

VERBAL-NON VERBAL COMMUNICATION DOCTOR-PATIENT COMMUNICATION I.

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REMEMBER

What makes a doctor good doctor?



from the aspect of the patients

- **72%** the most important the personal doc-pat. relationship (pays attention, listens to the patient, demonstrates empathy)
- **28%** the most important **the skill and the knowledge** (competence, efficiency, time management)

FOR THINKING... COMMUNICATION



- Is it important?

POWER



- Why is it important?

INFLUENCE

MAKE AN EFFECT





LEVELS OF COMMUNICATION

VERBAL

- Meaning of the words (most complicated code)
 - Emotional association!
- Expressive capability
- Multiple layers of regulation
 - Special etiquette
 - Prohibited words
 - „taboos“

NON VERBAL

- Checking the communicative relationship
- Presentation of the self
- Expression of emotional state
- Expression of attitude

ELEMENTS OF NON-VERBAL COMMUNICATION

- The quality of the voice (vocalisation, intonation)
- Space (distance, time, position)
- Appearance (wardrobe)
- Facial expression
- Eye contact
- Gestures
- Posture
- Hands, arms, legs

Verbal communication – meaning of the words

For example

- ~~Dr: Well, Mrs Arthur, there is nothing to worry about. You have multinodular goitre, but this is a benign condition. There are a several more tests we want to run to rule out any peculiarities. I will arrange a special scan and biopsy of the enlarged lump. Will this be okay with you?~~
- Mrs. A: So you are certain it is not serious, doctor?
- Dr: Absolutely. Lets speak to the nurse regarding the arrangements of the test and I will see you in a month. Goodbye.
- Mrs A: Well, goodbye doctor, thank you.



For example

- Dr: Well, Mrs Arthur, there is nothing to worry about. You have **multinodular goitre**, but this is a **benign** condition. There are a several more tests we want to run to rule out any peculiarities. I will arrange a **special scan** and **biopsy** of the enlarged lump. Will this be okay with you?
- Mrs. A: So you are certain it is not serious, doctor?
- Dr: Absolutely. Lets speak to the nurse regarding the arrangements of the test and I will see you in a month. Goodbye.
- Mrs A: Well, goodbye doctor, thank you.



Our Vocabulary



ENSURE YOU ARE UNDRESTOOD!

- Avoid the use of Latin
- Avoid professional jargon
- Adopt your speech to the patient, sensitive to cultural background and emotional status
- The face is a mirror, study the patient's reflections

THE POWER OF VOCABULARY

Suggestive communication

- Altered state of consciousness
 - Changed
 - Narrowed consciousness
- Decoding
- **SUGGESTION**
 - Negative
 - Positive

THE POWER OF VOCABULARY

„Try to...” ⇒ Involve the possibility of failure

- „Actually...” ⇒ Uncertainty
- „In this respect / this time / according to the findings...”
⇒ Yet... / on the other hand...

Exact, authentic information !

(It does not mean negativ suggestion, however, the thoughtless words and secondary notes are dangerous.)



Effective Tools of Suggestion

- GOAL: One central thought define one triggered answer
- POSITIVITY: „Don't tense your muscle“ ⇒ „Relax“
- VOLUNTEERISM: „Take a big breath“ ⇒ „Your breathing is deeper“
- TIMING: „Relax , your treatment has been started, the injection will effect in a few minutes.“
„Slowly the pain (this strange feeling) stops, you feel increasingly better.“
- QUANTITY: Realize only one or two effects
- REPETITION: „Press, press, press“ ⇒ „Press ... yes... go on ... very good job“
- QUESTIONS: Promote the attraction of attention. And the answer can explore the desired effect.
„Do you feel better, now?“
„Tell me, when you feel better!“



Effective Tools of Suggestion

- CONCENTRATE UPON THE GOAL: Sign only the goal. Let the subconsciousness to determine the method of reaching !
„Relax ! Stop bleeding!“
- DO, NOT TRY !
„I’ll try to position this pipe“ ⇒ „I am going to insert this pipe“
- OFFER THE POSSIBILITY OF CHOICE:
„May I take blood from your right or left arm?“
- IMAGINATION: The desired event should be represented by host of visual imagery.
- MOTIVATION: *„It is much better for both you and your baby...“*
„You are closer and closer to have independently dining...“
- FIX IDIOMATIC EXPRESSIONS: *„Give it a chance ...“*
„The sooner the better...“

THE ART OF SILENCE



- Importance of psychological and emotional attention
- Sometimes it is more important than acting
- Dying patients

