

# THE CONCEPT OF COMMUNICATION



According to Dr. Josh Umbehr  
“A good scalpel makes a better surgeon.  
Good communication makes a better  
doctor.”



# Communication

- ▶ Communication is imparting or interchanging thoughts, opinions, or information among people by speech, writing, or signs. People communicate in different ways, with the three typical types being verbal, non verbal and visual.



# Communication

- ▶ Verbal communication is the words we choose and it makes up 7% of communication.
- ▶ Para verbal communication is how we say the words and makes up 38% of communication (tonality, volume, expression and speed of the voice).
- ▶ Non-verbal communication – our body language accounts for 55% of what is perceived and understood by others (physiognomy, mimics, gesture, posture).



# Verbal communication

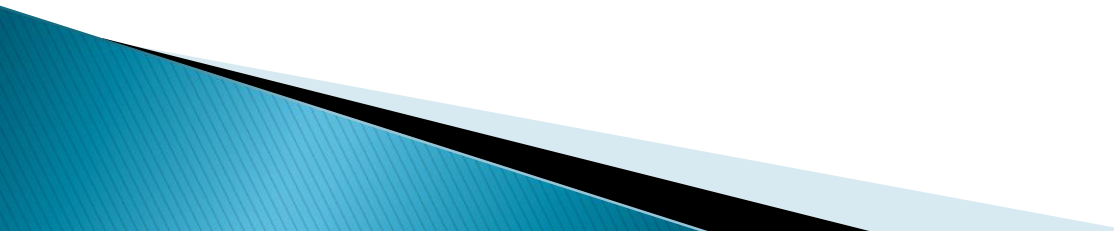
- ▶ **Verbal communication** is the ability to explain and present your ideas in clear English, to diverse audiences.

# Verbal communication

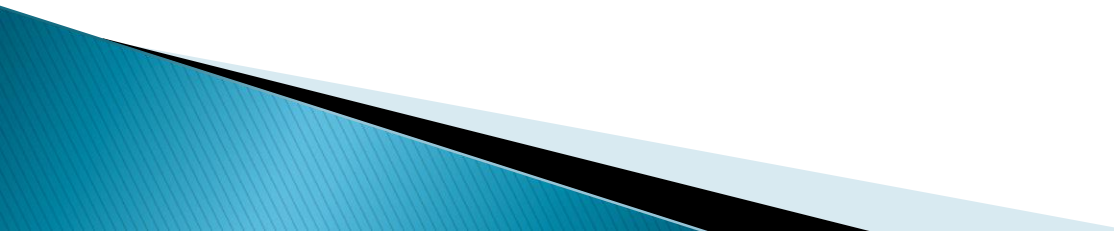
- ▶ **Verbal communication** entails the use of words in delivering the intended message. The two major forms of verbal communication include written and oral communication.



# Written communication

- ▶ **Written communication** includes traditional pen and paper letters and documents, typed electronic documents, e-mails, text chats, SMS and anything else. This type of communication is used for formal business communications and issuing legal instructions. The effectiveness of written communication depends on the writing style, grammar, vocabulary, and clarity.
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# Oral communication

- ▶ The other form of verbal communication is the spoken word, either face-to-face, or through phone, voice chat, video conferencing or any other medium. Oral communication finds use in discussions and informal conversations. Its effectiveness depends on the clarity of speech, voice modulation, pitch, volume, speed, and even non-verbal communications such as body language and visual cues.
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- ▶ Verbal communication makes the process of communication easier and faster, and remains the most successful form of communication.

# Para-Verbal Communication

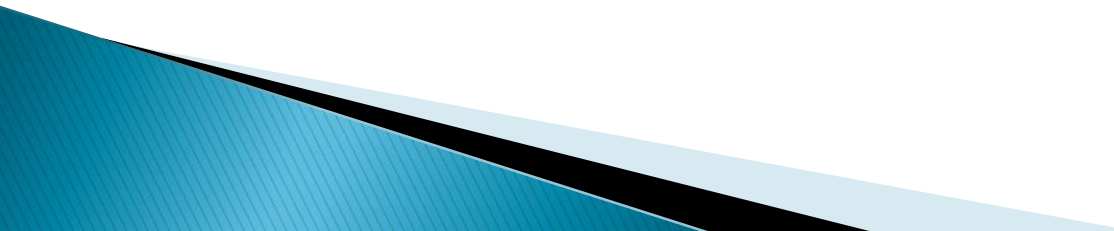
- ▶ The way something is said, rather than what is actually said, is an important component of non verbal communication. It includes voice quality, intonation, pitch, stress, emotion, tone, and style of speaking.

# Non-Verbal Communication

- ▶ **Non-verbal communication** is composed by body language, gestures, facial expressions and tone of voice, and also the use of pictures, icons, and symbols.



# Non-Verbal Communication

- **Aesthetic communication** such as dancing, painting;
  - **Appearance** or the style of dressing, combing hair and etc., which communicates of one's personality;
  - **Space language** such as paintings, landscapes and others;
  - **Symbols** such as religious, status, or ego-building symbols.
- 

# Visual Communication

- ▶ A third type of communication is visual communication through visual aids such as signs, typography, drawing, graphic design, illustration, color and other electronic resources.





A good understanding of different types of communications and communication styles help you know and deal with people better, clear up misunderstandings and misconceptions, and contribute to the success of the enterprise.





# Formal vs. Informal



- ▶ **Formal** communication is often found in hospital policies and documents. Health care workers use formal communication when explaining hospital policies to patients and their families.

# Formal vs. Informal

- ▶ **Informal** communication is less structured, and often allows for more interaction and communication between patients and caregivers. Conversing with patients about their interests, families and daily activities generally occurs using informal communication.





# Technology-Aided Communication

- ▶ Not all patients are able to communicate on their own with their caregivers. In these instances, many use technology-aided communication devices to hear or speak. For example, patients who are unable to speak may type their thoughts into a computer that announces them out loud.

