

## Medication Communication

### During this hospital stay, before giving you any new medicine, how often

- did hospital staff tell you what the medicine was for?
- did hospital staff describe possible side effects in a way you could understand?

RESPONSES: ALWAYS, USUALLY, SOMETIMES, NEVER

## CULTURE

Communicating with patients about their medications is not only a vital piece of the patient experience but is, more importantly, a critical step to ensure patient safety. Interdepartmental rounding and medication education for staff members are key best practices that are often overlooked. Interdepartmental rounding—or purposeful lines of communication between the provider, care team, pharmacy, and nurse educators—provides a consistent feedback loop that enables the entire team to voice concerns, receive necessary education, and brainstorm ways to improve medication communication. While every nurse is expected to know about a medication before administering it, a culture that promotes medication education reinforces the importance of understanding medication uses and adverse effects. Team members can only provide the level of knowledge to the patient that they themselves know about a medication.

Maintaining a culture on each floor in which patients feel comfortable speaking up about their experience with a medication *and* caregivers feel empowered and respected enough to speak up with providers, leaders, and pharmacists when they see or make a medication error is essential to patient safety.

### How many of these could be prevented with clearer communication?

From 1990 to 2016, mortality associated with adverse events of medical treatment as either an underlying or contributing cause appeared in 2.8% of all deaths.

- 63.6% - surgical and perioperative adverse events
- 14% - adverse events associated with medical management
- 8.9% - adverse drug events
- 8.5% - misadventure
- 4.5% - events associated with medical or surgical devices
- 0.5% - other

Sunshine JE, Meo N, Kassebaum NJ, Collison ML, Mokdad AH, Naghavi M. Association of Adverse Effects of Medical Treatment With Mortality in the United States: A Secondary Analysis of the Global Burden of Diseases, Injuries, and Risk Factors Study. *JAMA Netw Open*. 2019;2(1):e187041. doi:10.1001/jamanetworkopen.2018.7041



# Medication Communication

- “During this hospital stay, did hospital staff tell you what the medicine was for?”
- “During this hospital stay, did hospital staff describe possible side effects in a way you could understand?”

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**Patient Perspective:**

**Our Perspective:**

**At Admission**

**During Stay/Rounding**

**At Discharge**

**Create a Profound Memorable Experience**



**PRC**  
EXCELLENCE  
ACCELERATOR

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FOUNDATION

# Medication Communication

During this hospital stay, how often did ...

hospital staff tell you what the medicine was for? | hospital staff describe possible side effects in a way you could understand?

RESPONSES: ALWAYS, USUALLY, SOMETIMES, NEVER

USE THE BELOW WORKSHEET TO CREATE YOUR OWN CARES PROCESS MEASURES AND COMMUNICATION METHODS

PROCESS

COMMUNICATION

**c**

Confidence

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**a**

Anticipate Needs

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**r**

Respectful  
Communication

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**e**

Engage in Care and  
Process

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**s**

Say Thanks /  
Safe Transition

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**Empathy-based, high reliability** set of behaviors designed to impact:



We understand that experiences are shaped by more than the words spoken and actions taken. Real encounters are complex and interactive, requiring planning and practice to achieve the best experience for both caregivers and their patients.

While healthcare began with scripted messages and moved to planned conversations, we now know that achieving safety, quality, and experience goals requires a comprehensive approach to providing care. That method must include not only how to deliver a message but also an understanding of the components for ensuring it is received.

CARES™ is a training tool designed to equip every team member in a healthcare organization with a common understanding and set of behaviors to deliver an exceptional patient experience. With a simple yet effective framework, CARES helps you to create an environment for delivering highly reliable patient experiences of care. CARES bundles best practices demonstrated to support the patient experience so that your participants are instructed in the Master Competency rather than in multiple, discrete initiatives. Whether you are concerned with realizing your vision or with applying a consistent approach across the organization, CARES offers both a cultural way of being and a robust, repeatable practice.

### Ways to adopt **cares**

- **Through** onsite coaching, Train-the-Trainer, Virtual training with or without onsite coaching
- **Delivered to** Clinical Staff, Non-Clinical Staff, Providers
- **Settings** Acute, Emergency Department, Ambulatory Care

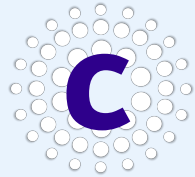


# Not just another acronym



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## Confidence

When caregivers are more confident in the experience they are providing, patients perceive a better experience. Similarly, when we build patient confidence, they are more likely to ask relevant questions and participate in their care.

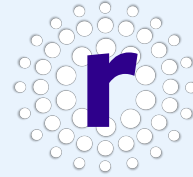
- **Can be built or destroyed in 7 seconds**
- **Not a conscious decision**
- **Highly influenced by non verbal communication**



## Anticipate Needs

With every encounter, caregivers have the opportunity to “walk in the slippers” of their patients. This approach means we have the empathy to ask about patients’ needs and address both clinical and emotional components.

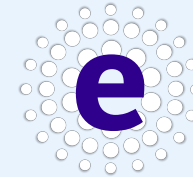
- **Ask yourself “What would I want/need if I were this person?”**
- **What are their clinical and emotional needs?**
- **What is their level of health literacy?**



## Respectful Communication

93% of communication is received through tone of voice and body language. We understand communications skills and can either teach those skills or support your organization with acceleration of your preferred approach (e.g., AIDET, HEART).

- **Kind, compassionate words**
- **Develop words and phrases to help communication**
- **Pay attention to how you look and sound**



## Engage in Care and Process

Engaging in care and process is highly interactive, and listening is a crucial component. Helping caregivers learn to narrate processes and explain the “why” enables them to provide care more effectively.

- **Narrate care or process**
- **Listen well and answer questions**
- **Set expectations early and often**
- **Validate; have them teach back**
- **The more patients are engaged, the more they remember and become partners in care**



## Say Thanks / Safe Transition

We must remember that working with people in their most vulnerable times is a privilege. Sharing our gratitude or helping patients to the next stop in their journey lets them know we value and honor them.

- **Show gratitude; encourage referrals and reviews**
- **Hand off to the next person by introducing the patient and managing up staff**

ALL FROM A POINT OF EMPATHY