



IHC Patient-Centered Communication Series:

Team and Patient-Centered Communication for the Patient Medical Home Faculty Course (Train-the-Trainer)

Overview

Communication underlies successful healthcare. It is essential to clinician-patient interactions, and to the effective functioning of healthcare teams. Until recently, healthcare and medical training paid little attention to the development of communication skills (Teutsch 2003). Too often healthcare professionals have had to rely on their innate communication talents, any mentoring they may receive and following the examples of others they observed.

Today, however, individual and organizational providers are required to demonstrate consistently effective communication. Patients, payers and co-workers expect every member of the healthcare team to communicate clearly, respectfully and compassionately. Similar to continuing education efforts to keep healthcare teams up to date on standards of care, communication skill improvements are necessary to meet today's expectations. Enhanced communication efforts lead to improved care outcomes, higher patient satisfaction, reduced litigation and increased job satisfaction among providers, as well as higher reimbursement and reputational enhancement.

Another factor contributing to the growing importance of communication skills is the spread of patient-centered medical home (PCMH) initiatives. A number of local, statewide, national and international healthcare reform efforts point to the PCMH model as a cornerstone for healthcare improvement. The National Committee for Quality Assurance (NCQA) has developed rigorous standards for medical practices to demonstrate that they are functioning as PCMHs (National Committee for Quality Assurance (NCQA) 2014). The Affordable Care Act is funding a number of state-based healthcare reform initiatives that have adopted, or at least encourage, PCMH models. With or without formal PCMH designation, healthcare providers are increasingly challenged to adopt high-level communication skills.

With so much at stake, organizations are developing a variety of strategies to increase their capacity to support healthcare team in their quest to communicate more effectively with patients and within teams. IHC's ***Team- and Patient-Centered Communication Faculty Course*** is expressly designed to build organizational capacity for healthcare team training.

The ***Team- and Patient-Centered Communication Faculty Course*** is hosted by a wide variety of sponsors throughout North America that seek to develop or enhance in-house capacity for healthcare team communication training. Typical sponsors include managed care organizations, medical practices, specialty societies, federally quality health centers, government agencies, long-term care providers, hospitals and health systems. Participants may seek certification as IHC faculty members. Only certified IHC faculty members may teach the copyrighted ***Team- and Patient-Centered Communication*** curriculum.

Audience

The ***Team- and Patient-Centered Communication Faculty Course*** is designed for healthcare professionals including clinicians in primary care and specialty areas, educators, behavioral specialists and others who are committed to promoting patient-centered care. The course is targeted toward professionals involved with professional development within their organizations.

The faculty course can accommodate 10-20 learners to ensure individualized attention and optimal small group learning.

Content

The ***Team- and Patient-Centered Communication Faculty Course*** employs IHC's highly effective "train-the-trainer" model. Attendees of the course receive expert guidance to become faculty members for IHC's ***Team- and Patient-Centered Communication*** workshop.

The content, principles and models used in this workshop are supported by extensive research conducted during the past thirty years in patient-centered care, healthcare communication and intra-team communication. It provides conceptual models and specific techniques that guide clinicians to communicate in ways that will encourage effective and efficient team functioning, patient partnership, promote positive health outcomes and enhance patient and provider satisfaction.

The ***Team- and Patient-Centered Communication*** workshop is based on validated models for healthcare communication specific to patient care and team coordination. The overarching goals of the workshop are to:

1. Help all members of the healthcare teams understand, embrace and develop effective communication skills required for PCMH;
2. Improve patient care and satisfaction;
3. Increase patient adherence and self-management;
4. Increase healthcare team satisfaction; and
5. Reduce medical error and liability risk.

The ***Team- and Patient-Centered Medical Home Communication*** workshop presents two inter-related models of communication that form the foundation and framework for skills and principles that are transferable to interactions with patients and with members of the medical home team. These are **IHC's "E4" medical communication model** (Keller 1994) and **Gittell's Relational Coordination model** (Gittell

2011). Please see the [course description](#) for the **Team- and Patient-Centered Medical Home Communication** workshop for details about the workshop content.

The workshop, which is presented in its entirety at the outset of this faculty course, is a fast-paced interactive program that gives participants opportunities to practice key skills and techniques. Participants view video encounters between staff and patients and work in small groups on skills that apply in a variety of realistic situations.

