The medical office...

- is a strange environment
- may cause hesitancy & fearfulness:
  - new procedures
  - medical jargon
- may be overwhelming
- may create guarded behaviors:
  - embarrassment when disclosing personal / intimate information
  - concerns that confidences may be violated
  - fears that concerns will be dismissed

The Medical Assistant’s role...

- patient advocate

- liaison between patient, physician & other health care team members
**Therapeutic communication...**
Exchange between patient & healthcare worker.

- Provides:
  - support
  - information, corrects distortions
  - feedback
  - hope
  - a means for patient expression
  - a means for being heard & understood

**Patient-centered listening...**

- active listening
- reflective listening
- focus on patient, not on self
- suspend immediate judgment
- fully present & receptive to patient

**The goal of patient-centered listening...**

- asking open-ended questions
- allowing the patient to speak freely
- assisting the patient to focus on chief complaint
Prejudice...
• judging based upon preconceived or stereotypical criteria
• self-oriented rather than other-oriented
• elevates at the expense of others
• prejudice = discrimination

Therapeutic environment...
• protects privacy
• establishes trust
• allows emotion
• promotes open, honest communication
• minimizes distractions:
  – noise
  – visual
• eliminates physical barriers
  – furniture
  – equipment

Nonverbal communication...
• kinesics
• socially learned
• vary with culture
• 70% of one-on-one conversation is nonverbal
• verbal & nonverbal messages should match
• personal space, 2 to 4 feet
• touch…when, where?
Maslow’s Hierarchy of Needs

- Theory of human motivation for self-fulfillment
- Basic needs met first
- Illness can cause retreat to basic needs
- Dominant needs change throughout life cycle

Maslow’s Hierarchy

- **Self-actualization**
  peace, fulfillment, social action
- **Esteem**
  self-respect, autonomy, status, recognition
- **Social**
  affection, belonging, friendship
- **Safety**
  security, protection from physical & emotional harm
- **Physiological**
  food, drink, shelter

Coping mechanisms...

- Strategy, conscious or unconscious, for relieving anxiety.
- Can protect us or harm us.
- May present barriers to therapeutic communication.
Patients with special needs...

- Elderly:
  - vision
  - hearing
  - comprehension - don’t patronize

- Impaired:
  - mentally
  - physically
  - visually
  - hearing

Why is patient teaching important?

- Empowers

- Gives control

- Patient takes active role in healthcare decisions

- Facilitates compliance with prescribed treatments

Patient education...

- May be formal

- May be informal

- Is an active process

- Intended to produce an observable change in attitude or behavior
For patient to change behavior...

- needs to acquire new:
  - knowledge
  - skills
  - values
  - beliefs

The patient-centered approach to teaching is...

- Collaborative between teacher & learner.

- Must be centered on the individual needs of the patient.

The teaching process...

- Assess patient’s needs
- Plan a strategy
- Deliver & document
- Evaluate results
Assessment

• health care needs
• ability & emotional readiness to learn
• addresses patient’s environment & support network

Strategy

• Jointly agreed upon concrete goal or objective.
• Develop plan in collaboration with patient.
• Include all 3 domains of learning:
  – cognitive, knowledge about subject
  – psychomotor, physical action or experience
  – affective, how one feels about subject
    Seize the moment - spontaneous readiness!

Delivery

• One-on-one
  – preoperative teaching
• Small group - attitudinal change
  – smoking
  – weight management
• Demonstration
  – dressing change
  – breast self-examination
Documentation

• Prevents duplication of:
  – time
  – effort
• Liability protection

Evaluation

• Patient feedback
• Were goals met? If not, why?
• Patient’s reaction
• What follow-up is needed
• What went well, what could be improved upon?
• Evaluate teaching, learn & grow, develop teaching skills & confidence

Five ways to facilitate therapeutic communication…

• Maintain patient-centered listening
• Suppress prejudice
• Create a therapeutic environment
• Be alert to nonverbal cues
• Establish a trusting relationship
Teaching is fun!!!

Let's practice...