Communication and the Patient: Sustainable Solutions in a Rapidly Changing Environment

Rhonda Collins, MSN, RN
Vice President & Chief Nursing Officer, Vocera Communications
I **send** you a message.

You **receive** the message.

You **understand** the message.
• **Technology** to make communication easier and more efficient.

• Alter **behavior** to make communication more conscious.

• A **Management** plan to address issues and measure results.
Technology

- Hardware
- Software/Security
- Scalability/Integration
• It really isn’t about hardware
  • Smartphones
  • Digital pad
  • Hands-free wearable device
  • Workstation

• It really *is* about workflow
  • Begin with the end in mind – the patient
  • How many hands does this nurse need to care for this patient population
  • Is the notion to “standardize” on one single device reasonable

• It really is about sustainability, expansion and security – the software
  • Determine your long term communication goals
  • Assess your workflow
  • Identify all end user needs
  • Build an eco-system and infrastructure to grow with you
• Security
  • HIPAA
  • Secured messaging

• Patient Management and Education
  • Solutions must coordinate the patient experience
    • Common language
      • Pre-admission - Discharge
    • Integrate to systems/EHR
The Final Frontier

- Orders Via Text Message
  - Technically a written order
  - Verify via text response
  - Confirm via text response
  - Document to the EHR from the phone
  - JCAHO not addressing at this time
“The single biggest problem in communication is the illusion that it has taken place.”

-- George Bernard Shaw
<table>
<thead>
<tr>
<th>Assumption</th>
<th>Fact</th>
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<tbody>
<tr>
<td>I’m a great communicator.</td>
<td>Very few people are “naturals” at communication.</td>
</tr>
<tr>
<td>People understand my abbreviations, the jargon I use, and my non-verbal</td>
<td>They don’t.</td>
</tr>
<tr>
<td>communication.</td>
<td></td>
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<tr>
<td>The person I am communicating with is paying attention.</td>
<td>They may not be.</td>
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</table>
• SBAR

• SHARE

• Daily huddles

• Phrase to signal concern and demand attention

• Teach/repeat back
• Interruptions every six minutes.

• Office workers take an average of 25 minutes to return to task when interrupted.

• Interruption-free zones and indicators.

• Communication management
Clinical Communications Manager

• “Owns” communication.

• Responsible for overseeing technical and clinical aspects of communication.

• Responsible for developing and implementing the communication plan.
Communication Plan Objectives:

• Cover communication between caregivers inside and outside of the hospital.

• Cover communication with patients when they are inside and outside of the hospital.

• Cover communication with other healthcare facilities.

• Determines software/technology solutions to address the entire patient health experience.

• Includes a comprehensive training program.


Thank you