



**WORKSHOP ON COMMUNICATION SKILLS IN MEDICAL PRACTICE
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
KULLIYAH OF MEDICINE**

18TH AUGUST 2021 / WEDNESDAY

TIME : 8.30 A.M. – 4.30 P.M.

Outcomes of the workshop:

- 1. To provide the participants with an overview of the communication skills in medicine.**
- 2. To train the participants on methods of teaching communications skills to medical students.**
- 3. To know UKM experience in teaching communication skills to their students.**



COMMUNICATION PROCESS

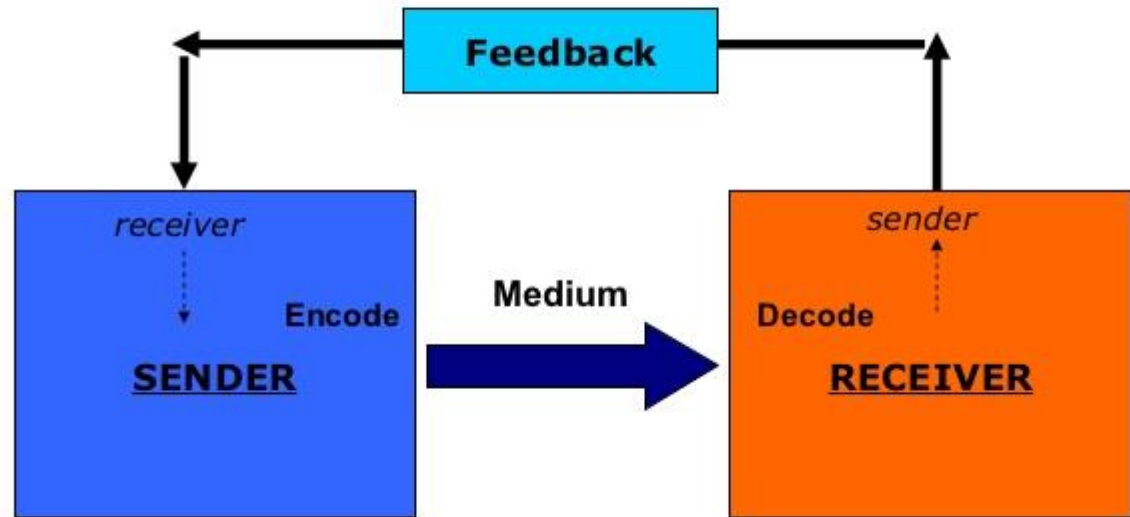
DR SITI MARIAM BUJANG
DEPARTMENT OF MEDICAL EDUCATION

What is communication?

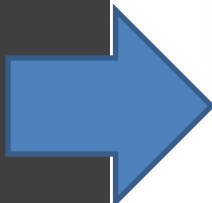


What is Communication?

Communication is the process of sending and receiving information among people...



Exchange
information by
several methods
and requires that
all parties
understand a
common
language that is
exchanged



VERBAL

- Face to face
- Telephone

NONVERBAL

- Body Language
- Gestures

WRITTEN

- Books/magazines
- Email

VISUALIZATION

- Graphs and Charts
- Maps

COMMUNICATION LEVELS

5 LEVELS

Intrapersonal communication

Interpersonal communication

Small group communication

Public communication

Mass communication

Communication

Buzzle.com



Intrapersonal



- The communication within yourself.
- The sound of your thinking
- The little voice from within



Interpersonal



- This level of communication usually involves two people.
- Getting to know someone personally.
- People exchange information on a one on one basis.

SMALL GROUP COMMUNICATION



- Interactions among 3 or more people who are connected through a common purpose, mutual influence, and a shared identity.
- Different groups have different characteristics, serve different purposes, and can lead to positive, neutral, or negative experiences.
- Important communication units in academic, professional, civic, and personal contexts.

PUBLIC COMMUNICATION



- Individuals and groups engage in dialogue in the public sphere in order to deliver a message to a specific audience.
- Examples: public speaking events, newspaper editorials and billboard advertisements
- Delivery of the speech falls into 3 categories: to inform, to persuade, and to entertain.
- important for success in school, career advancement, and for increasing self-confidence.

MASS COMMUNICATION

WHAT IS MASS COMMUNICATION

"It relates to info delivered to as many people as possible at the same time"



It involves various types of info being relayed via newspapers, television, advertisements & online channels.



Example:

Reading news online, and watching TV or YouTube videos are forms of mass communication!

BASIC COMMUNICATION MODELS

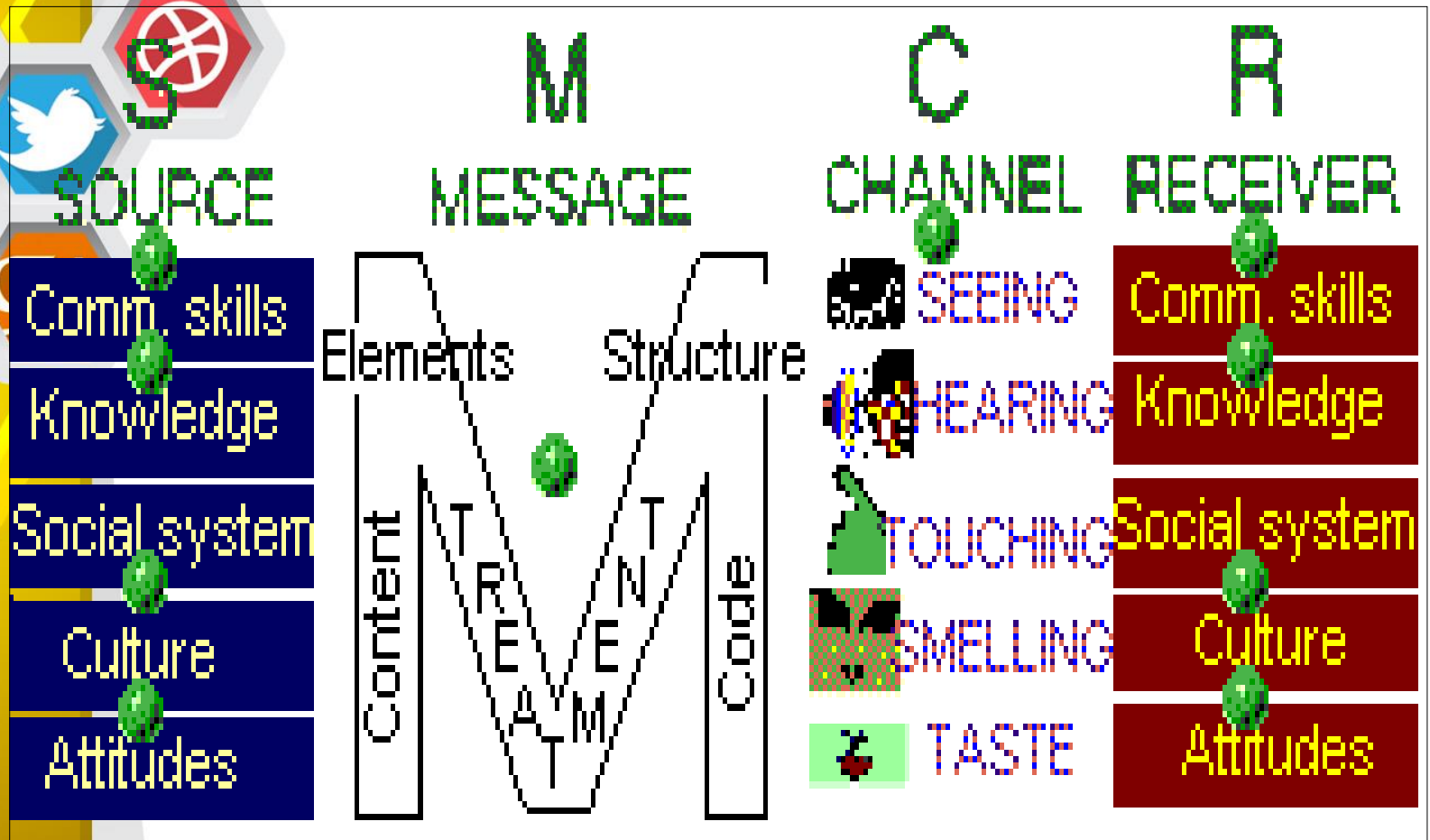
- Linear (SMCR) Model
- Interactional (Feedback) Model
- Transactional Model

