

# TREATING PATIENTS WITH C.A.R.E.

## Connect, Appreciate, Respond, Empower

### Overview

Health care organizations face the challenge of assuring that all staff who 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. Treating Patients with C.A.R.E. recognizes and respects that all members of the health care team affect health outcomes.

### Program Description

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. 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 for small groups of 6-20 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.

### Learning 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 situations
- 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

If you are interested in learning more about this FREE workshop or would like to hold a workshop within your organization, please contact us at:

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