



Zakład Medycyny Rodzinnej  
Uniwersytetu Medycznego  
w Łodzi

# 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**

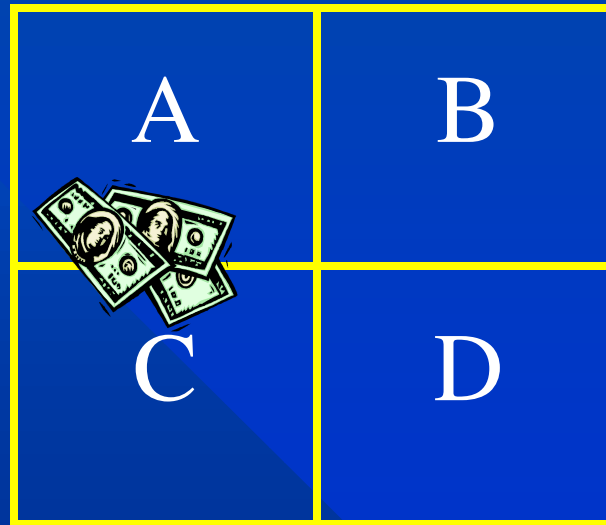
# Role of communication

Communication skills

Max ← Min

Clinical skills

Max  
↑  
Min



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%).

T. Kaczmarek, J.T. Marcinkowski.  
**Anatomia skargi.** Gazeta Lekarska  
1/2006, 30-31.

# 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 lose the work ability?
  - ◆ will I be handicapped?
- ◆ unattractive?
- ◆ will the treatment be expensive?
- ◆ do I need an operation?
- ◆ injections?

...