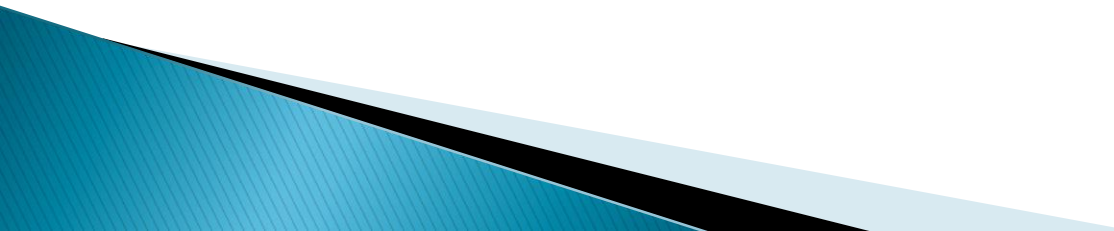


# Communication Skills

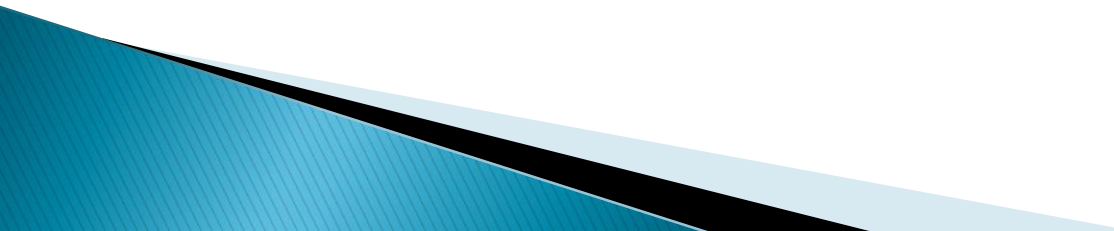
- ▶ **Communication skills** are verbal and non-verbal words, phrases, voice tones, facial expressions, gestures, and body language that you use in the interaction between you and another person.

# Communication Skills in Healthcare

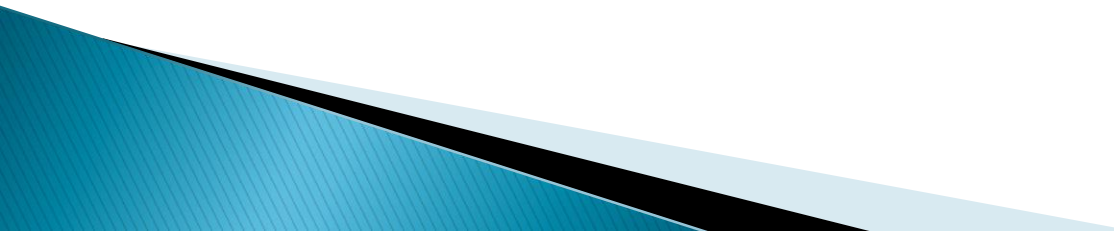
**Communication skills in a healthcare setting include the way you use to:**

- ▶ Explain diagnosis, investigation and treatment.
  - ▶ Involve the patient in the decision-making.
  - ▶ Communicate with relatives.
  - ▶ Communicate with other health care professionals.
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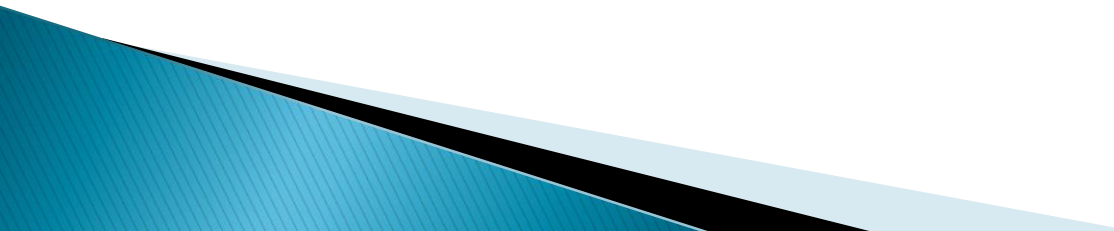
# Communication Skills in Healthcare

- ▶ Break bad news.
  - ▶ Seek informed consent/clarification for an invasive procedure or obtaining consent for a post-mortem.
  - ▶ Deal with anxious patients or relatives.
  - ▶ Give instructions on discharge.
  - ▶ Give advice on lifestyle, health promotion or risk factors.
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# Effective Communication

- ▶ **Effective communication** helps people to understand and learn from each other, develop alternate perspectives, and meet each others' needs.
  - ▶ Hidden agendas, emotions, stress, prejudices, and defensiveness are just a few common barriers that need to be overcome in order to achieve the real goal of communication.
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# Behaviours which Encourage Communication

- ▶ Demonstration of empathy –warmth and genuineness;
  - ▶ Active listening;
  - ▶ Body language;
  - ▶ Meaningful silence;
  - ▶ Acknowledgement of strong emotion;
  - ▶ Encouragement to continue;
  - ▶ Picking up cues by use of:
    - ▶ Reflection
    - ▶ Open questioning
    - ▶ Clarification.
- 

# Difficult Patients

- ▶ **Difficult patients** are ordinary people who come to your health institute, because they have to, not because they want to. Sometimes, they have even been brought in unwillingly by a family member or a friend. They come in with their vast range of different personalities, cultural background, and current emotional state.

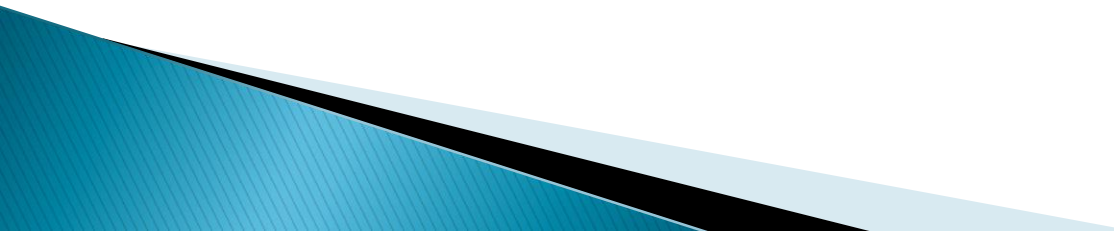


# Difficult Patients

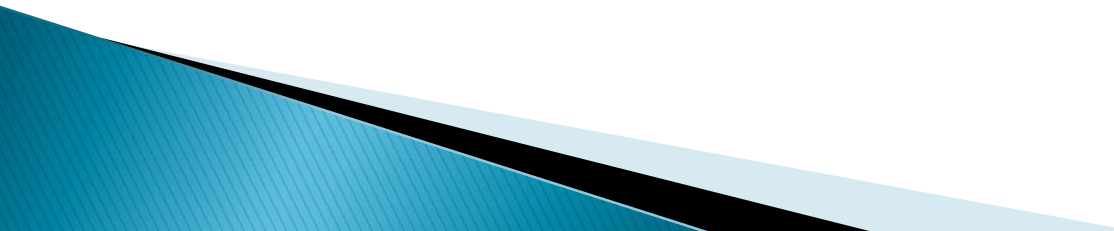
- ▶ **Dealing with difficult patients** needs a lot of communication skills to calm them down or to let them at ease and open for effective communication.



