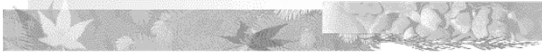


COMMUNICATE FOR QUALITY

Association of Montana Health Care Providers
September 23, 2011
Billings, Montana



options unlimited
Community Connections for Health Care
West Fargo, ND
joan@bachmanconsulting.net
Joan Bachman, RN, NHA, RHIT, BSBA, FCN

**Health Spending
Hits 17.3 Percent of GDP
In Largest Annual Jump**
By Ken Terry | February 4, 2010
Bnet – CBS Business Network

FAILED COMMUNICATION

- Person to Person
 - What I see vs How it really is
- Organization to Person to Organization
 - This is how it will be
- Government
 - What's an "individual"?

Communicate for Quality

OBJECTIVES

1. Describe the facets of organizational/provider communication system
2. Describe information necessary within and from the organization to fulfill organizational objectives
3. Consider elements to include in a plan to communicate information appropriately and effectively in your organization

Communicate for Quality

COMMUNICATION

- “a process whereby information is enclosed in a package and is channeled and imparted by a sender to a receiver via some medium. The receiver then decodes the message and gives the sender a feedback. All forms of communication require a sender, a message, and an intended recipient, however the receiver need not be present or aware of the sender's intent to communicate at the time of communication in order for the act of communication to occur”.
- Communication requires communicative commonality.

WHO AM I??

- **Origin**
 - German Lutheran Rural ND
 - Natural Born American Citizen
- **Education**
 - 1-Room Rural School
 - 18-grad High School
 - 18-grad Diploma Nursing School
 - 13-year Bachelor's Degree - non-traditional
 - Independent Study - On-going informal
- **Experience**
 - Farm Kid - no electricity or plumbing - picked rocks, drove tractor, raised chickens, milked cows
 - Daughter, Sister, Niece, Aunt, Mom, Ex.-wife, Grandma, Great Grandma
 - Piano player, knitter, seamstress, volunteer
 - Maid, nursing student, staff RN, DNS, Administrator, Regulator, Parish Nurse
 - Consultant - Facilities, Native American Tribe, Trailer Park; Author; Grant Writer

Communicate for Quality

COMMUNICATION FACETS

- Participants
- Purpose -- Information
- Medium - Mechanism
- Style

Communicate for Quality

PARTICIPANTS >

- Peers
 - Internal or External
- Subordinates
 - Internal or External
- Superiors
 - Internal or External

Communicate for Quality

PARTICIPANTS >

- Patients*
 - Culture
 - Independent – physically, mentally, emotionally
 - Dependent – upon whom?
 - Access to Resources
 - Financial Resources (personal and system)

Communicate for Quality

PARTICIPANTS >

- Outside Agencies
 - Government - Regulators
 - Educators
 - Payers
 - Competitors
 - Special Interest Groups
 - Researchers
 - Representatives or Politicians?

Communicate for Quality

PARTICIPANTS

- Public
 - Service Area
 - Recruits
 - Potential Partners
 - Competitors
 - Comparative costs to the system

Communicate for Quality

PURPOSE >

- Business
 - Standards – Policies
 - Personnel
 - Meetings – Minutes
 - Integrity – Resource Utilization
 - Reports
 - Financial Viability

Communicate for Quality

PURPOSE >

- Clinical
 - Standards -- Policies -- Safety and Quality
 - Personnel
 - Documentation - Diagnosis
 - Treatment - Prevention
 - Documentation - Reimbursement
 - Quality

Communicate for Quality

PURPOSE >

- Education (deliberate transmission of knowledge, skills, values)
 - Staff, including physicians and contractors
 - Board
 - Patients
 - Health Professionals
 - General Public

Communicate for Quality

PURPOSE

- Public Information
 - Standards – Policies
 - Health – Safety - Costs
 - Reports: Business & Clinical
 - Offensive – Defensive
- Promotion
- Advertising

Communicate for Quality

MEDIUM - MECHANISM

- Action
- Mindfulness - Awareness
- Body Language - Touch – Eye Contact
- Language
- Spoken
- Written
- Technological

Communicate for Quality

STYLE >

- Top Down – Bottom Up
- Formal – Informal
- Prepared/Intentional – or Not
- Understandable – Legible
- Culture Sensitive

Communicate for Quality

STYLE

- Cultural Aspects
 - Ethnic
 - Social
 - Generational
 - Economic
 - Educational
 - Experiential
 - Regional

Communicate for Quality

INFORMATION

Required - Optional - Selective

- Facts
- Beliefs

Communicate for Quality

INFORMATION - FACTS

- Business
 - Legal – Compliance
 - Financial
- Clinical
 - Diagnosis – Prognosis
 - Treatment Options – Resource Utilization
 - Prevention – Personal Responsibility
- Regulatory
 - Interpretation
 - Resource Utilization

Communicate for Quality

INFORMATION - BELIEFS

- Mission – Vision
 - Do as I say, not as I do?
- Clinical
 - Allopathic – Traditional – Wholistic
 - Resource Utilization
- Ethics

Communicate for Quality

ORGANIZATIONAL SYSTEM

- Purpose, Medium, Style, Information
- Participants – Inclusive vs Exclusive
- Integrity
- Accountability - Responsibility
- Goal Achievement
- Evaluate - Revise

Communicate for Quality

COMMUNICATION SYSTEM

LOOK, LISTEN, THINK, ACT

- Policies & Procedures
- Meetings – Committees
- In-Service - Orientation - Education
- Quality Assessed/Performance Improved
- Verifiable Outcomes

Communicate for Quality

OBJECTIVES

- Describe Facets of Communication for your Organization
- Describe Types of Information for your Organization
- Design a Plan to Communicate Information appropriately and effectively