**3 basics
model of
communication**

- Therapeutic Model
- Love-Hate Model
(conflicts with
relationships)

**Other relevant
models include:**

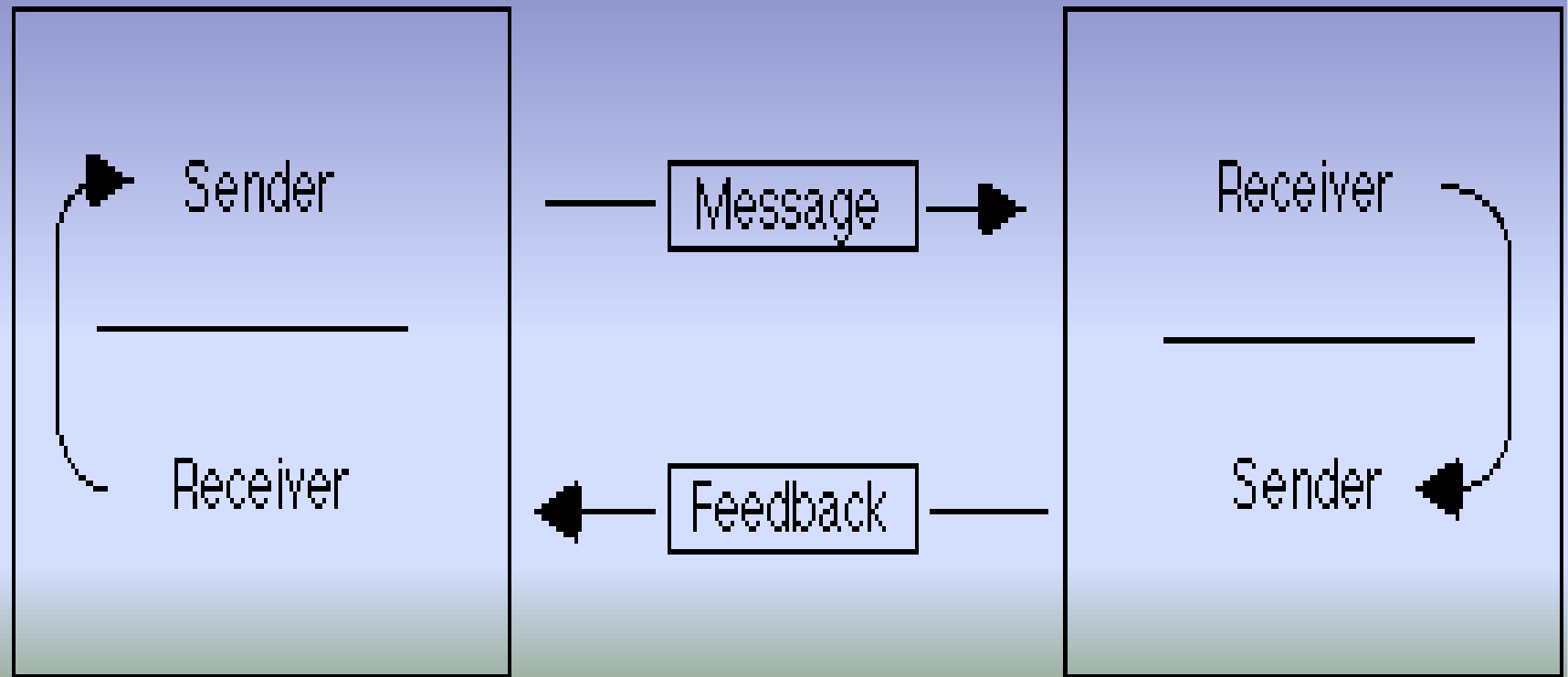
LINEAR (SMCR) MODEL





Linear communication is one way communication, e.g: a book, TV or magazine, where no immediate feedback is possible.

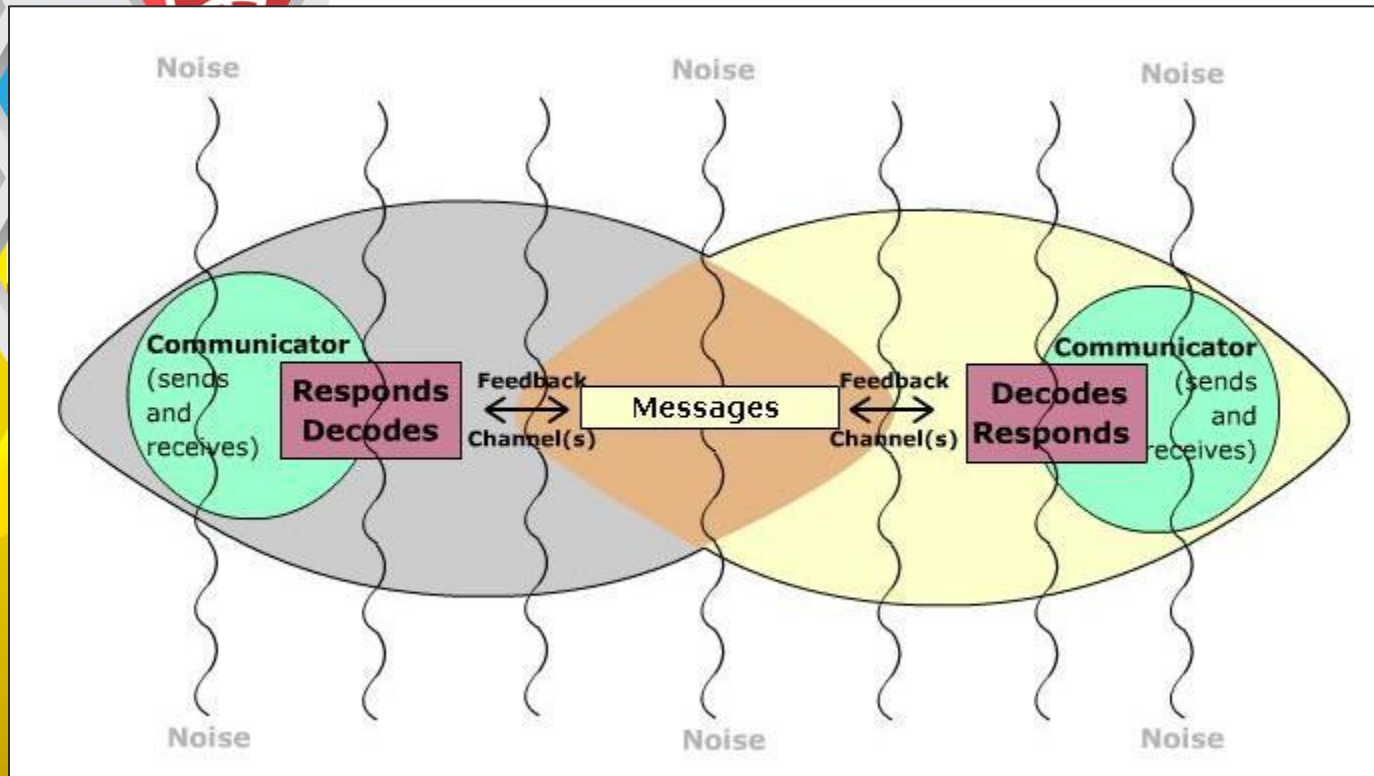
INTERACTIONAL (FEEDBACK) MODEL





Interactive communication is two way, e.g: telephone conversation or an IM, where messages are sent and received one at a time

