

# VERBAL-NON VERBAL COMMUNICATION DOCTOR-PATIENT COMMUNICATION II.



**Szilvia Heim M.D.**

**Ildikó Bán M.D.  
Katalin Trompos M.D.  
János Oberling M.D.**

**University of Pécs  
Faculty of Medicine  
Department of  
Primary Health Care**



# LEVELS OF COMMUNICATION

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## VERBAL

- Meaning of the words (most complicated code)
- Art of silence

## NON VERBAL

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

# APPEARANCE - Doctor

## ■ Symbols, emblems

culturally-regulated  
stereotypes  
individual preferences

## ■ Our dress-white coat: symbolic

Pleasant feelings  
Signifies of dominance

## ■ Cosmetics, Body scent, pristine hair, Parfume, Fingernails etc...

May offend or risk injury →  
find an alternative

## ■ Our outward appearance affects social interactions



# APPEARANCE -Patient

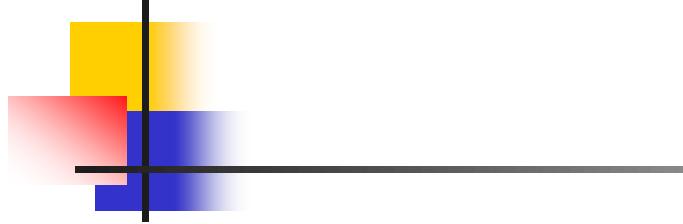
## IMPORTANCE OF FIRST IMPRESSION

- The patient's appearance-mood, diseases, social background
- Preconceptions !

**CHANGES**



# FACIAL EXPRESSIONS

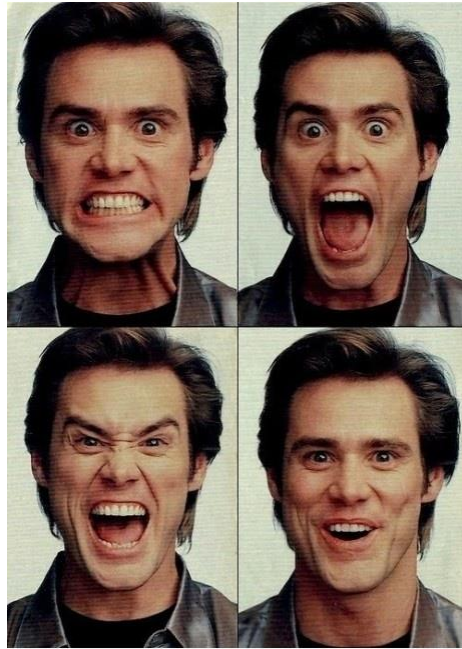
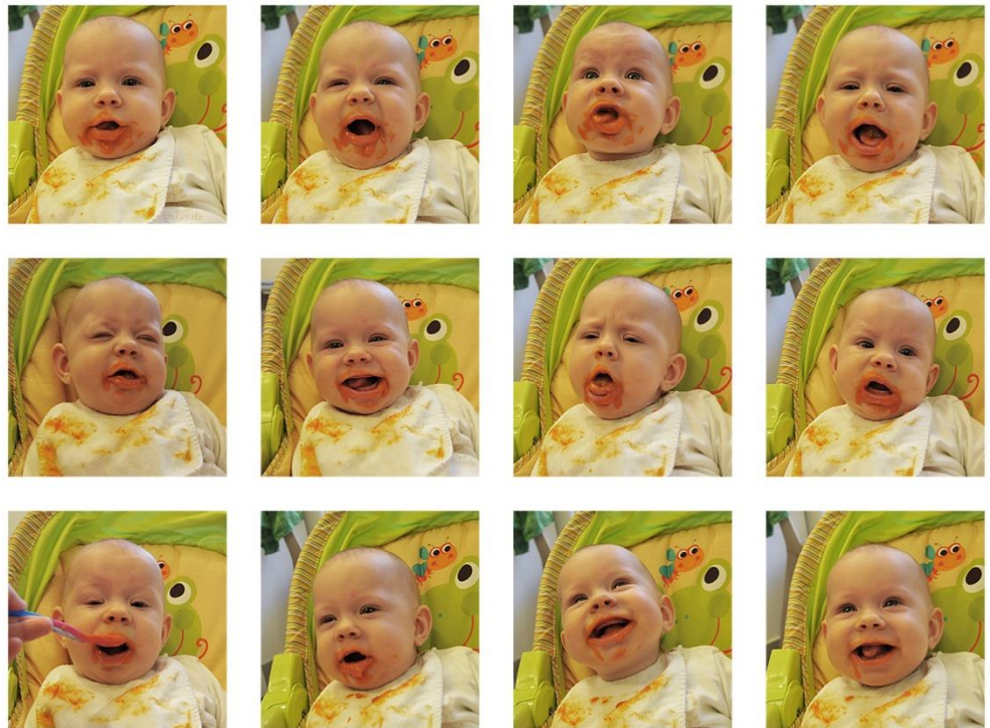


