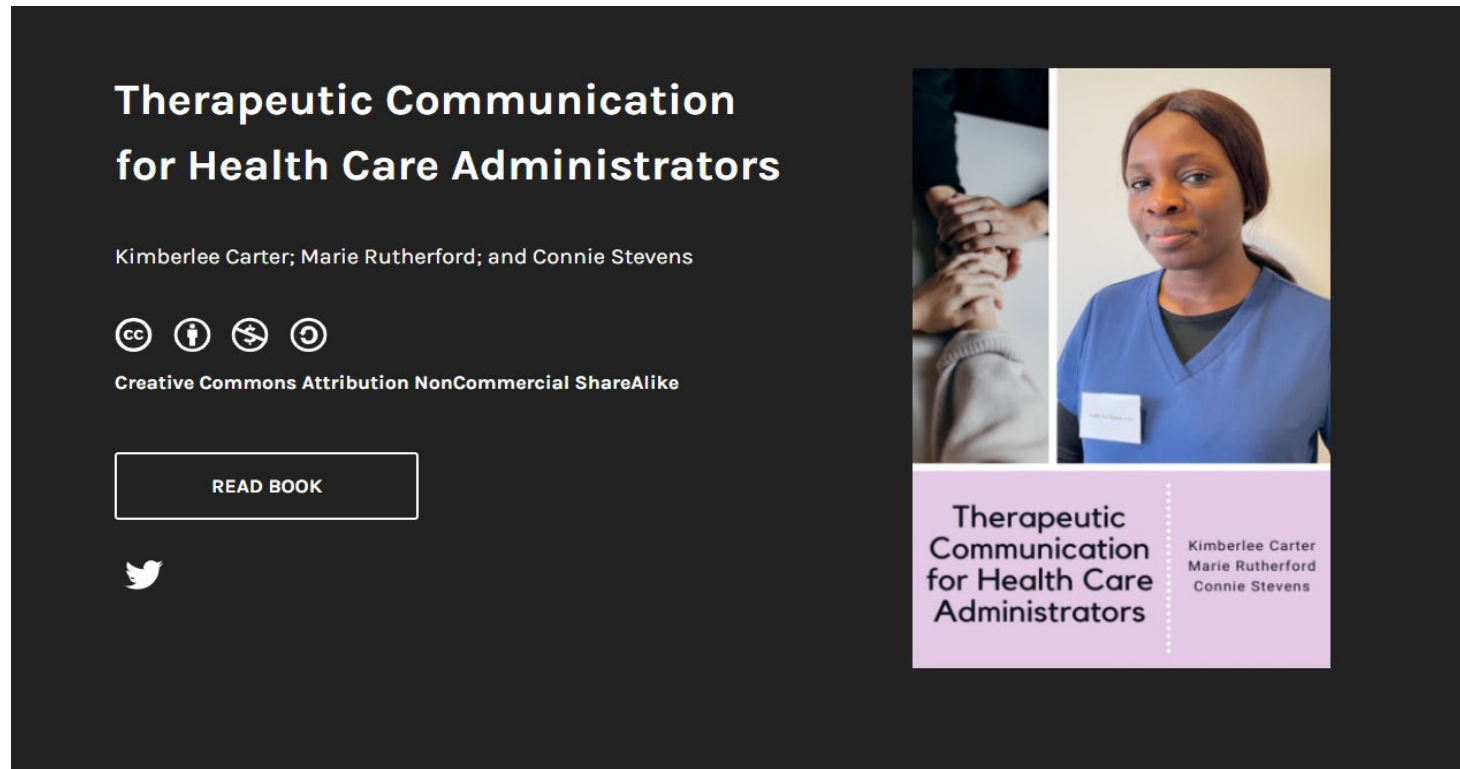


Therapeutic Communication for HCA

Chapter 1: Professional Communication



Accessibility Statement

- This PowerPoint is compatible with assistive technology
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Learning Objectives

- Recognize the importance of professional communication to meeting the goals of health care settings
- Apply the transmission model and interactive model of communication to the process of communication in health care settings
- Explore the importance of types, channels, active listening, and courteous communication for professional communication in health care settings
- Summarize what a Health Care Administrator (HCA) can do to demonstrate Professional Communication

Introduction

Health care administrators (HCAs) are often the first point of contact for clients in many health care settings.

This may take the form of:

- Verbal Communication
- Non-verbal Communication
- Written Communication

Professional Communication in Health Care Settings

- Health care and social assistance sector is the second-largest industrial sector employer in Canada (Government of Canada, 2015).
- Health care businesses are customer-centred.
- Good customer service=meeting the client's health care needs.
- Health care clients expect **competence** as decisions impact their quality of life.
- HCA are often the first point of contact in health care settings, they make the first impression.

Models of Communication for the Communication Process

- Transmission model
- Interaction model

Communication Types

Communication Types:

- Written
- Verbal/oral
- Nonverbal

Communication Channels

Communication Channels:

- Telephone
- Posted mail
- Email
- Fax
- Social media
- Virtual conferencing software
- Face-to-face communication.

Considerations for Professional Communication

- Active listening
- Courteous communication
- Demonstrating professional communication

Summary

In this presentation, you have learned:

- The importance of professional communication to meeting the goals of health care settings
- How to apply the transmission model and interactive model of communication to the process of communication in health care settings
- The importance of types, channels, active listening, and courteous communication for professional communication in health care settings
- What a Health Care Administrator (HCA) can do to demonstrate Professional Communication

References

Government of Canada (2015). Archived Content: Proportion of the employed population aged 15 years and over, by industrial sector, May 2011. Statistics Canada, National Household Survey, 2011 <https://www12.statcan.gc.ca/nhs-enm/2011/as-sa/99-012-x/2011002/c-g/c-g02-eng.cfm>