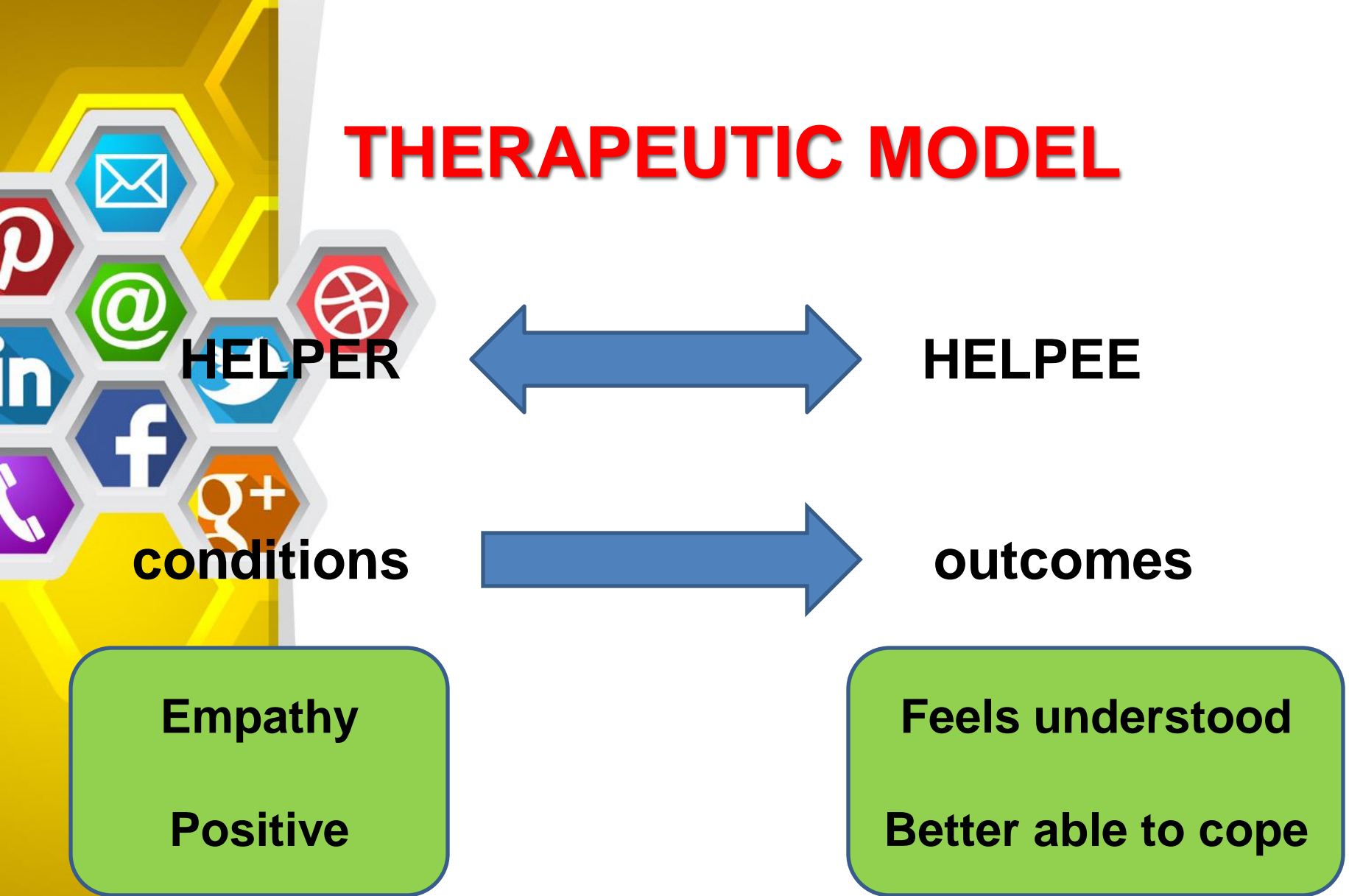
TRANSACTIONAL MODEL





Transactional models depict face to face communication where verbal and nonverbal messages can be sent and received simultaneously.

THERAPEUTIC MODEL








☀️ Applicable within the helping professions such as counseling, medicine, nursing and other healthcare teams.

☀️ E.g: a doctor shows empathy and positive regard for his/her patient – able to make the patient feel understood and able to cope with his/her illness.

WHY DO WE NEED TO COMMUNICATE?

 Practically, everything we do requires us to communicate in one way or another in dealing our work and personal life.

-  Even if you are not saying anything, it does mean 'something'.
-  Can lead to misperceptions, misunderstand and more problems – a result of communication breakdown.

IMPORTANCE OF COMMUNICATION IN HEALTHCARE

"Good communication is a basic component of good clinical care, without which even the technical aspects of medicine cannot be effectively delivered" - Phyllis Butow Medical Psychology Research Unit University of Sydney.

- ✱ According to these studies, in spite of all the superior technological advances, if the doctor gives out bad signals non-verbally or communicates lack of confidence to the patient, all those treatments and medicines are of no use.

(Source: <http://www.communication-skills-4confidence.com/importance-of-communication-skills.html>)

IMPORTANCE OF COMMUNICATION IN HEALTHCARE

- ✱ Doctors need to communicate (verbally and in writing) with their colleagues, nurses, lab and ward staff, management personnel and other.
- ✱ Most importantly, doctors meet face to face with their patients and relatives. Hence, they should communicate effectively with the patients to avoid miscommunication and other problems.

IMPORTANCE OF COMMUNICATION IN LIFE

- ✱ As an ordinary people, we need to relate to those close to us such as friends and family.
- ✱ Communication breakdown is a common cause of the dysfunctional family, increasing the gap between generations, social problems and divorce rates.
- ✱ All human beings have different attitude and personality, therefore we need to know how to deal with this diversity.
- ✱ No matter what or who we are, all of us need communication skills to live a healthy and full life at the personal and professional level.