# Difficult Patients Situations in Medical Encounters

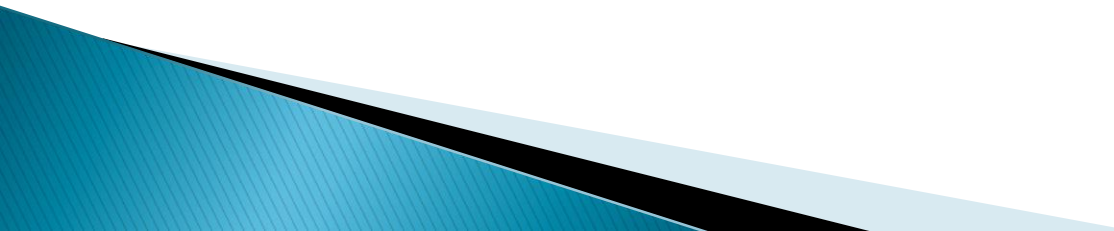
- ▶ The **Silent** patient.
  - ▶ The **Rambling** or **Talkative** patient.
  - ▶ The **Vague** patient.
  - ▶ The **Angry** patient.
  - ▶ The **Depressed** or **Sad** patient.
  - ▶ The **Denial** patient.
  - ▶ The **Anxious** patient.
  - ▶ Patient with **Somatization**.
  - ▶ The **Dependent** and **Demanding** patient.
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# Difficult Patients Situations in Medical Encounters

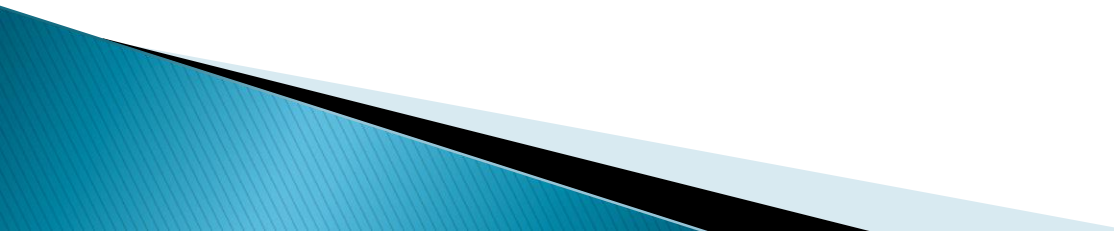
- ▶ **The Dramatic or Manipulative patient.**
  - ▶ **The Long Suffering, Masochistic patient.**
  - ▶ **The Orderly and Controlled patient.**
  - ▶ **The Manic, Restless patient.**
  - ▶ **The Guarded Paranoid patient.**
  - ▶ **The Superior patient.**
  - ▶ **Breaking bad news.**
  - ▶ **Caring for the dying patient.**
  - ▶ **Conflicted Roles.**
  - ▶ **Solving Conflicts.**
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# **Communication in Medicine as the Basis of the Doctor-Patient Relationship**


Doctors should follow the following rules:

- Sit down during consultation, on the right side of the patient;
  - Examine the patient from top down, from the right side to the left side;
  - Talk to the patient as an individual;
  - Show interest and respect;
  - Listen attentively;
  - Answer questions honestly;
  - Inform the patient about treatment options;
  - Involve the patient in making decisions about the treatment;
  - Demonstrate sensitivity to patients' cultural and ethnic diversity.
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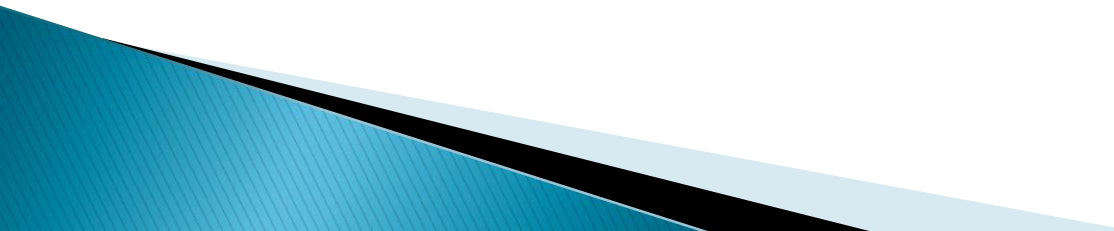
# Communication in Medicine as the Basis of the Doctor-Patient Relationship

- When the patient enters the doctor's office, the doctor has to leave all the other work and pay all the attention to the patient; the first meeting is very important, so the doctor must welcome the patient and introduce himself or herself;
  - The atmosphere in the office must be comfortable, not noisy, without extra light, no other people in the office (the best dialogue can be built if only the doctor and the patient are in the room because this will give the patient the opportunity to be honest,);
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# Communication in Medicine as the Basis of the Doctor-Patient Relationship

- While talking to the patient, the doctor must show interest in the discussion, and pay attention to all the information;
  - The doctors must guide the dialogue; they must ask questions very clearly, using words that the patient will be able to understand;
  - It is very important to give the opportunity to the patient to ask questions; the doctor must make sure that the patient understands everything about the disease, about the efficacy of the treatment, about the chances for recovery; the doctor must be honest with the patient;
- 

# Communication in Medicine as the Basis of the Doctor-Patient Relationship


- While talking to patients, doctors must place themselves “on the same level” with the patients. This will help to build a better relationship. Doctors must talk to patients using simple words.
  - The patients are the ones who make decisions; doctors must explain the health status of the patients, they must explain to the patients the recommended ways of treatment, but the patients are the ones who decide in which way they want to be treated (by surgery, pharmacotherapy, as inpatients or outpatients etc.).
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# Effective Communication Techniques