- Particularly important in expression of emotions

- Eight basic emotions (Ekman)

- Socio-cultural effects: rules that vary from cultur to culture

- Individual „style“

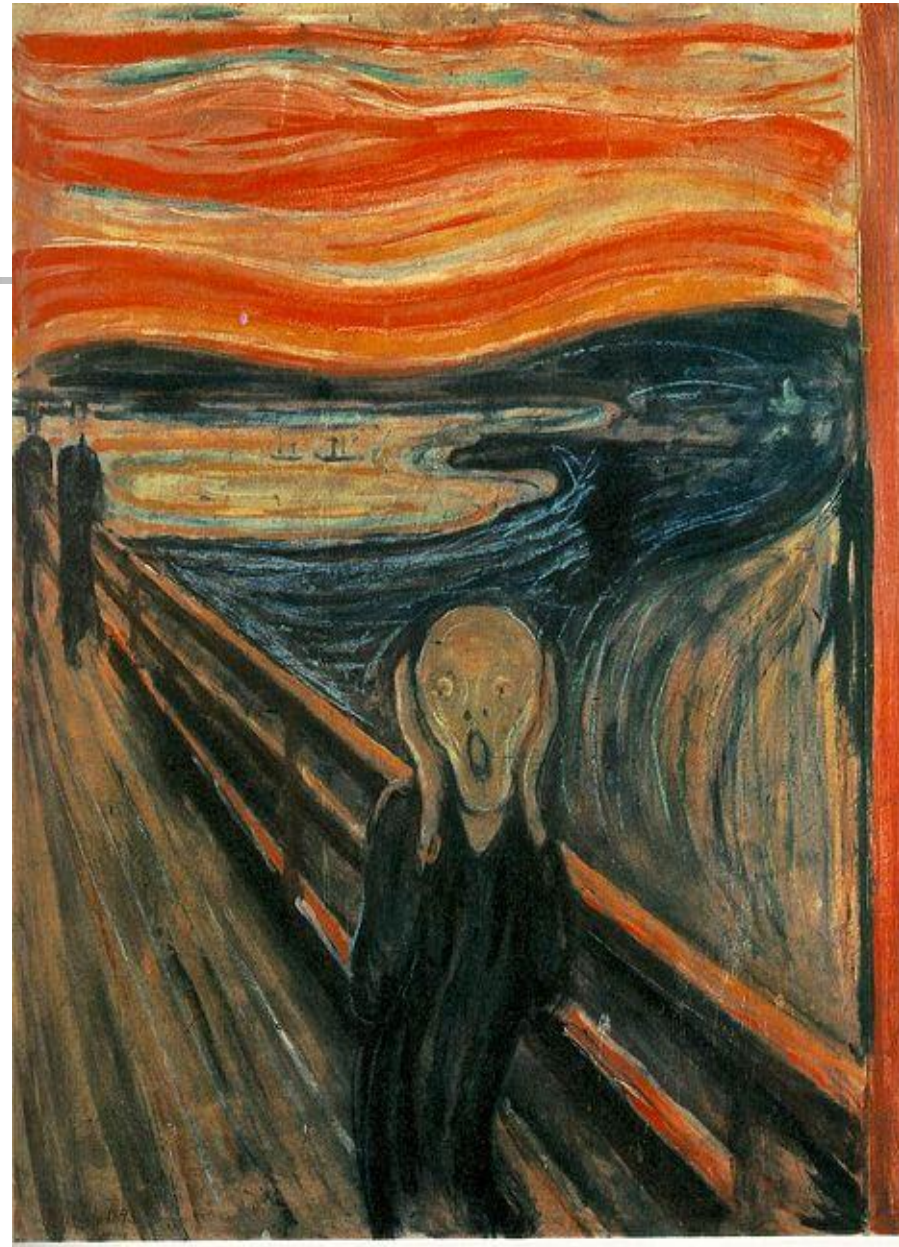


# Eight basic emotions (Ekman)

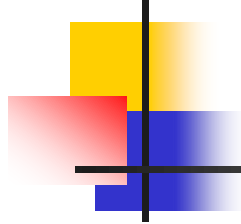
Genetically inherited

Universally recognised

- Joy
- Fear
- Anger
- Surprise
- Disgust
- Sadness
- Enquiry
- Contempt



# VARIED FACIAL EXPRESSIONS



• **Confirm or contradict the image you prefer to symbolize?**

• By paying attention to feelings of discomfort, rather than hiding them, interaction skills can be improved (Marsh, 1988)



# GESTURING, GESTICUALTION

## **DOMINANCE, DISTANCE**

- Steepling (touching together of fingertips)
- Chin or beard–stroking



## **WARMTH and ENCOURAGEMENT**

- Head nod
- + vocal cues („uh huh” or murmur)

## **RECIPROCITY**

- Evaluate your gestures: acquire or change





# GESTURE

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- **This ultimate gesture is known everywhere, it's absolutely universal**
- **It's rarely, if ever, misunderstood. Primitive tribes and world leaders know and use this gesture.**
- **This particular gesture actually releases chemicals, called endorphins, which results in a mild form of euphoria.**
- **This gesture may help you ease out of difficult situations.**

# THE SMILE



# YOUR SMILE

Pleasant dimension  
in your opener, the  
first few seconds

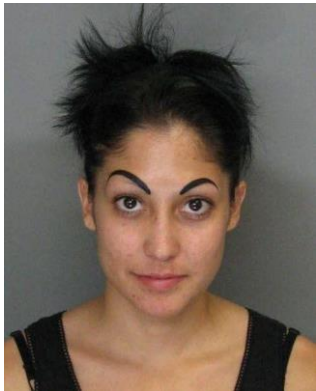
???



# OUR EYES – The mirror of the soul



- **Nearly 40 positions exist regarding the eyebrow and 20 displays of the eyelash reveal the inner state/emotions**
- **Instinctively use**