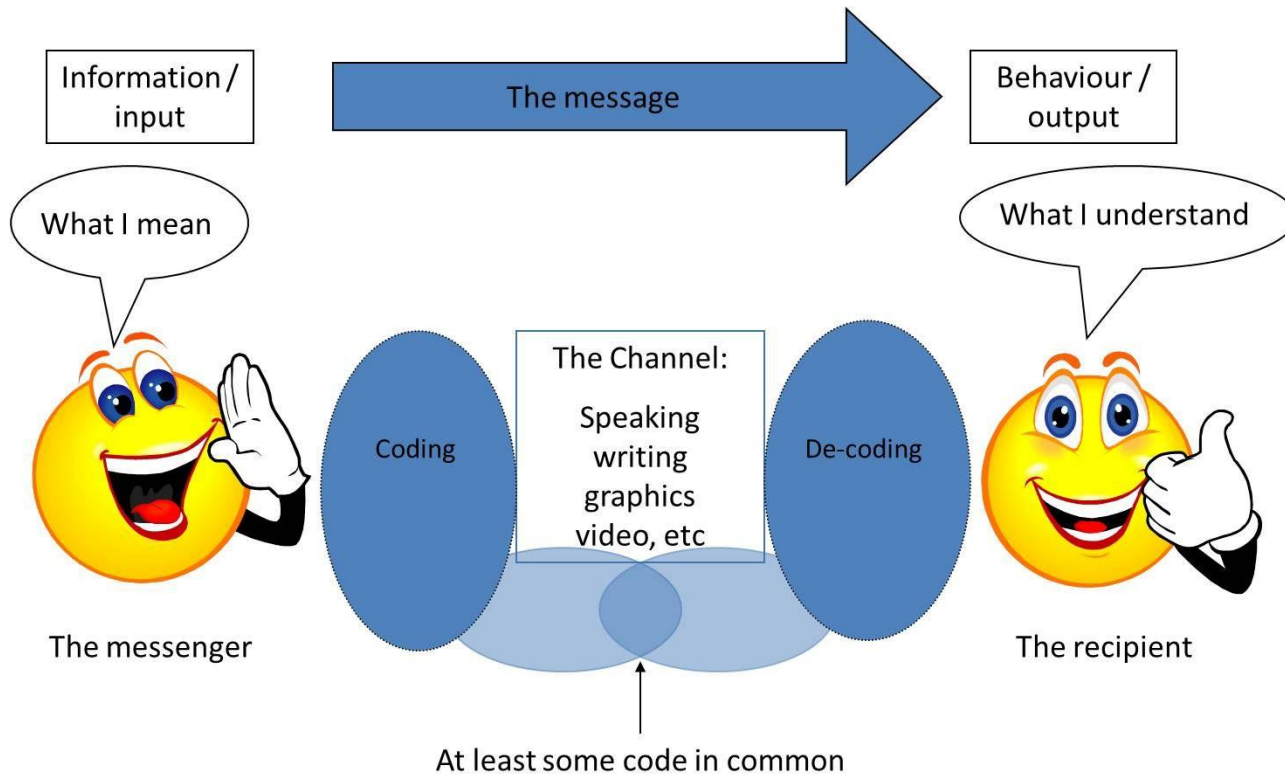
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2. <https://www.slideshare.net/nawafino/public-communication>
3. <https://2012books.lardbucket.org/pdfs/a-primer-on-communication-studies/s13-small-group-communication.pdf>
4. <https://eduadvisor.my/mass-communication/>



**Thank
You**

INTERPERSONAL COMMUNICATION (IPC)





IPC skills in digital era





Definition

A process includes series of thoughts, words and behaviors

Face to face/person to person

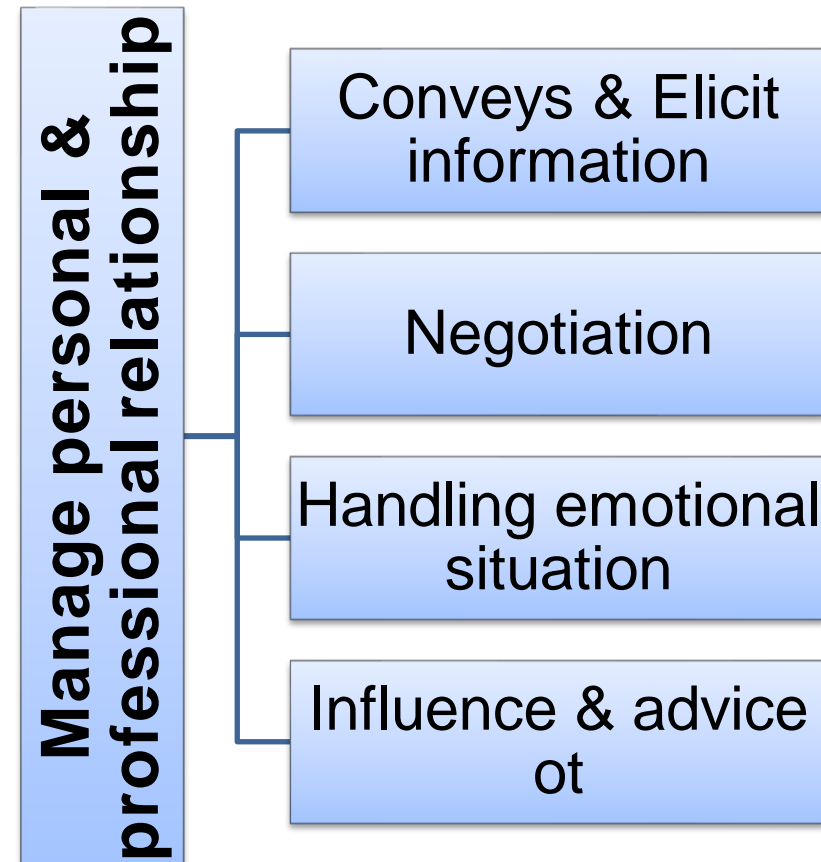
Everyone involve

Mutual responsibility in creating meaning





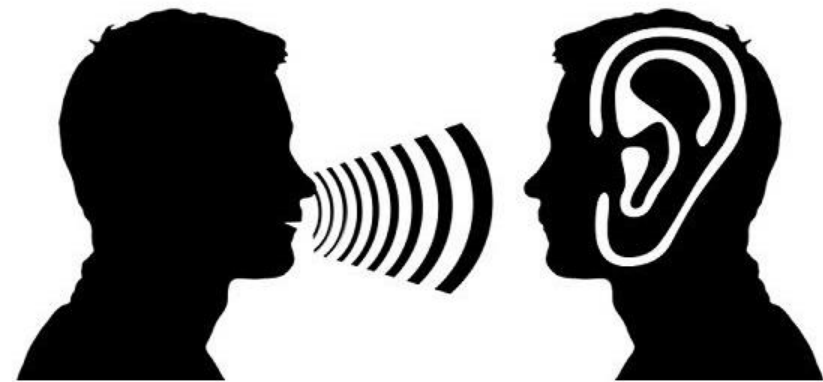
Function of Interpersonal Communication Skills





Verbal

Non-verbal



Vs



Communication



Requirement for verbal part

1.Listening Skills

- Very difficult skills to master
- Causes of many miscommunications
- Can be impaired by diseases/ condition/ areas

2.Speaking skills (language proficiency)

- Can be impaired by diseases/ IQ
- Low self esteem can be problematic

3.Etiquettes & Speaking style



3a. Personal etiquette

- **Proper address/introduction (conveys respect)**
- **Proper address of people in conversation**
 - If you get it wrong - create tension, negative impression
 - In unknown relationship setting - Mr,Mrs/Miss/Encik/Puan

3b. General etiquette

- **Demonstrate linguistic sensitivity. Do not use:**
 - Sarcasm
 - Racist words
 - Generic terms/ putting down some group



3c. Specific etiquette

- **Practice speech accommodation**
 - Changing of language patterns to accommodate others – convergence & divergence
- **Adapt language to listeners:**
 - Use layman words/everyone understand - no medical jargons



Problem with verbal

- **Psychological issues panic/awkward/emotional)**
 - Words chosen incorrect or offensive
 - Verbal etiquettes improper
 - Speaking style is wrong
- **Does not understand the meaning/misunderstood**
 - Objectives ambiguous
 - Language used unsuitable
 - IQ level/ education

7

Essential Elements of Communication Skills



01

Listening

Strong observational skills to fully understand the message being conveyed

02

Non-verbal Communication

Body language like posture, gestures and eye movement

03

Being Clear

Choosing the right words to deliver a message that's easy to understand

04

Being Concise

Using fewer, well-chosen words to convey your message

05

Being Confident

The right message with the appropriate non-verbal communication

06

Being Personable

A friendly tone and a simple smile can go a long way

07

Being Patient

Being composed and not rushing when conveying your message

https://www.reddit.com/r/Students_AcademicHelp/comments/g28qow/top_7_tips_to_improve_your_communication_skills/



Essential elements of communication in medical encounters: the Kalamazoo consensus statement

Resource: Makoul G. Essential elements of communication in medical encounters: the Kalamazoo consensus statement. Acad Med. 2001;76(4):390–393.