The patient may feel uncomfortable during the medical examination:

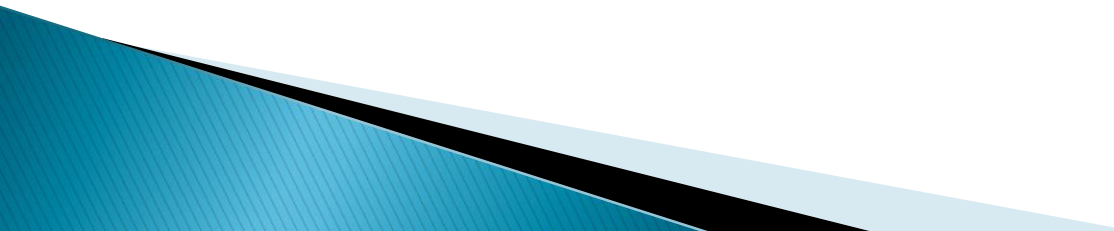
- The doctor must describe what he or she is going to do next, and what the patient has to do, for example: “I am going to measure the temperature, check your pulse, would you, please take off your shirt?”

The goal of every step during medical examination must be explained so that the patient will feel more comfortable.

- If the patient refuses to follow the doctor's instructions, then the doctor must ask the patient what the causes are, and explain why this is so important to perform the physical examination; he or she must be very polite, attentive, and careful.
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# Common Mistakes

The following mistakes must be avoided:

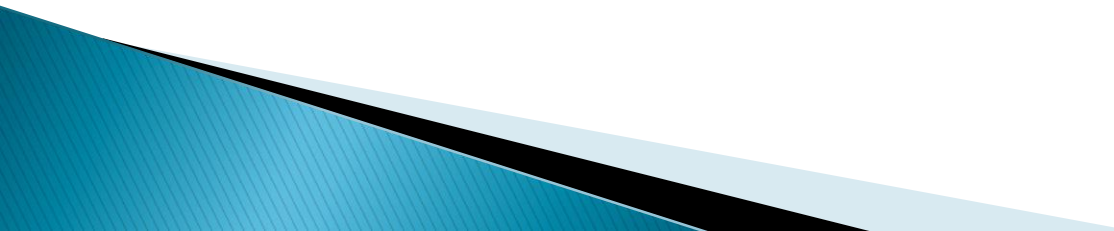
- Asking too many questions;
  - Not allowing the patient to tell their story in their own words;
  - Unnecessary interruptions.
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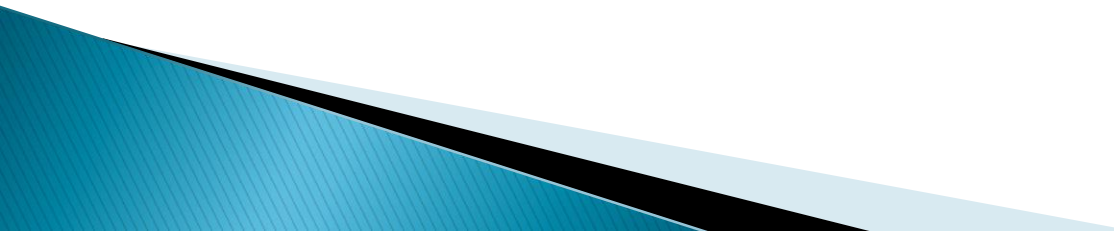
# Giving Bad News

- While breaking bad news, the doctor should follow the following steps:
  - Give information;
    - ↓
  - Check the patient's understanding of the information;
    - ↓
  - Identify the patient's main concerns ;
    - ↓
  - Give realistic hope.

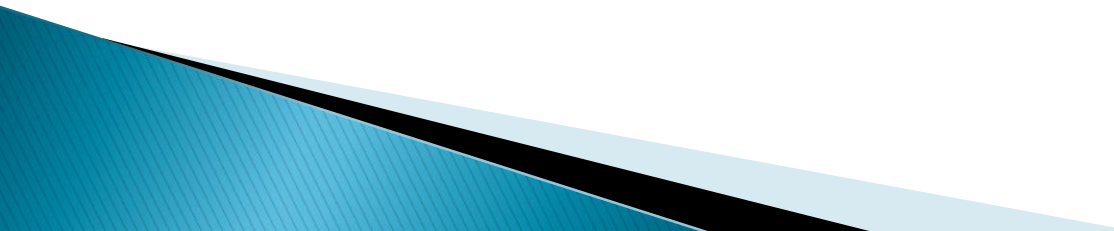
# **Models of Doctor – Patient Relationship**

- Paternalistic;
  - Informative;
  - Interpretative;
  - Deliberative.
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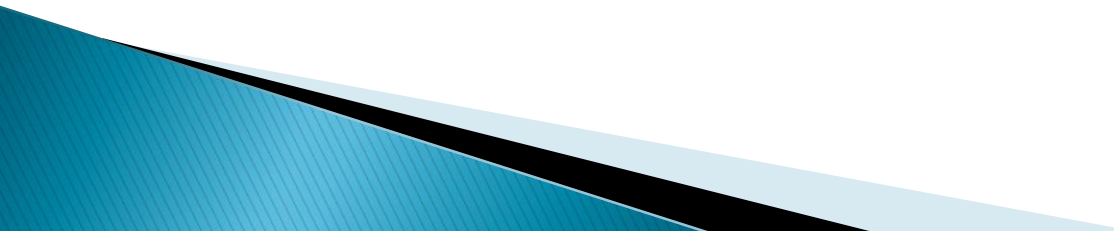
# **Models of Doctor – Patient Relationship - Paternalistic**

- The doctor takes on the role of a parent;
  - He/she decides what is in the patient's interest based on the medical information he/ she has and the medical reasoning;
  - It is reserved for Emergency Medicine.
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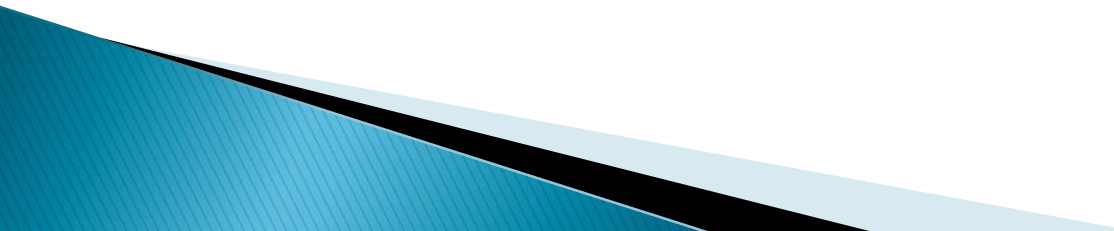
# **Models of Doctor – Patient Relationship - Paternalistic**

