



Why and how to teach Communication?

Learnings from a national Programme in Austria

John Schlömer & Marlene Sator HPH Conference 2024





Patient-centered communication

Essential elements:

- biopsychosocial perspective
- patient as a person, shared power and responsibility
- therapeutic relationship
- consideration of diversity and cultural competence
- patient's illness perspective & biomedical perspective
- → can be taught using evidence based approaches
- → should be incorporated in and adapted to all incl. digital contexts of clinical communication

"Mrs. Smith, I will write down statins for you." I'm certainly not going to take them, I already know that! I know what it's like, you get so tired and your muscles ache. But I'd better not tell her that now...





biomedical perspective

e.g. symptoms, treatment options patient's
illness
perspective
ideas, concerns,
expectations,
preferences and
feelings

considering and combining the two perspectives creating a common understanding

Why do we need patient-centered communication?

Effects in 8 Domains:

- 1. Does not need more time
- 2. Improved health status (psychological and physiological)
- 3. Improved health behavior
- 4. Higher patient satisfaction
- 5. Higher patient safety
- 6. Fewer lawsuits due to treatment errors
- 7. Improved health and job satisfaction of staff
- 8. Health economic considerations

Patient-centered communication...

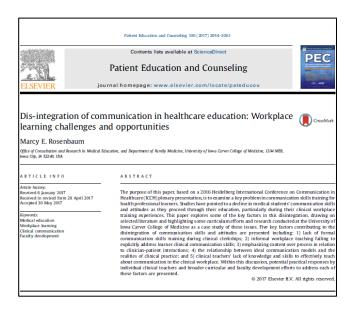
... is teachable/learnable



...increasingly taught in medical education...



...gets lost in everyday practice



[1-2] [134-135] [136]

How can healthcare professionals be supported?

Best practice: Experience-based communication training

- oriented towards everyday clinical practice
- Participant-centred
- Practise concrete skills
- With simulated patients offering feedback and repeated practice
- Refresher for transfer





2013 Health Reform

Federal government - Provincial governments - Social security institutions

Improving the quality of healthcare communication

A national policy for establishing a patient-centred culture of communication

Passed by the Federal Commission on Health System Governance on 1 July 2016

Re-orienting healthcare towards a patient-centered culture of communication

- overall strategic framework by the main decision-making body of the Austrian health reform (2016)
- Implementation on behalf of the federal government, federal states and social insurance under the umbrella of the Austrian Health Literacy Alliance

Train the trainer-model









Teaching trainers

Certified comm. Healthcare skills trainers professionals

Patients





Methods for curriculum development



Problem identification and general needs assessment:

searching relevant literature and interviewing experts and stakeholders



Needs assessment of the target group: assessment of trainee professional background, communicating with patients and communication skills teaching experience, individual needs and expectations



Broad curricular goals and specific measurable objectives were formulated for four domains



Educational strategies: based on evidence on how to effectively change behaviour in communication skills teaching



Implementation: pilot in close cooperation with tEACH, 4 cohorts since 2017



Evaluation and feedback: Global satisfaction with training and changes in self-efficacy among TTT-participants and their learners in the CST delivered were evaluated.

Train the trainer-programme (137h)



In-class courses (68 hours)

Introductory CST

What to teach

How to teach

Curriculum development (optional)

Refresher

Application homework & feedback (59 hours)

teaching video & feedback review

co-teaching & feedback review

Homework & peer work (10 hours)

review of course materials, a practical facilitators' manual and literature

preparation/follow-up work

exchange with peers

Communication skills training

Universit y courses teaser format

Impulse workshop (4 hours)

dealing with challenging situations (e.g. conflicts, strong emotions, time pressure etc.)

Longitudinal training (12 – 16 – 20 hours)

M1: sharing information effectively

M2: dealing with strong emotions effectively

E1: breaking bad news

E2: motivational interviewing and dealing with resistance

E3: shared decision making

E4: overcoming language and socio-cultural differences

E5: psychosomatics

Evaluation: RE-AIM-Framework

- **R**each: *Number of participants*
 - 64 trainers, 20 SPs
 - 8.400 trained healthcare professionals
 - over 100 organizations reached
- **E**ffectiveness: *Impact of the program*
 - very high levels of participant satisfaction
 - significant improvements of participant self-efficacy
- **A**doption: *Number of settings who are willing to initiate a program*
 - about 66% plan to continue
- Implementation: Delivering the program as intended
 - quality standards
 - standard curricula
 - trainer (re-)certification
 - continuing education for trainers and SPs
- Maintenance: Sustained delivery and effectiveness of the initiative



Intervention levels

Fields of action

Aim & Measures

Individuals

Health
system

Healthcare
organiza-

tions

Workforce development

Patient Empowerment

Organizational development

Health system development

Promotion of evidence-based CST for healthcare professionals in Austria

- quality standards
- train the trainer-programme
- national network of trainers and SPs
- curricula for CST
- funding programmes and support for healthcare organizations

EACH and ICCH 2025





WHO Webinar Series

Enhancing trust through communication skills for healthcare professionals

A webinar series to transform healthcare delivery









Final Webinar on 19.11 3pm CEST



Thanks for your attention!

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■ Bundesministerium
Soziales, Gesundheit, Pflege
und Konsumentenschutz

















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