Essential Communication Skills in the Medical Encounter*

Open the discussion

- Introduce self and explain role
- Attend to patient comfort and respond to apparent distress (eg, pain)
- Elicit the reason(s) for the visit
- Allow patient to complete his/her opening comment without interruption or focusing comment
- Establish agenda for visit

Gather information

- Balance use of open and closed questions
- Use active listening skills to facilitate patient's telling of his/her story (eg, use of verbal and nonverbal facilitators, requests for clarification, paraphrasing, summary statements)
- Elicit sufficient information to be able to describe and characterize symptoms defining the patient's illness

Understand the patient's perspective

- Explore contextual factors (eg, family, gender, cultural issues, socioeconomic status)
- Elicit patient's beliefs, fears/worries, expectations, and explanations
- Respond in a nonjudgmental manner to patient's feeling with empathy and support

Share information

- Provide clear explanations and facilitate patient understanding by avoiding use of medical jargon
- Check patient's understanding and correct as appropriate
- Encourage questions

Reach agreement on problems and plans

- Encourage patient to participate in decision making to the extent desired by the patient
- Assess patient's willingness and intention to follow treatment advice
- Identify resources and engage in anticipatory problem solving
- Negotiate differences in perspective, understanding, and goals

Provide closure

- Provide additional opportunities to raise concerns or to ask questions
- Summarize and affirm agreement about plan of action
- Discuss follow-up

* Adapted from Kalamazoo Consensus Statement (Acad Med 2001;76:391)



**Thank
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Non-verbal communication (NVC)

Dr Mohd Nasri Awang Besar

18 August 2021

Kulliyyah of Medicine

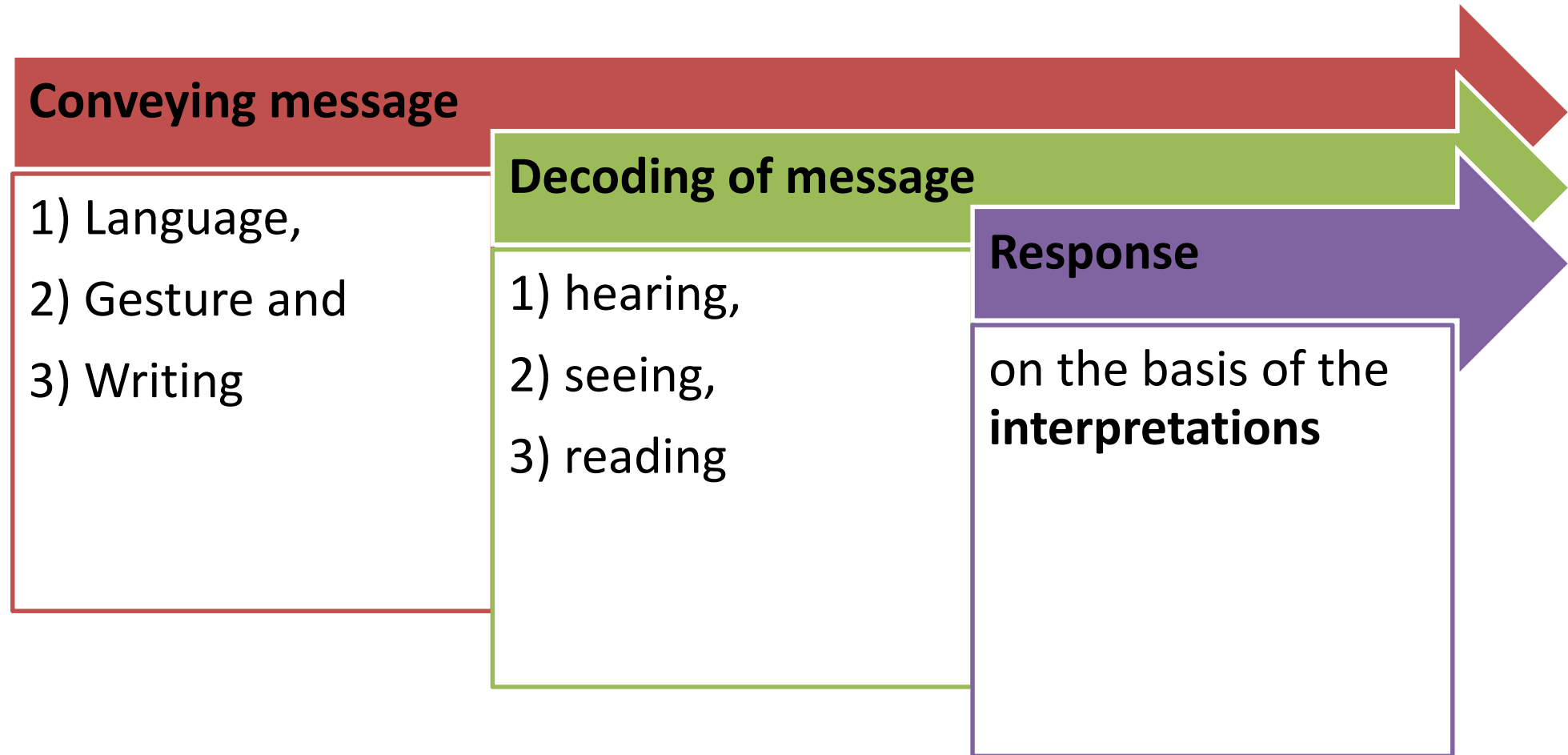
International Islamic University Malaysia



Content

- Definition
- Type of NVC
- Why NVC is crucial in communication
- Roles of NVC
- Paralanguage
- How to avoid adverse effect of NVC

What is communication?



(Randall and Parker 2000 p69)

Non verbal communication (NVC)