- The doctor acts as the patient's protector;
  - He/ she recommends the tests, diagnoses the disease, and recommends the best treatment;
  - The doctor presents selected information to the patient.
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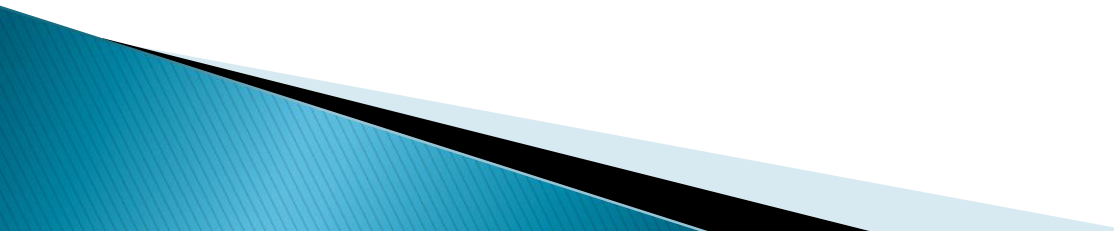
# **Models of Doctor – Patient Relationship** **Informative**

- The physician provides the patient with all relevant information about his/ her condition and therapeutic options, without taking into account the patient's history, personality or system of values;
  - Can cause anxiety, stress;
  - Lack of compassion.
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## Models of Doctor – Patient Relationship - Interpretative

- The doctor gives recommendations taking into consideration individual characteristics of the patient;
  - The decision is made together with the patient;
  - The doctor takes into consideration alternative criticism and suggestions.
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# **Models of Doctor – Patient Relationship - Deliberative**

- The physician behaves like a patient's teacher or friend and tries to let him to choose the "best" way, taking into consideration medical information, reasoning and the patient's personal value system;
  - Involves the patient in a dialogue about the best course of action, telling him at the end not only what they were supposed to do but what they should do (the doctor acting a teacher);
  - Used especially in public health institutions.
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# VARIANTA ROMÂNĂ






According to Dr.  
Josh Umbehr

“A good scalpel  
makes a better  
surgeon. Good  
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Potrivit dr. Josh  
Umbehr

"Un bisturiu bun  
face un chirurg mai  
bun. Comunicarea  
bună face un doctor  
mai bun. "

# Communication



**Communication** is imparting or interchanging thoughts, opinions, or information among people by speech, writing, or signs. People communicate in different ways, the three typical types being verbal, non verbal and visual.

Comunicarea este transmiterea sau schimbarea de gânduri, opinii sau informații între oameni prin vorbire, scris sau semne. Oamenii comunică în moduri diferite, cele trei tipuri tipice fiind verbal, non-verbal și vizual.

# Communication



- ▶ Verbal communication is the words we choose and it makes up 7% of communication.
  - ▶ Para verbal communication is how we say the words and makes up 38% of communication (tonality, volume, expression and speed of the voice).
  - ▶ Non-verbal communication – our body language accounts for 55% of what is perceived and understood by others (physiognomy, mimics, gesture, posture).
- Comunicarea verbală este cuvintele pe care le alegem și reprezintă 7% din comunicare.
  - Comunicarea paraverbală este modul în care spunem cuvintele și reprezintă 38% din comunicare (tonalitate, volum, expresie și viteza vocii).
  - Comunicarea non-verbală - limbajul corpului nostru reprezintă 55% din ceea ce este perceput și înțeles de ceilalți (fizionomie, mimică, gest, postură).

# Verbal Communication

▶ **Verbal communication** is the ability to explain and present your ideas in clear English, to diverse audiences.

- Comunicarea verbală este abilitatea de a explica și prezenta ideile într-o limba engleza clara pentru un public divers.

# Verbal Communication



- ▶ **Verbal communication** entails the use of words in delivering the intended message. The two major forms of verbal communication include written and oral communication.

- **Comunicarea verbală** implică utilizarea de cuvinte în transmiterea mesajului pe care intenționăm să-l transmitem. Cele două forme majore de comunicare verbală sînt comunicarea scrisă și cea orală.

# Written Communication

- ▶ **Written communication** includes traditional pen and paper letters and documents, typed electronic documents, e-mails, text chats, SMS and anything else. This type of communication is used for formal business communications and issuing legal instructions. The effectiveness of written communication depends on the writing style, grammar, vocabulary, and clarity.

- **Comunicarea scrisă** include: scrisorile și documentele tradiționale scrise cu stilou și hârtie, documentele electronice, e-mail-uri și chat-uri, SMS-uri și orice altă informație care se transmite prin simboluri scrise. Acest tip de comunicare este indispensabilă pentru comunicarea formală de afaceri și emiterea de instrucțiuni legale. Eficacitatea comunicării scrise depinde de stilul de scris, gramatică, vocabular și claritate.

# Oral Communication

- ▶ The other form of verbal communication is the spoken word, either face-to-face, or through phone, voice chat, video conferencing or any other medium. Oral communication finds use in discussions and informal conversations. Its effectiveness depends on the clarity of speech, voice modulation, pitch, volume, speed, and even non-verbal communications such as body language and visual cues.

- O altă formă de comunicare verbală este cuvântul vorbit, fie față-în-față, fie prin telefon, voice chat, video-conferințe sau orice alt mediu. Comunicare orală își găsește utilitatea în discuții și conversații de cauzalitate și informale. Eficacitatea conversații orale depinde de claritatea vorbirii, modularea vocii, volum, viteza, și chiar de comunicații non-verbale.



- ▶ Verbal communication makes the process of communication easier and faster, and remains the most successful form of communication.

- Comunicarea verbală face procesul de comunicare mai ușor și mai rapid, rămânând a fi cea mai de succes formă de comunicare.



