

# Patient Interactions and Management II

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## Patient Interactions

- Pre-exam Instructions
- Explanation of mammographic procedure
- Establish patient rapport
- Psychological and emotional support
- Address physical and mental limitations



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## ODE TO A MAMMOGRAM



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## What's this all about?

- Importance of communication – 3 Parts
- Listening
- Interpersonal Skills
- Tech/Patient Interaction



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## What is Communication?

It is one of the most important parts of life. Communication plays a critical role in all relationships including family, friends, co-workers and patients. When you communicate with someone you give a message which conveys information, ideas, and feelings.



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## Three Parts of Communication

- Spoken communication
- Written communication
- Non-verbal communication & body language



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## Spoken Communication

- **Lack of clarity/Ambiguous – Could it be misinterpreted?**
- Tone
- Direction



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## Spoken Communication

- Lack of clarity/Ambiguous
- **Tone – Did you really mean it that way?**
- Direction



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## Spoken Communication

- Lack of clarity/ Ambiguous
- Tone
- **Direction – How to get what you want?**



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## Written Communication

- **Lack of clarity – What do you really want to say? Keep it simple.**
- Not concise
- Incorrect



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## Written Communication

- Lack of clarity
- **Not concise – Don't ramble!**
- Incorrect



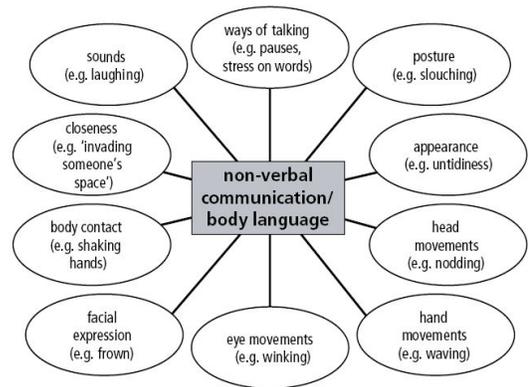
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## Written Communication

- Lack of clarity
- Not concise
- **Incorrect – Check for accuracy of information (History sheet documentation)**



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## Nonverbal Communication & Body Language

POSITIVE MESSAGES COME FROM:

- Attentiveness
- Voice and facial expression
- Silence



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## Non-Verbal Techniques of Communication

### Attentiveness:

Maintaining eye contact, looking relaxed, facing the speaker, nodding the head to show understanding without interrupting.



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## Non-Verbal Techniques of Communication

### Voice and facial expression:

Clear, strong voice volume, relaxed face with smile when appropriate, and minimal frowning. NO eye-rolling!



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## Non-Verbal Techniques of Communication

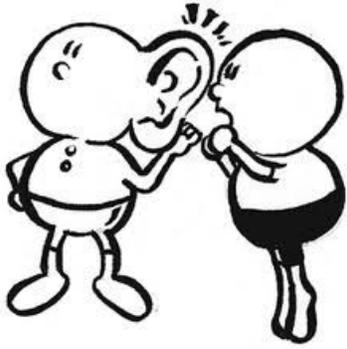
### Silence:

As a sign of effective listening, use silence after asking a question so people can think of their responses; don't be afraid of silence.



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## Listening



## Keys to Effective Listening

- Take personal responsibility for understanding what you hear
- Concentrate and make a good effort to focus on the person speaking
- Listen *without* interrupting, disagreeing, or offering explanations



## Keys to Effective Listening

- Use body language to show that you are involved in the conversation.

Example: Nod your head and make eye contact.



## Keys to Effective Listening

- Ask questions to make certain that you are interpreting the message correctly.

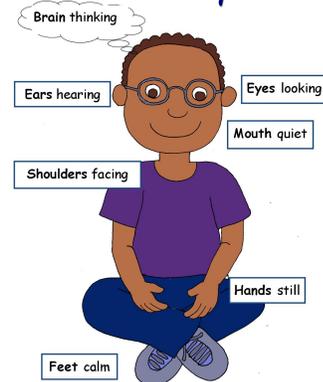
Example: Summarize and paraphrase what you heard.



## The Active Listening Skill Set



## Be a Whole Body Listener



## Listening Skills

- Good listening skills on the job help you get better information, save time, solve problems and reduce errors. On the other hand, poor listening creates misunderstandings, wastes time and allows for mistakes. In our field, mistakes have the potential for grave effects on the lives of our patients.