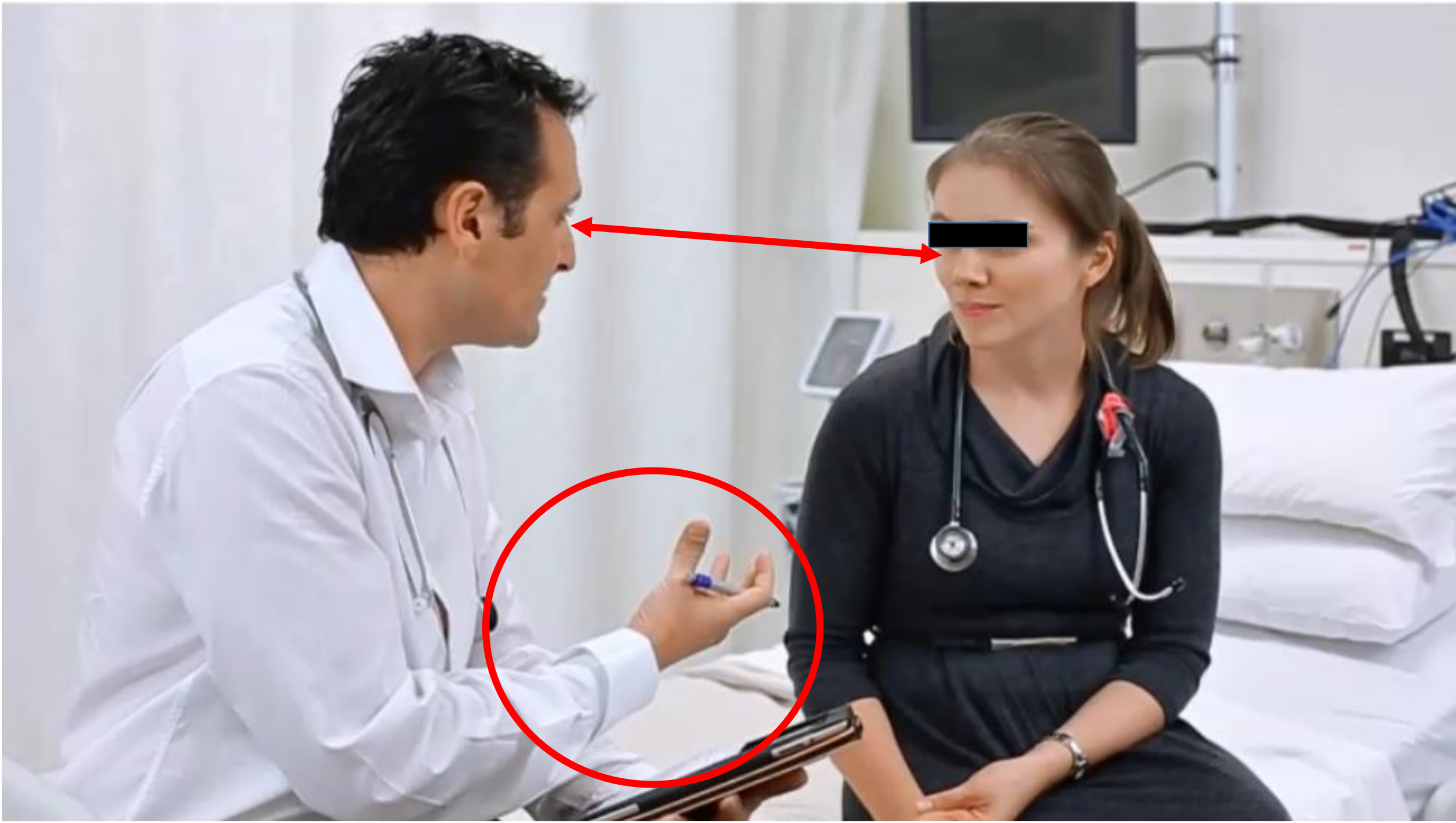
- “a **silent form of communicating** with a person or party **without using any form of speech** to grab the attention of audience or to exploit a message”

(Phutela 2015 p.1).

Literature

- Mehrabian (1971) argued that non-verbal communication constitutes more than **90 per cent** of communication.
- NVC exists at both **conscious and unconscious** levels of awareness (Lorié et al. 2017).
- **Female students** have been found to score significantly higher in NVC (Vogel et al. 2018), while they were rated the lowest scores in the particular dimension of nonverbal expression (Graf et al. 2017).
- A study conducted by Mel et al. (2016) found the **low achievers** used fewer types of communication strategies, but their frequency of using them was higher than the high achievers.
- Vogel et al. (2018) highlighted the necessity of explicit verbal and non-verbal in teaching and learning method during undergraduate training.

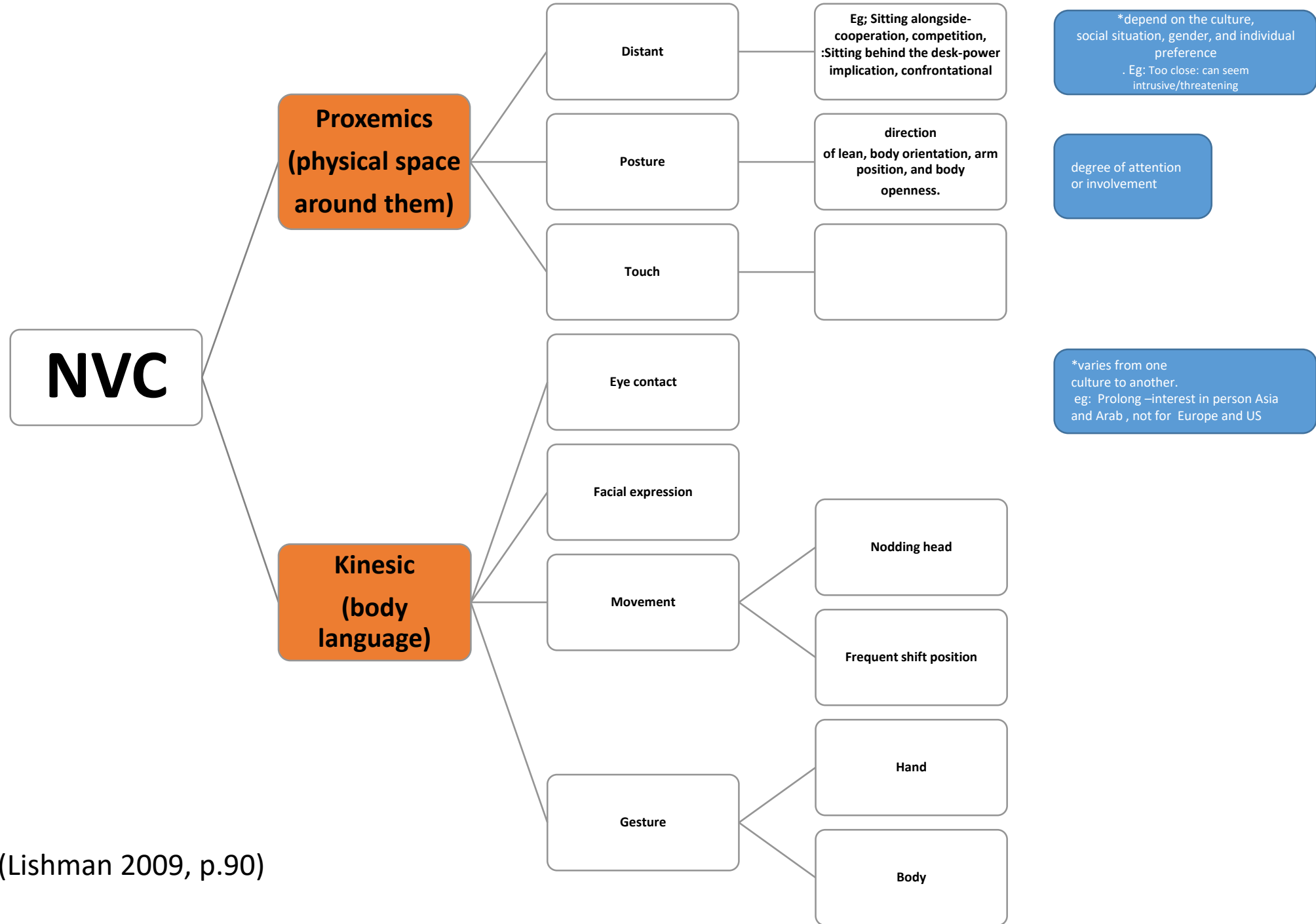








Type of NVC?



Four categories (Phutela 2015)

Aesthetic communication	Physical communication	Signs	Symbols
<ul style="list-style-type: none">• Creative expression: Music, dance (ballet), theater, crafts, art, painting, and sculpture. E.g., Opera (Facial expressions, costumes, posture, and gestures)	<ul style="list-style-type: none">• smile or frown, wink, touch, smell, salute, gesture, posture, position, distance, and other body movements,	<ul style="list-style-type: none">• signal flags or lights, a 21-gun salute, a display of airplanes in formation, horns, and sirens	<ul style="list-style-type: none">• jewelry, cars, <u>clothing</u>, and other things to communicate social status, financial means, influence, or religion

Type of NVC?



Type of NVC?