# Para-Verbal Communication



- The way something is said, rather than what is actually said, is an important component of non verbal communication. It includes voice quality, intonation, pitch, stress, emotion, tone, and style of speaking.
- Modul în care ceva se spune, mai degrabă decât ceea ce este spus de fapt, este o componentă importantă a comunicării non-verbale. Acesta include calitatea vocii, intonație, stres, emoție, ton, și stilul de a vorbi.

# Non-Verbal Communication

- **Non-verbal communication** is composed by body language, gestures, facial expressions and tone of voice, and also the use of pictures, icons, and symbols.

- Comunicarea nonverbală este compusă din limbajul corpului, gesturi, expresii faciale și tonul vocii, precum și utilizarea imaginilor, icoanelor și simbolurilor.

# Non-Verbal Communication


- ▶ Other forms of non-verbal communication include:
  - **Aesthetic communication** such as dancing, painting;
  - **Appearance** or the style of dressing, combing hair and etc., which communicates of one's personality;
  - **Space language** such as paintings, landscapes and others;
  - **Symbols** such as religious, status, or ego-building symbols.

Alte forme de comunicare non-verbală includ:

- Comunicare estetică cum ar fi dansul, pictura.
- Aspectul sau stilul de îmbrăcăminte, pieptănat și altele, care ne comunică despre personalitatea cuiva.
- Limbajul spațial, cum ar fi picturi, peisaje și alteleș
- Simboluri, cum ar fi simbolurile religioase, de statut sau simboluri de consolidare a ego-ului.

# Visual Communication

- A third type of communication is visual communication through visual aids such as signs, typography, drawing, graphic design, illustration, color and other electronic resources.
- Un al treilea tip de comunicare este comunicarea vizuala prin mijloace vizuale, cum ar fi semnele, tipografia, desenul, design-ul grafic, ilustrațiile, culoarea și alte resurse electronice

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- A good understanding of different types of communications and communication styles helps you know and deal with people better, clear up misunderstandings and misconceptions, and contribute to the success of the relationship.

- O bună înțelegere a diferitelor tipuri de stiluri de comunicare și comunicare vă ajută să cunoașteți și să vă ocupați mai bine de oameni, să înțelegeți neînțelegerile și concepțiile greșite și să contribuiți la succesul relației.

# Formal vs. Informal



- **Formal** communication is often found in hospital policies and documents.

Health care workers use formal communication when explaining hospital policies to patients and their families.

- Comunicarea formală se găsește adesea în politicile și documentele spitalicești.
- Lucrătorii din domeniul sănătății utilizează comunicarea formală atunci când explică politicile spitalului pacienților și familiilor acestora.

# Formal vs. Informal

- **Informal** communication is less structured, and often allows for more interaction and communication between patients and caregivers. Conversing with patients about their interests, families and daily activities generally occurs using informal communication.

- Comunicarea informală este mai puțin structurată și adesea permite o mai bună interacțiune și comunicare între pacienți și persoanele care îi îngrijesc. Comunicarea cu pacienții despre interesele lor, familiile și activitățile de zi cu zi are loc, în general, folosind comunicarea informală.

# Technology-Aided Communication



- Not all patients are able to communicate on their own with their caregivers. In these instances, many use technology-aided communication devices to hear or speak. For example, patients who are unable to speak may type their thoughts into a computer that announces them out loud.
- Nu toți pacienții sunt capabili să comunice singuri cu îngrijitorii lor. În aceste cazuri, mulți utilizează dispozitive de comunicații ajutate de tehnologie pentru a auzi sau a vorbi. De exemplu, pacienții care nu pot vorbi își pot scrie gândurile într-un computer care le anunță cu voce tare.



# Communication Skills

- **Communication skills** are verbal and non-verbal - words, phrases, voice tones, facial expressions, gestures, and body language that you use in the interaction between you and another person.
- Abilitățile de comunicare sunt verbale și non-verbale - cuvinte, fraze, tonuri vocale, expresii faciale, gesturi și limbajul corpului pe care îl folosiți în interacțiunea dintre dvs. și o altă persoană.

# Communication Skills in Healthcare

**Communication skills in a healthcare setting include the way you use to:**

- ▶ Explain diagnosis, investigation and treatment.
- ▶ Involve the patient in the decision-making.
- ▶ Communicate with relatives.
- ▶ Communicate with other health care professionals.

Abilitățile de comunicare într-o instituție medicală includ modul pe care îl utilizați să:

- Explicați diagnosticul, investigația și tratamentul.
- Implicați pacientul în luarea deciziilor.
- Comunicați cu rudele.
- Comunicați cu alți profesioniști din domeniul sănătății.

# Communication Skills in Healthcare



- ▶ Break bad news.
- ▶ Seek informed consent/clarification for an invasive procedure or obtaining consent for a post-mortem.
- ▶ Deal with anxious patients or relatives.
- ▶ Give instructions on discharge.
- ▶ Give advice on lifestyle, health promotion or risk factors.

- Anunțați știrile proaste.
- Cereți consimțământul în cunoștință de cauză / clarificare pentru o procedură invazivă sau obținerea consimțământului pentru post-mortem.
- Vă preocupați de pacienți sau rude anxioase.
- Dați instrucțiuni privind eliberarea.
- Oferiți sfaturi despre stilul de viață, promovarea sănătății sau factorii de risc.

# Effective Communication



- **Effective communication** helps people to understand and learn from each other, develop alternate perspectives, and meet each others' needs.
- Hidden agendas, emotions, stress, prejudices, and defensiveness are just a few common barriers that need to be overcome in order to achieve the real goal of communication.
- Comunicarea eficientă ajută oamenii să înțeleagă și să învețe unii de la alții, să dezvolte perspective alternative și să satisfacă nevoile reciproc.
- Agendele ascunse, emoțiile, stresul, prejudecățile și defensivitatea sunt doar câteva bariere obișnuite care trebuie depășite pentru a atinge scopul real al comunicării.

# Behaviours which Encourage Communication

- ▶ Demonstration of empathy –warmth and genuineness;
- ▶ Active listening;
- ▶ Body language;
- ▶ Meaningful silence;
- ▶ Acknowledgement of strong emotion;
- ▶ Encouragement to continue;
- ▶ Picking up cues by use of:
  - Reflection
  - Open questioning
  - Clarification.

