

# Treating Patients with C.A.R.E.

## Professional Development Opportunity

The **Central West Self-Management Program** is pleased to offer **Treating Patients with C.A.R.E.**

Do you want to ensure all staff in your organization are interacting with clients using effective communication skills?

- ✓ Patients have improved health outcomes when they have good interactions with staff.
- ✓ Patient satisfaction is significantly enhanced when effective communication is practiced by all staff in a health care organization.

### Details:

Treating Patients with C.A.R.E. (Connect, Appreciate, Respond, Empower) is a **free 1-day interactive** workshop offered through the Institute for Healthcare Communication.

C.A.R.E assists staff members in health care organizations to communicate more effectively within the healthcare setting.

Participants learn communication skills that enhance patient satisfaction, encourage patients to take an active role in their health care and ultimately improve health outcomes.

### Who Should Attend a C.A.R.E. Workshop?

Receptionists, medical assistants, unit clerks, nurses, RPNs, PSWs, hospital services (housekeeping, food service, business office, maintenance, parking, security) social workers, dietitians, pharmacists, physicians, occupational therapists, physiotherapists, care coordinators, administrators, recreation therapists, students and all others who support client care.

**C.A.R.E. supports an organizational culture that creates a welcoming patient-centered environment.**

**Upcoming 1 Day C.A.R.E workshops are being held on the following dates:**

- 1. BCH S.1.837: Monday, October 3<sup>rd</sup>, 2016. 9:00am – 3:00pm**
- OR**
- 2. BCH S.1.837: Tuesday, October 4<sup>th</sup>, 2016. 9:00am – 3:00pm**

\*a light lunch and snack will be provided

**For more information or to Register for one of the C.A.R.E workshop dates:**

Email [CDSM@williamoslerhs.ca](mailto:CDSM@williamoslerhs.ca) or Call **905-494-6752 ext 6**



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# Treating Patients with C.A.R.E

## Overview

Health care organizations face the challenge of assuring that all staff that interact with patients use effective communication skills. Patients have better health outcomes when good interactions with staff encourage them to adhere to treatment plans and follow up with care. Patient satisfaction and member retention are enhanced when staff members communicate effectively with patients. While some general concepts about customer service from retail and service industries may apply to health care, in many ways health care is different. It's not the same as selling shoes, serving food, or working at a bank. The receptionist or medical assistant may be greeting a patient who is physically uncomfortable, frightened, or angry; family members may be anxious or distressed as well. Staff members in medical organizations aren't simply selling the patient a product; instead they are involved in complex interactions with patients to promote improved health and manage health care resources.

## The Challenge

Many health care organizations have accepted the challenge of creating an environment for patients that is welcoming and competent. In many cases this has called for a change in organizational culture. Changing an organization's culture, however, is not a simple task. In addition to changes in policy and public pronouncements, an actual change in organizational culture will not take place without a change in human performance at all levels of the organization. This workshop was developed specifically to address the communication skills of all staff members who interact with patients. Treating Patients with C.A.R.E. recognizes and respects that all members of the health care team affect health outcomes.

## The Program

Treating Patients with C.A.R.E. provides a conceptual model and specific techniques that guide all staff members - receptionists, nurses, medical assistants, business office clerks, maintenance workers (literally anyone who comes in contact with patients) – to communicate in ways that will enhance satisfaction and encourage patient partnership. Participants use their own experiences in health care to identify staff actions that make a difference. Essential skills are organized into a four-point model: Connect, Appreciate, Respond, and Empower (C.A.R.E.). This workshop is offered as either a full day or half-day program for groups with six to thirty participants. The workshop is a fast paced interactive program that gives participants opportunities to practice skills and techniques, not simply hear about them. Participants view video encounters between staff and patients and work in small groups on skills that apply in a variety of realistic situations.

## Objectives

By the end of Treating Patients with C.A.R.E., participants will:

- Be able to identify staff/patient interactions that lead to positive outcomes
- Be able to describe effective communication strategies for connecting with patients and appreciating their circumstances and experience
- Be able to give examples of effective responses to patients and to involve them in their own health care
- Be able to apply the C.A.R.E. model in the settings in which they work

**The Treating Patients with C.A.R.E workshop is free and open to all Health/Community Service Providers. If you are interested in attending a workshop please see the accompanying flyer.**