

Competency

In this project, you will demonstrate your mastery of the following competency:

- Analyze communication styles and strategies for optimal effect within healthcare organizations
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Scenario

Crystal Creek is a long-term care facility that provides rehabilitative, restorative, and ongoing skilled nursing care to patients in need of assistance with activities of daily living such as, bathing, eating, and walking. Crystal Creek has a small administrative team of senior-level managers that establish healthcare standards, make strategic policy decisions, and oversee personnel in support of the facility's vision for long-term care. As a member of this team, you must ensure that residents are provided with high-quality medical and personal care, and that operations, finances, and personnel are managed effectively.

Recently, a resident was rushed to a nearby hospital after experiencing signs of a mini stroke or TIA (transient ischemic attack). The patient was admitted in time for the doctors to dissolve the clot before the patient experienced any long-term side effects. You overheard the nurse in charge of the patient's care saying that although he noticed that his patient started exhibiting signs of difficulty speaking and understanding, he didn't want to disturb the doctor on call or the head nurse on duty. The night nurse discovered the patient's symptoms when she started her rounds and alerted the proper emergency care professionals. You also heard from the patient's family that no one at Crystal Creek notified the emergency medical staff about the patient's hearing impairment. When the patient woke up from surgery, he was disoriented and alarmed since he could not hear the hospital physician. When you took a closer look, you noticed that the patient's hearing impairment was missing from the patient's Crystal Creek medical record.



Failure of healthcare providers to properly communicate within and between departments can cause missed prevention opportunities that harm patients' health and contribute to malpractice lawsuits. Alarmed by this case, the management team decided to implement a patient communication survey and to create a series of handouts for the administrative and medical staff about effective communication strategies with various audiences or stakeholders in a healthcare organization. Each member on the team, including you, offered to create one of the handouts.

Directions

To improve communication practices at Crystal Creek, the management team decided to create a patient communication survey and develop effective communication handouts for staff to reference. Both the survey and the handouts will be used during performance reviews and new-employee orientation trainings.

Part 1: Patient Communication Satisfaction Survey

To learn more about how well your staff is communicating with patients, you will create a 15- to 20-question survey to distribute to patients. You can choose to write any types of questions (rating scale, Likert-type scale, multiple choice, open-ended, etc.) that you feel will gather the most useful information for you and the management team. Refer to the Supporting Materials section to learn more about the different types of questions that you could use in your survey. You may submit your survey questions in a word document or using a free online survey tool. Your survey questions must target at least the following communication areas:

- Frequency of communication from Crystal Creek to the patient
- Channel of information (email, text, phone, patient portal, etc.) between Crystal Creek to the patient
- Delivery of information (verbal, written, images, sign, braille, etc.) between Crystal Creek and the patient
- Information sharing (contact with family members, spouses, caregivers, or children about medical status and other healthcare-related information)
- Other communication preferences related to aspects of a patient's identity and values that would affect how Crystal Creek communicates with them (This could include but is not limited to religious and cultural values.)

Part 2: Effective Communication in a Healthcare Organization Handout

The management team has also decided to create a series of effective communication handouts to distribute to Crystal Creek staff. You have been asked to create one of the one-page guides, outlining communication best practices related to form, frequency, style, and strategy. The handout must be 250-500 words in length. You may need to conduct some of your own research to complete your handout. Select one of the following stakeholders or groups to serve as the focus of your handout.

- Communication with patients
- Communication with third-party vendors (insurance companies, pharmaceutical firms, food supply, etc.)
- Communication with contractors (custodial, entertainment, etc.)
- Communication with coworkers inside and outside your department (nursing staff, administrative employees, social workers, dietitians, occupational and physical and speech-language therapists)
- Communication with supervisors

In your handout:

- Identify and describe the stakeholder (include whether they are internal or external)
- Appropriate form and frequency of communication
- Applicable communication styles and strategies for interacting with the stakeholder that you selected in the previous step

Refer to the Supporting Materials section to explore how to make an effective handout that is visually appealing and informative.



What to Submit

Every project has a deliverable or deliverables, which are the files that must be submitted before your project can be assessed. For this project, you must submit the following:

- 1. Patient Communication Satisfaction Survey (15-20 questions)**

Develop a 15- to 20-question survey for the residents of Crystal Creek about their satisfaction with communication at the facility. You can choose to write any types of questions (rating scale, Likert-type scale, multiple choice, open-ended, etc.) that you feel will gather the most useful information for you and the management team about frequency of communication, channel of information, delivery of information, information sharing, and other communication preferences related to aspects of client's identity and values. Refer to the Supporting Materials section to learn more about the different types of questions that you could use in your survey. You may submit your survey questions in a word document or using a free online survey tool. You must ensure that someone reviewing your project can access the questions in your selected format.

- 2. Effective Communication in a Healthcare Organization Handout (250-500 words)**

You will create a 1-page guide to be distributed to the existing healthcare staff and incorporated into new-employee orientation materials about how to communicate effectively with various stakeholders in the organization. The handout must be 250–500 words in length. You will select a particular group or stakeholder, describe the appropriate form and frequency of communication, and discuss appropriate communications styles and strategies for interacting with them.