Your personal safety depends on your communication skills!

(...) lack of effective communication was the main source of inpatient complaints and malpractice claims; patients complained more often for lack of information (61%), then the insufficient care (23%) or improper treatment (12%).

Remember!
Patient you are currently talking with is full of fears...

- what kind of disease it is (cancer???)
- when will I be OK?
- will I loose the work ability?
- will I be handicapped?
- unattractive?
- will the treatment be expensive?
- do I need an operation?
- injections?

...
Remember!

Patient you are currently talking with is not competent enough to assess your medical skills...

...and therefore he assess you through your communication skills!
Remember!

Patient you are currently talking with is full of fears...
Let’s discuss

• You may make this fear stronger - but how?

• You may make this fear weaker - but how?
You gave me too weak antibiotic - just 100 mg caps! Your partner gave me the better one - 1000 mg caps each!*

*Doxycyclin a 100 mg, Amoxycyclin a 1000 mg
Let’s discuss:

**fill in the table**

<table>
<thead>
<tr>
<th>Means of communication</th>
<th>% of receiver attention</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is told</td>
<td></td>
</tr>
<tr>
<td>How it is told</td>
<td></td>
</tr>
<tr>
<td>Non-verbal communication</td>
<td></td>
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<tr>
<td>What is told</td>
<td>7</td>
</tr>
<tr>
<td>How it is told</td>
<td>21</td>
</tr>
<tr>
<td>Non-verbal communication</td>
<td>72</td>
</tr>
</tbody>
</table>
Non-verbal communication

- General Look
- Face look
- Sight
- Gestures
- Body position
- Direct contact, touch
Non-verbal communication

Jak skutecznie i bezpiecznie dbać o zdrowie skóry głowy i włosów?

Bogusław Pilarski
doctor pharmacist

W Laboratorium Farmaceutyczno-Kosmetycznym, w oparciu o najnowsze technologie i wieloletnie doświadczenie w zakresie produkcji dermokosmetyków, opracowaliśmy linię szamponów.
Non-verbal communication
Non-verbal communication
Non-verbal communication
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Non-verbal communication
Non-verbal communication

He must be a GP!
Non-verbal communication

Characteristic distance between two people:

- 0,5 m – intimate contact
- 1,5 m - personal contact
- 3 m - friendly contact
- 5 m - official (public) contact
Non-verbal communication

Patient and doctor by his desk

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Non-verbal communication

Patient and doctor by his desk
Non-verbal communication

Patient and doctor by his desk
Non-verbal communication

- Face look
- Gestures
- Body position
Non-verbal communication

Which of these two is more reliable and why?
Non-verbal communication

Which of these two is more reliable and why?
Non-verbal communication

- look
- the meaning of eye contact
### Problems with verbal communication

The messages that were found difficult for doctors to communicate to their patients

<table>
<thead>
<tr>
<th>Message</th>
<th>% of answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Believe me when I say that you currently do not need an antibiotic</td>
<td>65.8</td>
</tr>
<tr>
<td>Why do you visit me, if you think you know everything better than me</td>
<td>60.5</td>
</tr>
<tr>
<td>If you do not remember the drugs you are using, please make a written list before visiting me</td>
<td>55.3</td>
</tr>
<tr>
<td>Do not ask me to prescribe you a medicine that has helped someone else (e.g. you neighbour)</td>
<td>50.0</td>
</tr>
<tr>
<td>Do not ask me to prescribe you a medicine for someone else, who I have not examined</td>
<td>48.7</td>
</tr>
<tr>
<td>Do not hide your problems with alcohol drinking</td>
<td>47.4</td>
</tr>
<tr>
<td>Do not be ashamed to tell me about your intimate problems, I am your doctor and may be able to help you</td>
<td>43.4</td>
</tr>
<tr>
<td>Do not tell me all your life story. Let me know what you suffer from; the other patients are waiting.</td>
<td>42.1</td>
</tr>
<tr>
<td>Why have you waited so long with visiting me? Now it is much more difficult to help you.</td>
<td>38.2</td>
</tr>
<tr>
<td>Your problem can not be solved by a doctor, maybe someone else may help (e.g. family, social service, psychotherapy).</td>
<td>36.8</td>
</tr>
</tbody>
</table>
Verbal communication
- asking questions techniques

- open questions
- closed questions
- direct questions
- indepth questions
Verbal communication - difficult questions

- Why ???
- Complex questions
- to many direct questions
Verbal communication – ineffective techniques

- mechanical repeating
- silence
- patronising
- moralising
- blaming
Verbal communication – ineffective techniques

I will send you test result via SMS