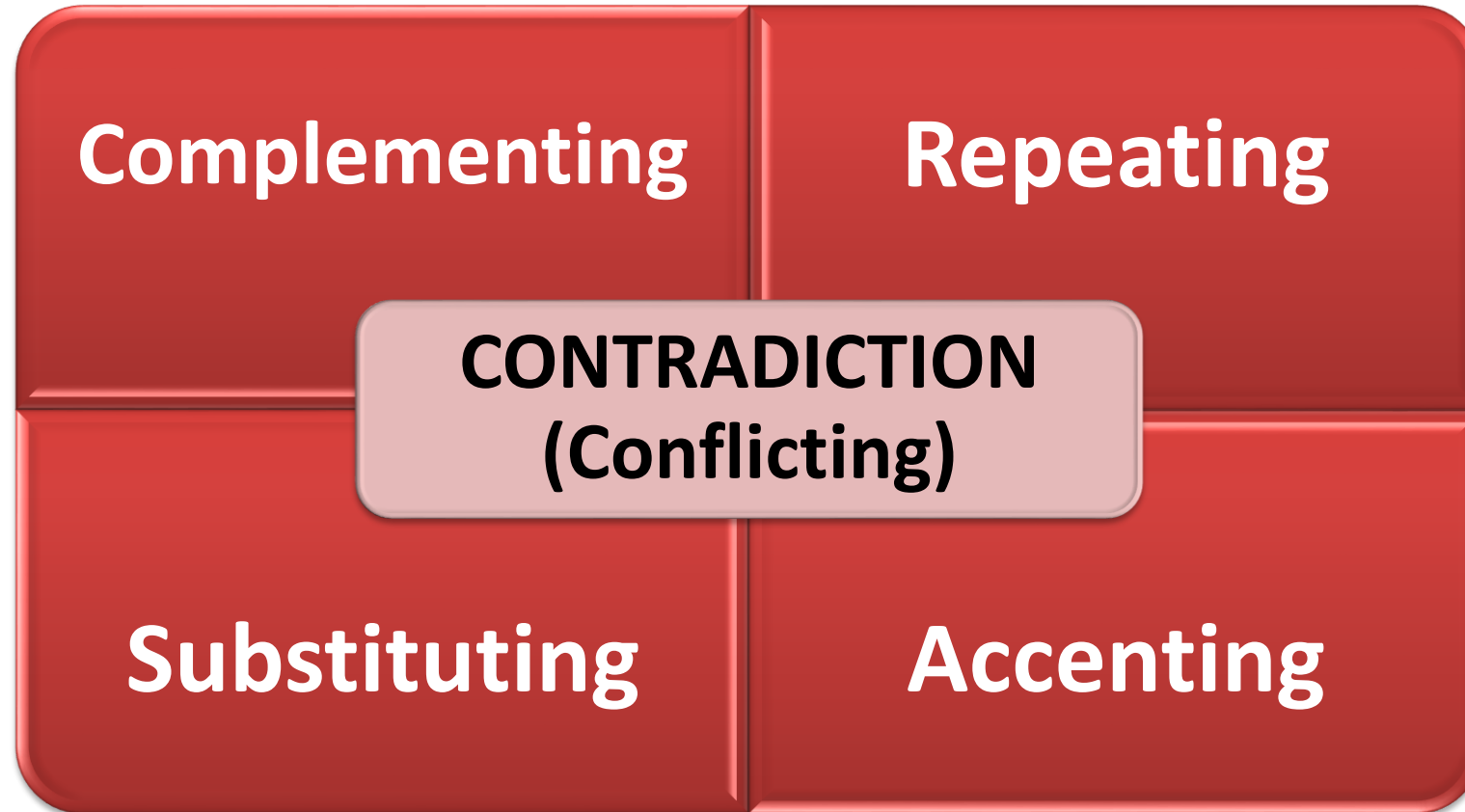
Why NVC is crucial?

- Mehrabian (1971) argued that non-verbal communication constitutes **more than 90 per cent** of communication.
- It is also has been found that the learners will choose the non-verbal if the recipient of a message is between two contradictory verbal and nonverbal messages (Bambaeeroo et al. 2017).
- NVC was also a strong predictor of learners' academic achievement (Mwangi et al. 2020).

Why NVC is crucial?

- “Non-verbal communication in some situations **are more important** than verbal...if the verbal is contradicting with the non-verbal, I will choose non-verbal”. H28

1+4 Roles of NVC



The role of non-verbal communication in feedback

“Actually, my lecturer don’t have any facial expression. Just calm. I don’t have any comment on that. I prefer facial expression because I can know that what doctor think is correct or wrong.” H38

Four positive roles of NVC

Repeating

- to strengthen a verbal message, such as pointing to the object of discussion.

Complementing

- to reinforce the information - nonverbal signals affirm the verbal exchange.

Substituting

- as the sole channel for communication of a message. People learn to identify facial expressions, body movements, and body positioning as corresponding with specific feelings and intentions.

Accenting/Moderating

- to alter interpretation of verbal messages. Touch, voice pitch, and gestures used to accent or amplify, or tone down, the message that is sent.

Contradiction / Conflicting:

- Verbal and nonverbal messages within the same interaction can sometimes send opposing or conflicting messages.

Role of NVC: Contradiction

- “Sometimes, his facial expressions was not congruent with his **comments**. I cannot guess whether I passed or not as it does not convince me enough to decide.” H27

Paralanguage: nonverbal cues of the voice

- It is a kind of meta-communication, a code that translates the words we are saying into what we really mean.

WE SPEAK PARALANGUAGE WHEN

we gasp, sigh, clear our throats, change our tone, whisper or shout, emphasize certain words, wave our hands, frown or smile, laugh or cry, string vocal identifiers like uh-huh and ah-hah between our words, or speak faster or slower.

Why paralinguage is relevant?

- Prosody may reflect various features of the speaker or the utterance:
 - the emotional state
 - whether it is a statement, a question, or a command
 - whether the speaker is being ironic or **sarcastic**
 - emphasis, contrast, and focus

Why paralanguage is relevant?

- According to Phutela (2015, p.41), tone can be expressed as warmth, confidence, and interest, strained and blocked and **able to bring about a contradicted meaning.**
- According to Mehrabian et al (1967), a single word may contribute to different meanings depending on the tone and volume

Student's interpretation on paralinguage

“It depends on the lecturers' words and intonation. For example either the lecturer praises me or she was just sarcastic. The term '**sarcastic**' for me is when the lecturers' positive feedback and their tone contradicts to one another.” S16