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## Interpersonal Skills

I used to be a people person...until people ruined it.



your eCards  
someecards.com



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## Interpersonal Skills

- Having a good attitude
- Working well with people
- Being able to set goals
- Planning and achieving those goals



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## Interpersonal Skills

- Mediating
- Having good common sense
- Solving problems
- Making good and quick decisions



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**HERE COMES  
THE PATIENT...**



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**A** = **A**cknowledge

**I** = **I**ntroduce

**D** = **D**uration

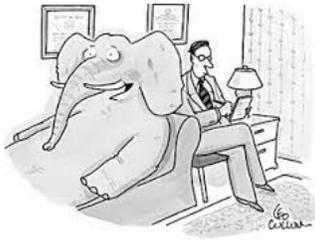
**E** = **E**xplanation

**T** = **T**hank You



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## Acknowledge



*"I'm right there in the room, and no one even acknowledges me."*



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## Acknowledge

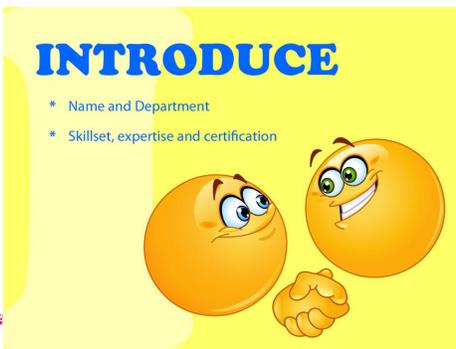


- Smile
- Make eye contact
- Greet in a pleasant manner



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## Introduce



- \* Name and Department
- \* Skillset, expertise and certification



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## Duration



- Give time expectation
- Keep patient informed
- Inform patient of expected wait times



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## Explanation



- \* Why are we doing this?
- \* What should you expect?
- \* Do you have questions?



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## Thank you!



- Thank customer for their time
- Expresses appreciation
- Ask if there is anything else you can do



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## Patient Communication

- **Pre-exam Instructions**
- Explanation of mammographic procedure
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- Address physical and mental limitations



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## Pre-exam Instructions

- Undress from the waist up
- Provide gown
- Gown open in the front
- Remove deodorant, lotion or powder under arms (provide with wipe if needed)



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## Explanation of Procedure

- How many images you are going to take
- Description of views
- Explanation of compression



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## While in the Room

- Inquire about implants
- Verify reason for exam
- Confirm patient/family history
- Ask questions as appropriate
- Make the patient as comfortable as possible



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## While in the Room

- Ask if she has any questions before you get started
- Answer questions directly



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*“People will forget what you said,  
People will forget what you did, but  
People will never forget how you  
made them feel.”*

- Maya Angelou



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## Improved Patient Communication is Associated With:

- Greater perceived benefits of mammography
- Higher patient satisfaction
- Fewer barriers to mammography



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## What do patients want to hear?

- “Establish a relationship with me”
- “Acknowledge my feelings”
- “Talk with me, not at me”
- “Encourage my questions”
- “Be easy to talk to”



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Sanne Henninger, MSW, LCSW, EdD, Duke Medicine PDC

## Psychological and Emotional Support

- Develop scripts that are concise and caring
- Address potentially difficult situations
- Ask her about her previous experience



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## Developing Scripts

Tips for scripts:

- Acknowledge the patient's feelings
- Use broad terminology that is easily understood
- Avoid specifics – generalize
- Individualize scripts to fit your personality



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## Improved Patient Communication is Associated With:

- Decreased patient anxiety
- Fewer malpractice claims
- Positively impacts future patient treatments and outcomes.

*“You and I are going to do this together.”*



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## Psychological and Emotional Support

Establish patient rapport:

- Make eye contact
- Answer questions
- Provide support as needed
- Listen
- Respond to concerns



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## Psychological and Emotional Support

- Tell her what you are going to do before you do it
- Keep her updated
- Apologize when necessary
- Use terminology she understands



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## Psychological and Emotional Support

1. Introduce yourself by name & title
2. Give your full attention & listen
3. Be well informed and pass on important information to other providers in a clear & concise manner



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## Psychological and Emotional Support

4. When referring to medical procedures and examinations: use lay terminology
5. Once the exam is finished, remind the patient of the next step & answer any questions



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## Address Physical Limitations

- Ask about any current limitations
- Note previous surgeries that could limit patient mobility (i.e. rotator cuff surgery)
- Ability to stand and tolerate the exam (stability and balance)
- Extremely tender breasts



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## Address Mental Limitations

- Ask about any current limitations
- Be sensitive to patients who have experienced personal history of abuse and assault
- Address fears and concerns
- Describe what you are going to do and HOW you are going to do it as you perform each view.



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## *Ode to a Mammogram (Revisited)*

My doctor had ordered an x-ray of breasts;  
Although I was frightened, I knew it was best

The tech was most gentle and equally kind;  
She answered the questions that cluttered my  
mind.



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She told me to practice my breast self-exam;  
An exam by my doctor; they're part of the plan.

Tho' it's not the most fun, I know it's done right;  
if it finds cancer early, she's just saved my life.



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So I'll tell all my friends, with our fears we can  
cope.

This tech, this experience, have given me hope.

*Louise Miller, 1995*



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