# Remember!

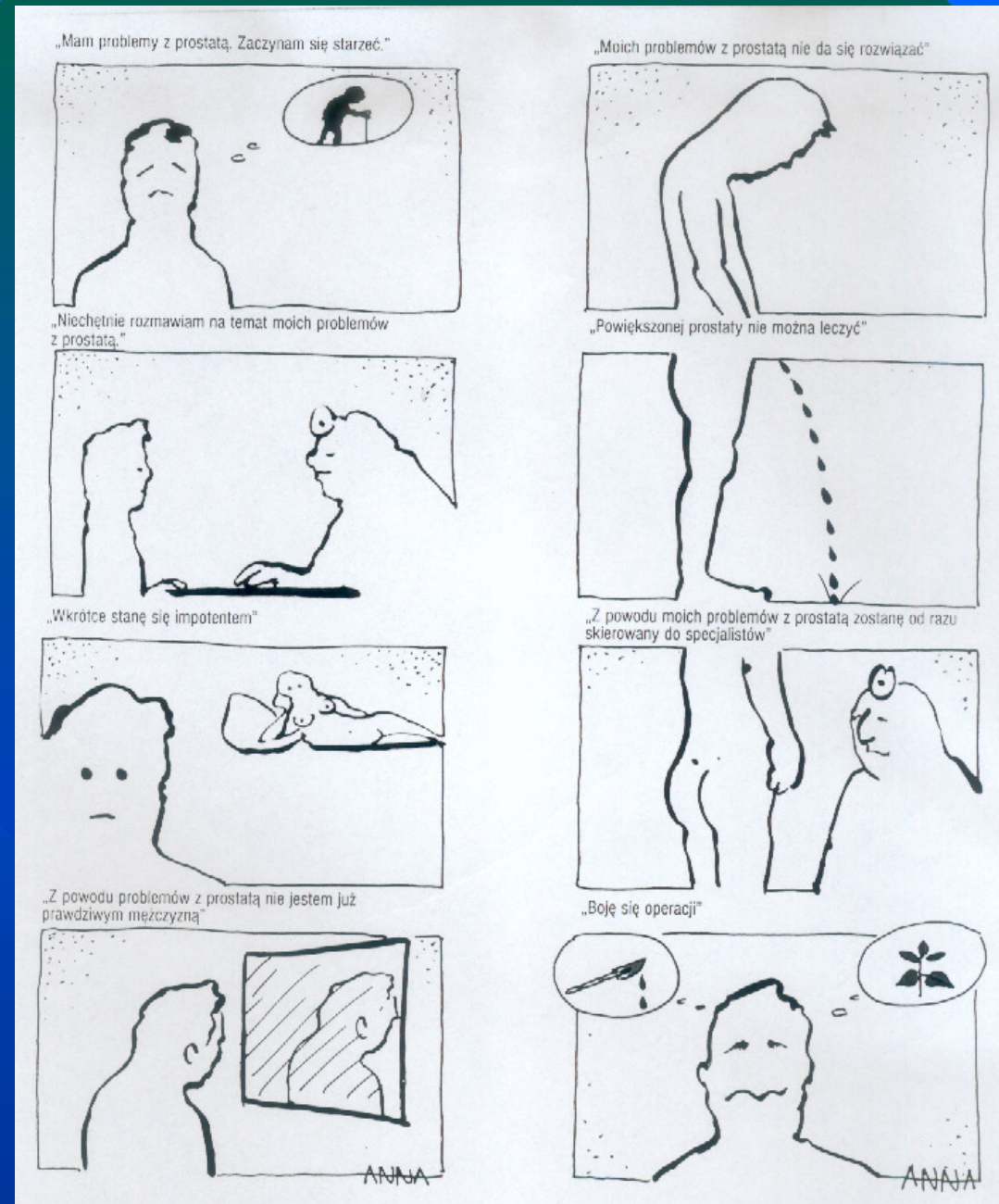


Patient you are currently talking with is not competent enough to assess your medical skills...