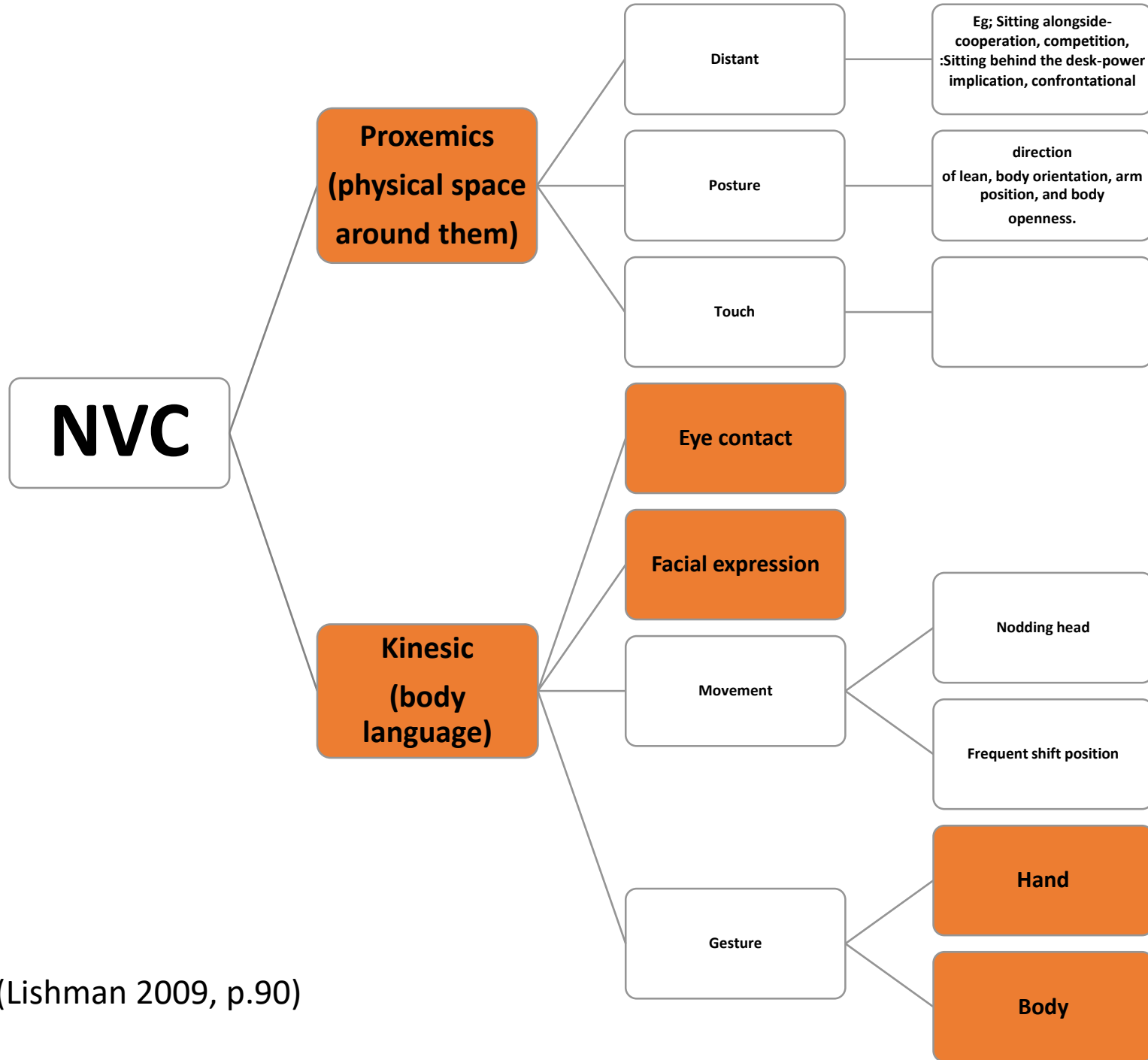
How to avoid “contradiction” NVC

- Dialogic conversation : Avoid misinterpretations
- Explain your intention to your learner : Avoid misinterpretations
- Maintain eye contact : They will focus on your verbal and face only
- Summarizing the relevant conversation : Avoid misinterpretations

How to teach NVC to the student?

- Integrate in verbal communication
- Based on NVC strategies intentional or unintentionally adopted by the student during the communication session (or can use a video)
- Maybe can highlight or focus on most related NVC strategies during medical field

Type of NVC?



(Lishman 2009, p.90)

Four categories (Phutela 2015)

Aesthetic communication	Physical communication	Signs	Symbols
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Thank you



Learn About TBL



Team Based Learning

- A special form of collaborative learning using a specific sequence of individual work, group work and immediate feedback to create a motivational framework in which students increasingly hold each other accountable for coming to class prepared and contributing to discussion.

- Michael Sweet

TBL Design Principles

- Large team (5-7 team members)
- Accountability for students pre-class preparation and contributing too team success
- Students make complex decision that require the use of the course concepts that can be reported in simple form
- Frequent and timely feedback must be given to students

Why TBL works?

Teams focus on
making decisions

Teams problem
solving improves

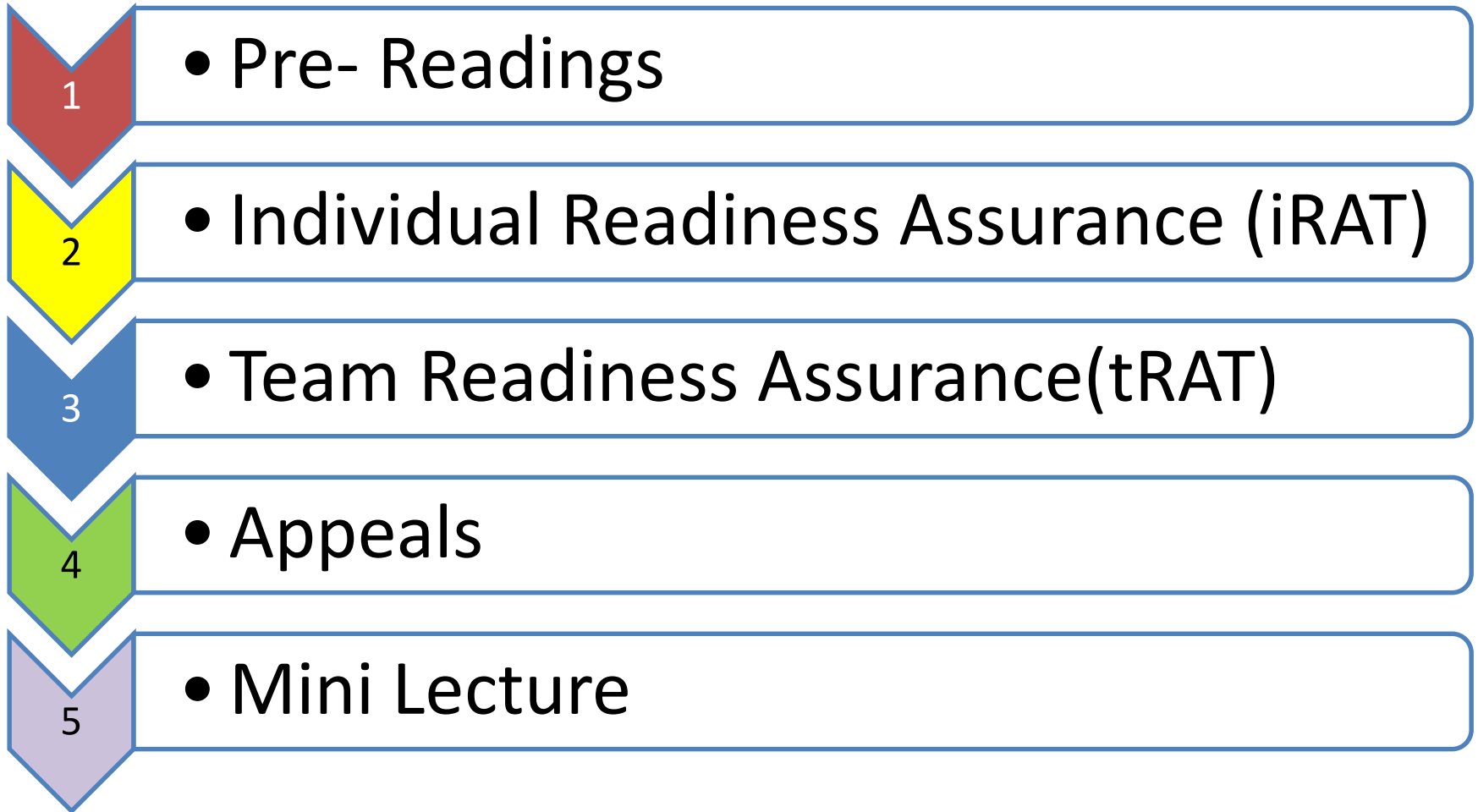
Activities progress
through Bloom's
levels

Teams
outperform best
members

Attention focuses
on harder
concepts

Works in large
class settings

Process of TBL



Phases in TBL

