
PRESENTATION – STRATEGIES FOR EFFECTIVE COMMUNICATION IN A BUSINESS SETTING

Group Presentation

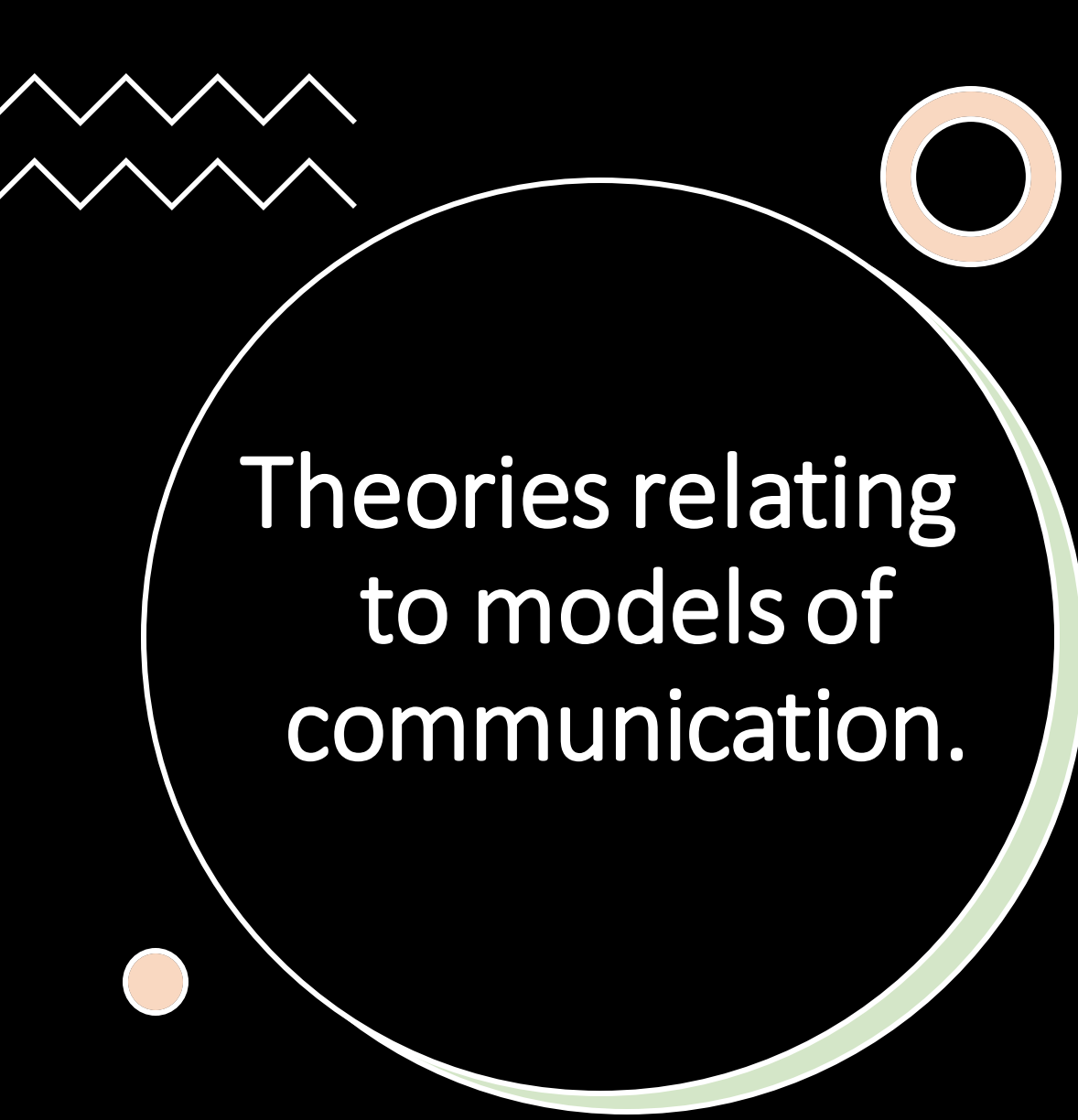
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INTRODUCTION

In the nursing profession, from the very beginning it is good to know that you will always be at the forefront of communication with patients and you will represent the human interface between them and doctors. In fact, the nursing profession, depending on the organization of a clinic or a hospital, is the facilitator of communication and the guide of the patient's guidance, in absolutely all the directions he needs.

From our case study we understand that at the Rainbow Children's Hospital the parents of the children made multiple complaints because the nurses do not communicate effectively with them.

According to Minority Nurse, one of the pillars of quality nursing care is effective communication. Between a nurse and a patient, both verbal and nonverbal communication is honest (e.g., body language, facial expression, gestures, and distance between you and your patients). Treatment quality, clinical results, and a patient-satisfying nurse-patient relationship can all benefit from effective nurse-patient communication. On the other hand, effective nurse-patient communication is the most difficult issue for nurses to address, and it takes far more than experience and abilities.



Theories relating to models of communication.

According to James Barron, in the article from 2020, communication is an important aspect of teaching; each contact between the teacher and the students includes some form of communication. Effective communication can be difficult, especially because students have various communication preferences.

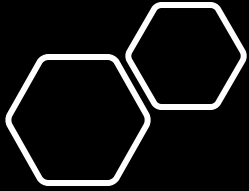
Berlo's model of Communication and The Shannon-Weaver Model are two communication theories and models that seek to advance communication.