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

# Remember!

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



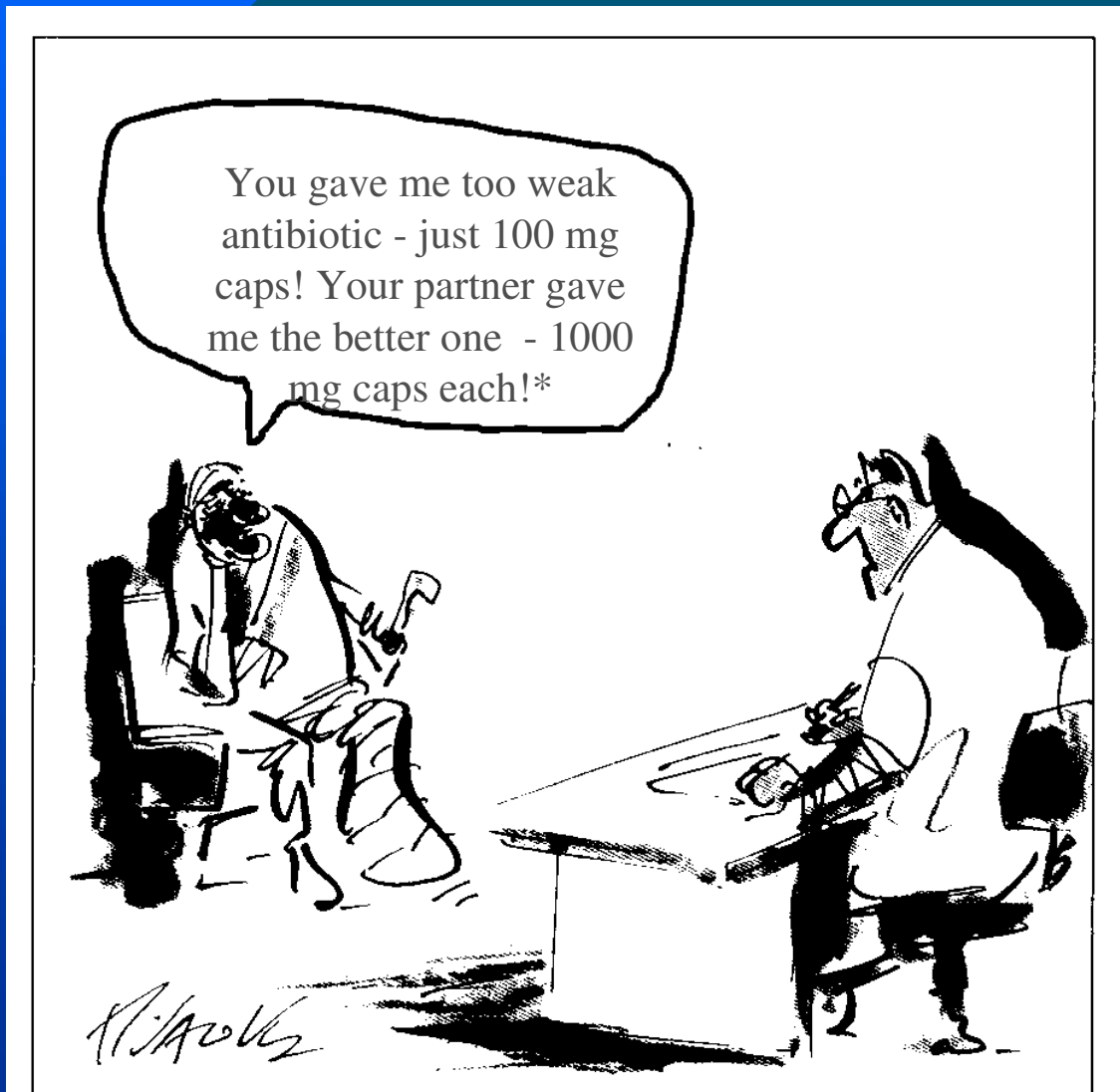
# Let's discuss

- You may make this fear stronger - but how?
- You may make this fear weaker - but how?



# The meaning of communication

Let's discuss



\*

Doxycyclin a 100 mg,  
Amoxycyclin a 1000 mg

**Let's discuss :**

**fill in the table**

<b>Means of communication</b>	<b>% of receiver attention</b>
What is told	
How it is told	
Non-verbal communication	

**Let's discuss :**

**fill in the table**

<b>Means of communication</b>	<b>% of receiver attention</b>
What is told	7
How it is told	21
Non-verbal communication	72

# 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*  
doktor farmacji, ←

W Laboratorium Farmaceutyczno-Kosmetycznym  
UM Łódź, w oparciu o najnowsze technologie  
i wieloletnie doświadczenie w zakresie  
produkcji dermokosmetyków, opracowaliśmy  
linię szamponów *PROZEWILIPEDYN*.