Expectations

The **Team- and Patient-Centered Communication Faculty Course** is a 3.75-day program conducted over four consecutive days. It is *intense and interactive*, with substantial experiential learning opportunities in large and small group exercises. To minimize distraction, IHC recommends that learners be freed from additional work-related tasks for the duration of the training.

Learners are expected to participate in all large and small group exercises and discussions. Learners consistently report high value receiving feedback from their peers and sharing their experiences in this structured and safe environment. We also expect learners to commit to teach the **Team- and Patient-Centered Communication** workshop once they have completed the certification process.

At the completion of the 3.75-day faculty course, participants are expected to become certified IHC faculty by presenting or co-presenting the workshop in their home facility while being observed by an IHC Master Trainer. IHC's Master Trainer will provide coaching to the new faculty member(s) prior to and immediately after the certification workshop. Based on the Master Trainer's evaluation, the new faculty member(s) will receive certification to deliver the **Team- and Patient-Centered Communication** workshop, or will be provided with feedback regarding a plan to improve workshop delivery performance to meet IHC's standards for certification in the future. IHC's certification process provides the newly trained faculty member with additional coaching and support while maintaining quality control of IHC's CME/CE workshops. Costs for certification visits are borne by the sponsoring health organization.

Learning Objectives

By the end of the faculty course, learners will:

1. Gain background knowledge and facilitation skills required to conduct the **Team- and Patient-Centered Communication for the Patient Medical Home** workshop at their institution,
2. Develop improved clinical communication skills and the ability to role model those skills through simulated patient and team communication sessions,
3. Identify and practice a feedback model for use with learners and colleagues,
4. Develop a plan for integrating IHC workshop materials and training to meet the professional development and CE needs at their institution.

Methodology

During the faculty course, participants practice presenting components of the ***Team- and Patient-Centered Communication*** workshop and provide feedback to one another. They practice engaging their audience in activities and maintaining the flow of the workshop.

Participants are exposed to the theory and practice underlying graduated involvement, consistent with best practices in adult learning. All of the ***Team- and Patient-Centered Communication*** workshop activities involve all participants. From a learning standpoint, the theoretical grounding of this approach can be found in the research on cooperative learning and, more recently, action learning.

IHC will provide each learner with a completed set of educational materials to teach the ***Team- and Patient-Centered Communication for the Patient Medical Home*** workshop: a Workshop Guide (with slide scripts, facilitation guides, teaching strategies and tools), video vignettes, PowerPoint slide deck, workshop workbook with annotated bibliography, and a carrying bag.

As stated, each trainee will also be required to undergo a certification process to be able to teach the workshop.

Faculty

The faculty members who teach the ***Team- and Patient-Centered Communication Faculty Course*** are experienced educators designated as IHC Master Trainers. Master Trainers have extensive clinical and clinical teaching experience.

CME

The Institute for Healthcare Communication is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. The Institute for Healthcare Communication takes responsibility for the content, quality, and scientific integrity of this CME activity. The ***Team- and Patient-Centered Medical Home Communication Faculty Course*** is designated by the Institute for Healthcare Communication as a continuing medical education activity meeting the criteria for up to 27.25 hours in Category 1 of the Physician's Recognition Award of the American Medical Association. The Institute for Healthcare Communication is accredited by the American Academy of Family Physicians (AAFP) to provide prescribed credit for continuing medical education programs. This activity has been reviewed and is acceptable by the American Academy of Family Physicians.

For further information, please contact:

Institute for Healthcare Communication

171 Orange Street, 2R

New Haven, CT 06510-3111

203-772-8280

info@healthcarecomm.org

website: www.healthcarecomm.org

Notes

Gittell, JH. "Relational Coordination in Healthcare: Transforming Relationships for High Performance." Relational Coordination Research Collaborative. Jun 30, 2011. <http://www.mass.gov/chia/docs/cost-trend-docs/cost-trends-docs-2011/gittell-jody-hoffer-june-30.pdf>.

Keller, VF, Carroll, JG. "A new model for physician–patient communication." *Patient Education and Counseling* 23 (1994): 131-140.

National Committee for Quality Assurance (NCQA). *Patient-Centered Medical Home Recognition*. 2014. <http://www.ncqa.org/Programs/Recognition/PatientCenteredMedicalHomePCMH.aspx> (accessed Jan 2, 2014).

Teutsch, C. "Patient-doctor communication." *Med Clin North Am* 87, no. 5 (Sep 2003): 1115-45.