THE QUALITY OF INTONATION



- The voice of the doctor
- The voice of the patient

- Speak calmly, slowly and with certainty
- Avoid:
 - threatening
 - preaching
 - criticism
 - mockery, irony...
- Observe the patient

OUR ENVIRONMENT

■ AMBIENCE

■ TIME

■ DISTANCE



The surgery

- Symbolizes respect
- Reduces anxiety
- Increase patient's confidence
- Initiates welcomeness
- Secure





TIME and DURATION

Reasonable wait
(considered by pt.)
10-30 min: 80%



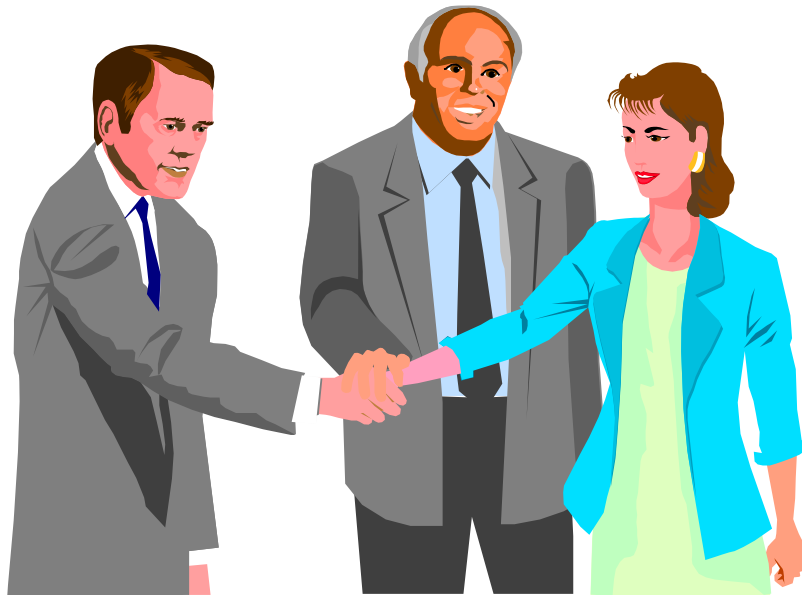
Usual wait
(reported by pt.)
20-60 min: 60%

Amount of time: Indicator of respect



DISTANCE

- 15-45 cm intimate zone
- 40-120 cm personal zone
- 1,2-3,6 m social zone
- Over 3,6 m public zone



| | |
|-----------|---|
| When ... | ...people enter the elevator, they each.. |
| 1-2 | ..lean against the walls of the elevator |
| 4 | ...occupy a corner. |
| 5 or more | ..all turn to face the door. ...get taller and thinner. ...hands and purses and briefcases hang down in front of the body. ...must not touch each other in any way unless the elevator is crowded, and then only at the shoulder or lightly against the upper arm. ..have a tendency to look upward at the illuminated floor indicator. |



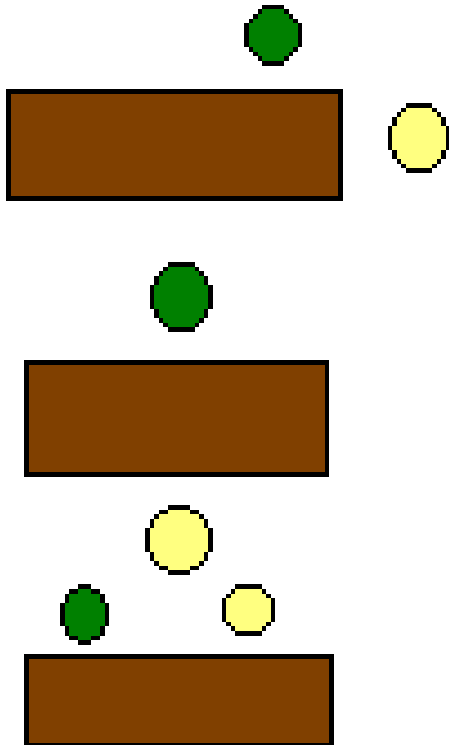
Distance from your patient

- Beyond the intimate zone, but inside the personal zone (3-4 feet)
- Easily hear one another
- Touch, if and when deemed suitably appropriate
- No barriers (your desk)
- Face the pt. fully (shoulders parallel)

→ **Advisory position**



POSITIONS



- **Advisory**
- **Competitive**
- **Cooperative**

Advisory



Competitive



Cooperative





THE OPTIMAL OFFICE ENVIRONMENT

- Advisory position
- Distance
- Eliminating disturbing factors (noise, telephone, other persons, sharp light)

GENERAL COMFORT

Have a break!