# EYE CONTACT



- Eye contact (30-50%, 60-70% of the time) - depressed patients less than 25%

- Blink rate-stress level

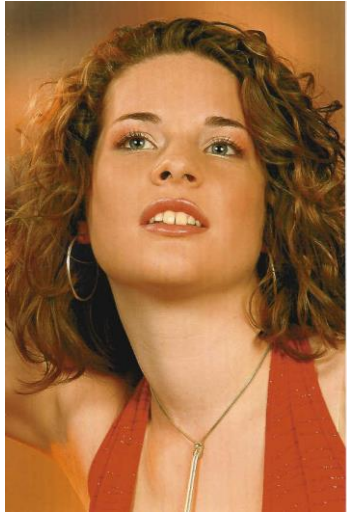
- Staring – aversive type

- Lack of genuine eye contact

- Non-aggressive visual attention



# OUR HEADS



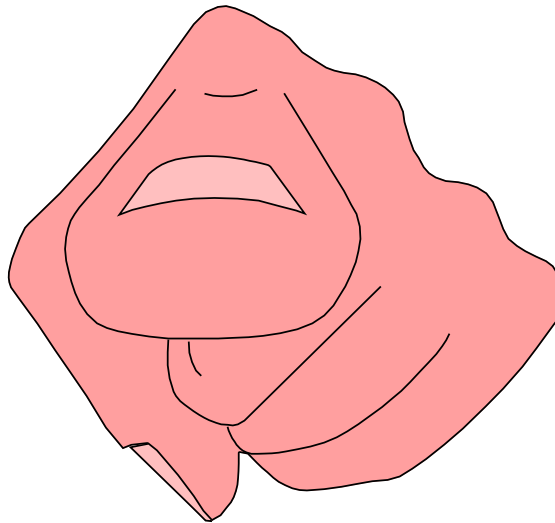
- **Neutral**
- **Head is up**  
anger, self-confidence,  
provoking, coquettish
- **Head is back**  
protest, fear
- **Head is down**  
humbleness, respect,  
sadness, shame,  
remorse, guiltiness
- **Head is aside**  
attention, interest, and  
also sexual interest

# Hands, palms and Gesticulation



Powerful commanding,  
ordering, aggressive

truth, openness, respect  
honesty, trustfull,  
obidience....



Okay, agreement

# Use of arms and hands



Second prominent part of the body (after the face)

## **Open arms**

**Welcome..., sincereness,  
openness, trust...**



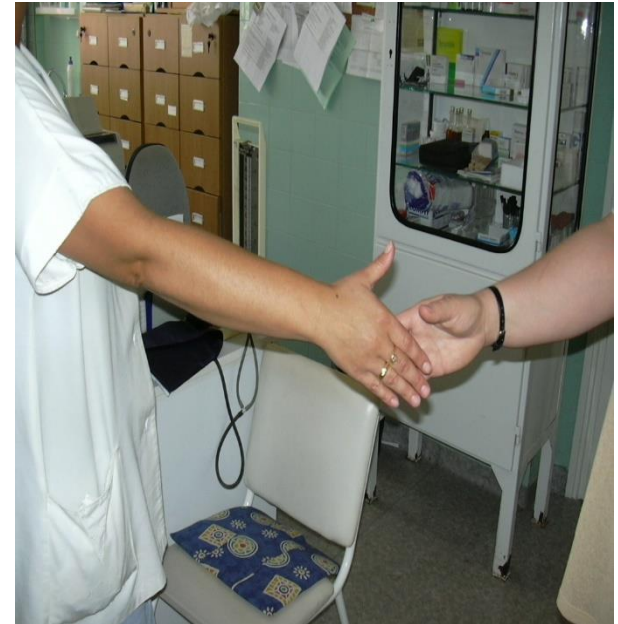
## **Crossed arms**

**in childhood hiding behind...,  
defence, disagreement**



# Grips and handshakes

- Used as the most potent of nonverbal communicators: touch
- Greeting ritual and leave-taking ritual
- Degree of firmness
- Duration
- Type of interlock
- Firm, brief handshake





# TOUCH

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- Situations **in which** it's preferable not to speak or no need to speak
- Therapeutic touches (TT) – encouragement or emotional support
- Different countries, different cultures (cultural expectancies)





# LEGS

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**Least-controlled  
area of the body**

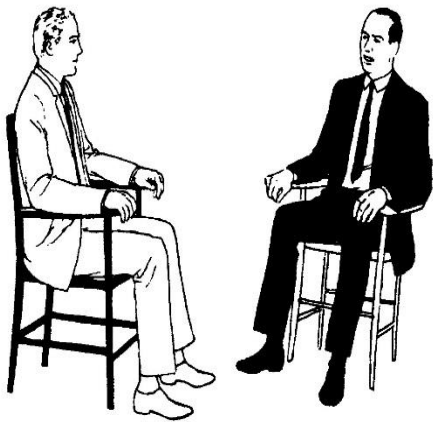


# BODY POSTURE



- Movement of the body
  - From place to place
  - Dynamics
  - Speed
  - Different forms
- Position of the body
  - Distance
  - Angle of body
  - Shape of body
- Closed - Open

# BODY POSTURE



66. Két szakértő „Lincoln-féle” testtartással



- The sign associated with **nervousness** is the straight, upright, stretched position.
- **Moderate comfort** is when the body leans 20 degree ahead and tilts 10 degree aside.
- **Total comfort** is when the body leans 20 degree back, and more than 10 degree aside.