# Non-verbal communication



# Non-verbal communication



# Non-verbal communication





# Non-verbal communication



# Non-verbal communication



# Non-verbal communication



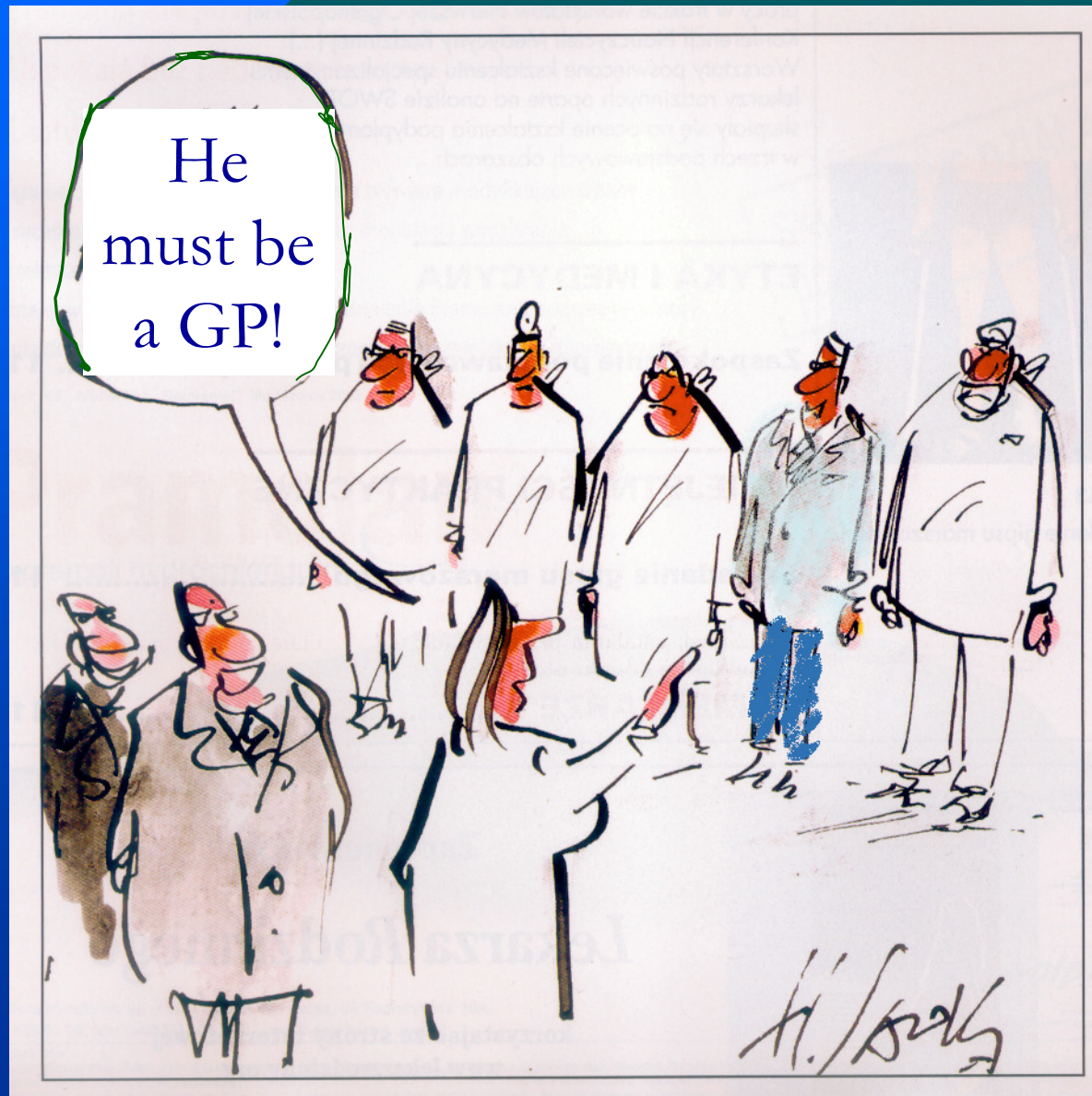
# Non-verbal communication



# Non-verbal communication



# Non-verbal communication

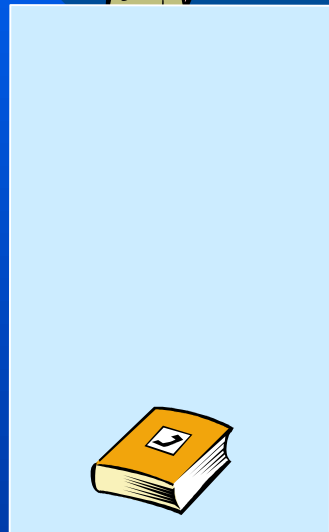


# Non-verbal communication

## 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**



# 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

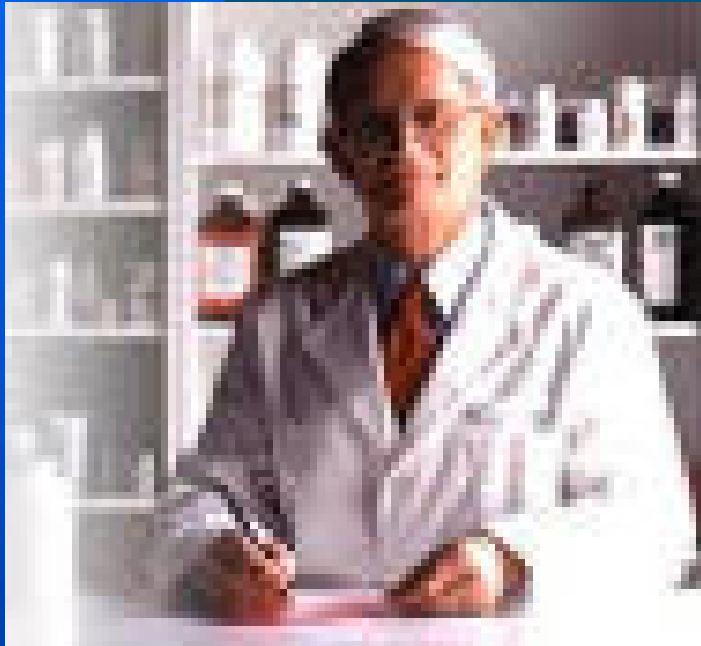


# Non-verbal communication



Which of these two is more reliable and why?

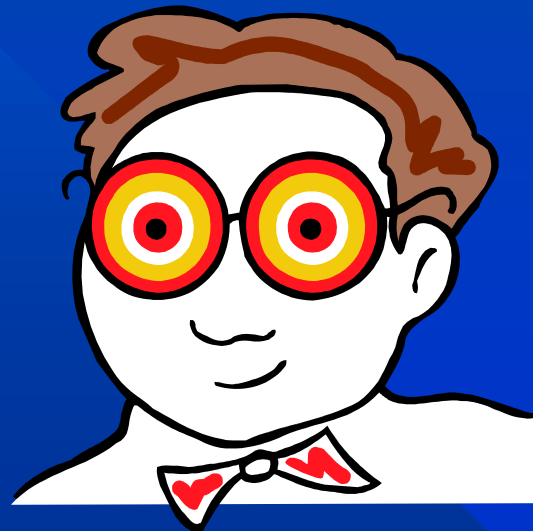
# Non-verbal communication



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

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

# **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