- Demonstrarea empatiei - caldură si autenticitate;
- Ascultare activa;
- Limbajul trupului;
- Tacerea semnificativă;
- Recunoaşterea emoţiei puternice;
- Încurajarea continuării;
- Recunoaşterea indiciilor prin utilizarea:
  - Reflecţiei
  - Întrebărilor deschise
  - Clarificare.

# Difficult Patients



- **Difficult patients** are ordinary people who come to your health institute, because they have to, not because they want to. Sometimes, they have even been brought in unwillingly by a family member or a friend. They come in with their vast range of different personalities, cultural background, and current emotional state.

- Pacienții dificili sunt oameni obișnuiți care vin la o instituție de sănătate, pentru că trebuie, nu pentru că doresc. Uneori, aceștia au fost chiar aduși fără voie de un membru al familiei sau de un prieten. Ei vin cu gama lor vastă de personalități diferite, mediu cultural și starea emoțională actuală.

# Difficult Patients



- **Dealing with difficult patients** needs a lot of communication skills to calm them down or to let them at ease and open for effective communication.

- Abordarea pacienților dificili necesită o mulțime de abilități de comunicare pentru a-i calma sau pentru a le permite să se simtă mai ușor și să se deschidă pentru o comunicare eficientă.

# Difficult Patients Situations in Medical Encounters

- ▶ The **silent** patient.
- ▶ The **rambling** or **talkative** patient.
- ▶ The **vague** patient.
- ▶ The **angry** patient.
- ▶ The **depressed** or **sad** patient.
- ▶ The **denial** patient.
- ▶ The **anxious** patient.
- ▶ Patient with **somatization**.
- ▶ The **dependent** and **demanding** patient.

- Pacientul tăcut.
- Pacientul incoerent sau care vorbește mult.
- Pacientul vag.
- Pacientul furios.
- Pacientul deprimat sau trist.
- Pacientul care neagă.
- Pacientul anxios.
- Pacientul cu somatizare.
- Pacientul dependent și solicitant.



# Difficult Patients Situations in Medical Encounters



- The **dramatic or manipulative** patient.
- The **long suffering, masochistic** patient.
- The **orderly and controlled** patient.
- The **manic, restless** patient.
- The **guarded paranoid** patient.
- The **superior** patient.
- **Breaking bad news.**
- **Caring for the dying** patient.
- **Conflicted roles.**
- **Solving conflicts.**
- Pacientul dramatic sau manipulator.
- Pacientul masochist care suferă de mult timp l.
- Pacientul ordonat și controlat.
- Pacientul maniacal, neliniștit.
- Pacientul paranoic, păzit.
- Pacientul superior.
- Anunțarea știrilor proaste.
- Îngrijirea pacientului pe moarte.
- Roluri conflictuale.
- Rezolvarea conflictelor.

# Communication in Medicine as Basis of Doctor-Patient Relationship

## Doctors should follow the following rules:

- Sit down during consultation, on the right side of the patient;
- Examine the patient from top down, from the right side to the left side;
- Talk to the patient as an individual;
- Show interest and respect;
- Listen attentively;
- Answer questions honestly;
- Inform the patient about treatment options;
- Involve the patient in making decisions about the treatment;
- Demonstrate sensitivity to patients' cultural and ethnic diversity.

## Medicii trebuie să respecte următoarele reguli:

- Așezați-vă în timpul consultației, în partea dreaptă a pacientului;
- Examinați pacientul de sus în jos, din partea dreaptă spre partea stângă;
- Discutați cu pacientul ca persoană;
- Arătați interes și respect;
- Ascultați cu atenție;
- Răspundeți la întrebări sincer;
- Informați pacientul despre opțiunile de tratament;
- Implicați pacientul în luarea deciziilor cu privire la tratament;
- Demonstrați sensibilitate față de diversitatea culturală și etnică a pacienților.

# Communication in Medicine as Basis of Doctor-Patient Relationship




- When the patient enters the doctor's office, the doctor has to leave all the other work and pay all the attention to the patient; the first meeting is very important, so the doctor must welcome the patient and introduce himself or herself;
- The atmosphere in the office must be comfortable, not noisy, without extra light, no other people in the office (the best dialogue can be built if only the doctor and the patient are in the room because this will give the patient the opportunity to be honest,);
- Când pacientul intră în cabinetul medicului, medicul trebuie să lase toată munca și să acorde toată atenția pacientului; prima întâlnire este foarte importantă, așa că medicul trebuie să primească pacientul și să se prezinte;
- Atmosfera în birou trebuie să fie confortabilă, nu zgomotoasă, fără lumină suplimentară, fără alte persoane în birou (cel mai bun dialog poate fi construit dacă doar medicul și pacientul sunt în cameră, deoarece acest lucru va da pacientului posibilitatea de a fi sincer,);

# Communication in Medicine as Basis of Doctor-Patient Relationship



- While talking to the patient, the doctor must show interest in the discussion, and pay attention to all the information;
  - The doctors must guide the dialogue; they must ask questions very clearly, using words that the patient will be able to understand;
  - It is very important to give the opportunity to the patient to ask questions; the doctor must make sure that the patient understands everything about the disease, about the efficacy of the treatment, about the chances for recovery; the doctor must be honest with the patient;
- În timp ce vorbește cu pacientul, medicul trebuie să manifeste interes față de discuție și să acorde atenție tuturor informațiilor;
  - Medicii trebuie să ghideze dialogul; ei trebuie să pună întrebările foarte clar, folosind cuvinte pe care pacientul le va putea înțelege;
  - Este foarte important de a oferi pacientului posibilitatea de a pune întrebări; medicul trebuie să se asigure că pacientul înțelege totul despre boală, despre eficacitatea tratamentului, despre șansele de recuperare; medicul trebuie să fie cinstit cu pacientul;

# Communication in Medicine as Basis of Doctor-Patient Relationship

- While talking to patients, doctors must place themselves “on the same level” with the patients. This will help to build a better relationship. Doctors must talk to patients using simple words.
  - The patients are the ones who make decisions; doctors must explain the health status of the patients, they must explain to the patients the recommended ways of treatment, but the patients are the ones who decide in which way they want to be treated (by surgery, pharmacotherapy, as inpatients or outpatients etc.).
- 
- În timp ce vorbesc cu pacienții, medicii trebuie să se plaseze „la același nivel” cu pacienții. Acest lucru va ajuta la construirea unei relații mai bune. Medicii trebuie să vorbească cu pacienții folosind cuvinte simple.
  - Pacienții sunt cei care iau deciziile; Medicii trebuie să explice starea de sănătate a pacienților, trebuie să explice pacienților modalitățile recomandate de tratament, dar pacienții sunt cei care decid în ce mod doresc să fie tratați (prin intervenții chirurgicale, farmacoterapeutice, în spitale sau ambulatorii etc. ).