# When doctors wearing a FACEMASK...

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- has a significant negative impact on the patient's perceived empathy
- diminish the positive effects of relational continuity
- absence of visual cues
- distort speech clarity and reduce speech volume

Ka Man Wong, C. et al: Effect of facemasks on empathy and relational continuity: a randomised controlled trial in primary care. *BMC Fam Pract.*, 2013, 14., 200

# Tips to communicate effectively while wearing a mask

- Obtain the person's attention before speaking – try saying their name
- Speak clearly, and a little more loudly and slowly
- Repeat or rephrase
- Maintain appropriate eye contact
- Reduce or remove background noise
- Use simple hand gestures and body language where appropriate
- Consider using alternative communication methods (writing the message or simply use text on your smart phone)
- Don't be afraid to check for understanding of key details
- **BE PATIENT, CONSCIENTIOUS AND MINDFUL!**

# **POSITIVE BODY LANGUAGE**



**Open cooperative behavior**

**Smile**

**Interest**

**Moderate eye contact**

**Calm, certain voice**

**Opened posture and arms**

**Moderate gestures**

**Movement: way you walk,  
handshake**





# NEGATIVE BODY LANGUAGE

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## **Closed, defensive behavior**

**Trembling voice**

**Slow speech**

**Worried facial expressions**

**Avoiding eye contact**

**Defensive positioning of arms and legs**

**Covering of mouth**

**Big distance**

## **Aggressive, offensive behavior**

**Harsh tone of voice**

**Rapid speech**

**Harsh facial expression**

**Too much eye contact**

**Dominant posture**

**Threatening movements**

**Disturbing distance**

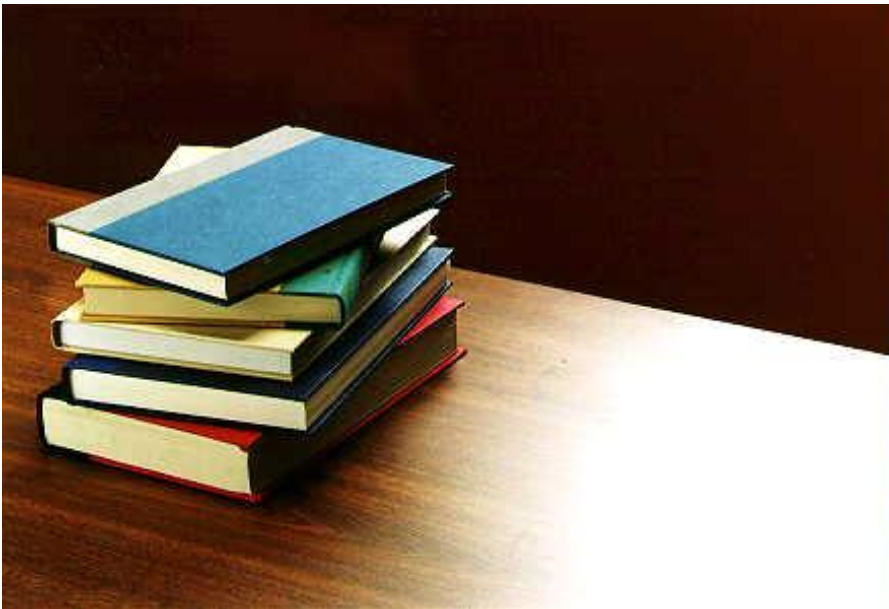


# TAKE-AWAY MESSAGE

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„Doctors who communicate poorly may never be forgiven,  
Those who do it well never will be forgotten.“

- **Pilling, J: Medical communication, Medicina 2011**
- Allan&Barbara Peas: Why Men don't listen &Women can't read the Maps, 2000
- Allan&Barbara Peas: Body Language, 1988
- Gary Imai: Body Language and Non Verbal Communication
- Peter Tate: The Doctor's Communication Handbook Redcliff 2008



**THANK YOU  
FOR YOUR ATTENTION!**