# Effective Communication Techniques

The patient may feel uncomfortable during the medical examination:

- The doctor must describe what he or she is going to do next, and what the patient has to do, for example: "I am going to measure the temperature, check your pulse, would you, please take off your shirt?"

The goal of every step during medical examination must be explained so that the patient will feel more comfortable.

- If the patient refuses to follow the doctor's instructions, then the doctor must ask the patient what the causes are, and explain why this is so important to perform the physical examination; he or she must be very polite, attentive, and careful.

Pacientul se poate simți inconfortabil în timpul examenului medical:

- Medicul trebuie să descrie ce urmează să facă în continuare și ce trebuie să facă pacientul, de exemplu: "Voi măsura temperatura, verifica pulsul, vă rog să vă scoateți cămașa?"

Scopul fiecărui pas în timpul examinării medicale trebuie explicat astfel încât pacientul să se simtă mai confortabil.

- Dacă pacientul refuză să urmeze instrucțiunile medicului, atunci medicul trebuie să-l întrebe pe pacient care sunt cauzele și să explice de ce este atât de important să efectueze examinarea fizică; el sau ea trebuie să fie foarte politicos, atent și atent.

# Common Mistakes

The following mistakes must be avoided:

- Asking too many questions;
- Not allowing the patient to tell their story in their own words;
- Unnecessary interruptions.

Următoarele greșeli trebuie evitate:

- Prea multe întrebări;
- Nepermiterea pacientului să-și spună povestea în propriile lor cuvinte;
- Întreruperi inutile.

# Rules of Good Practice While Informing the Patient

- While telling a patient any type of information about his or her health, the doctor must be very careful, especially if he or she has bad news for the patient.
- First, the doctor must remember the rule of confidentiality, so that the patient will be the first one to find out any information about his or her health.
- Before telling bad news to the patient, the doctor needs to prepare the patient.
- În timp ce îi spune unui pacient orice tip de informație despre starea de sănătate a acestuia, medicul trebuie să fie foarte atent, mai ales dacă are o veste proastă pentru pacient.
- În primul rând, medicul trebuie să-și amintească regula de confidențialitate, astfel încât pacientul să fie primul care află informații despre sănătatea sa.
- Înainte de a spune pacientului vesti proaste, medicul trebuie să-l pregătească pe pacient.



# Giving Bad News

While breaking bad news, the doctor should follow the following steps:

- Give information;  
↓
- Check the patient's understanding of the information;  
↓
- Identify the patient's main concerns ;  
↓
- Give realistic hope.

În timp ce anunță știri proaste, medicul trebuie să urmeze pașii următori:

- Să ofere informația;  
↓
- Să verifice înțelegerea de către pacient a informațiilor;  
↓
- Să identifice preocupările principale ale pacientului;  
↓
- Să ofere speranță realistă.

# Models of Doctor – Patient Relationship

- Paternalistic;
- Informative;
- Interpretative;
- Deliberative.

- Modelul paternalist;
- Modelul informativ;
- Modelul interpretativ;
- Modelul deliberativ.

# Models of Doctor – Patient Relationship - Paternalistic

- The doctor takes on the role of a parent;
  - He/she decides what is in the patient's interest based on the medical information he/ she has and the medical reasoning;
  - It is reserved for Emergency Medicine.
- Medicul acționează ca un părinte;
  - El decide ce este în interesul bolnavului pe baza informațiilor medicale pe care le deține și a raționamentului medical.
  - Este rezervat medicinei de urgență.

# Models of Doctor – Patient Relationship - Paternalistic



- The doctor acts as the patient's protector;
  - He/ she recommends the tests, diagnoses the disease, and recommends the best treatment;
  - The doctor presents selected information to the patient.
- Medicul acționează ca protector al pacientului;
  - El / ea recomandă testele, diagnostichează boala și recomandă cel mai bun tratament;
  - Medicul prezintă pacientului informații selectate.

# Models of Doctor – Patient Relationship

## Informative

- The physician provides the patient with all relevant information about his/ her condition and therapeutic options, without taking into account the patient's history, personality or system of values;
  - Can cause anxiety, stress;
  - Lack of compassion.
- Medicul oferă pacientului toate informațiile relevante despre starea sa și opțiunile terapeutice, fără a ține seama de istoricul, personalitatea sau sistemul de valori al pacientului;
  - Poate provoca anxietate, stres;
  - Lipsa compasiunii.

# Models of Doctor – Patient Relationship - Interpretative



- The doctor gives recommendations taking into consideration individual characteristics of the patient;
- The decision is made together with the patient;
- The doctor takes into consideration alternative criticism and suggestions.

- Medicul dă recomandări luând în considerare caracteristicile individuale ale pacientului;
- Decizia este luată împreună cu pacientul;
- Medicul ia în considerare criticile și sugestiile alternative.

# Models of Doctor – Patient Relationship - Deliberative



- The physician behaves like a patient's teacher or friend and tries to let him/ her to choose the "best" way, taking into consideration medical information, reasoning and the patient's personal value system;
  - Involves the patient in a dialogue about the best course of action, telling him/ her at the end not only what they were supposed to do but what they should do (the doctor acting a teacher);
  - Used especially in public health institutions.
- Medicul se comportă ca un profesor sau prieten al unui pacient și încearcă să-l lase să aleagă modul "cel mai bun", luând în considerare informațiile medicale, raționamentul și sistemul de valori personale al pacientului;
  - Implică pacientul într-un dialog despre cel mai bun mod de acțiune, spunându-i în cele din urmă nu numai ceea ce trebuiau să facă ci ceea ce trebuie să facă (doctorul care acționa ca profesor);
  - Folosit în special în instituțiile de sănătate publică.

Thank you for attention!