Berlo's model of Communication

- From Shannon Weaver's Model of Communication, David Berlo proposed Berlo's Sender-Message-Channel-Receiver (SMCR) model of communication in 1960.
- He identified elements that influence the distinct components of communication, resulting in more efficient communication.
- Encoding and decoding, which take place before the sender sends the message and before the receiver gets it, are also covered in the model.
- The communication process is primarily described by four components in Berlo's Model. They are the sender, the message, the channel, and the recipient. Many factors have an impact on each component. (Source, message, channel, receiver).

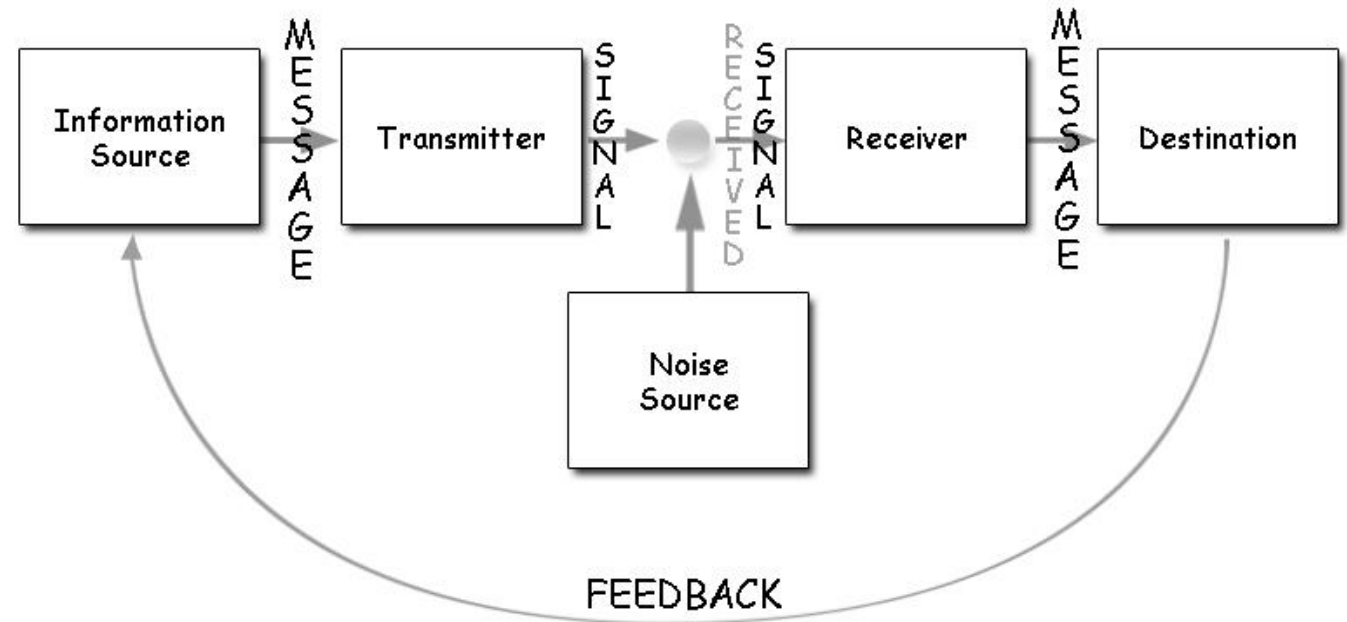
The nurses from Rainbow's Children Hospital must communicate with the parents about all the problems that their kids have. Every nurse need to know everything that happens in the hospital, because they need to know how to solve the problems. If the message from the sender is clear, transmitted from any channels of communication, the receiver will understand the message.





The Shannon-Weaver Model

- Engineers Claude Shannon and Warren Weaver worked for Bell Telephone Laboratories in the United States.
- Their goal was to make telephone wires and radio waves as efficient as possible.
- They devised a communication model to aid in the development of a mathematical theory of communication.



According to the case study, the information sources are the complains from the parents, the transmitters are the parents, the receiver is the hospital, and the destination is the nurses. The communication between the parents and the nurses was poor, because of the lack of professionalism and interest from the nurses, which can be related with the noise source.

A good communication system must be implemented on the new team of nurses from the hospital in order to create a better atmosphere for the children.

COMMUNICATION CHANNELS

Communication channel means the medium or media through which the message passes. (Rayudu, 2009, p10)

Face-to-face communication.

Phone calls.

Emails.

Text messages.

Online messaging.



In our case study the nurses don't use appropriate communication channels like face to face or phone calls. The complaints received from the parents show that the staff members have problem with their communication skills. They need to improve their communication channel so that they can have a better understanding with the parents.

Their poor communication channels create problems to the organisations and needs to be improved as soon as possible because this causes difficulties to both parents and staff.

BARRIERS OF COMMUNICATION

The barriers of communication that can prevent effective communication between the organisation and their external stakeholders.

Language barriers. Can happen in cases when the parents or the staff that work in the hospital are not speaking the same language, and this can result in the misunderstanding the problem and reduce the chance to resolve it.

This can occur because of a different language, of a different accent, because of a person's way of using different words. In the case study the miscommunication was made by the nursing team regarding the children's care. The nursing team has recognised that they have communication skills problems and that they need future training to resolve this issue.

Barriers of Attitude can occur for ex. when the staff or the parents can have an aggressive or bad attitude against one another. In the case study the misunderstanding created problems for the staff and received several complaints.

Many people prefer to be alone. They are introverts or individuals who are not usually social. Others like to be friendly or indeed clingy! Most of these scenarios do have capability to develop a communication barrier. Some people have issues in mental mindsets, such as a large ego and uncaring behaviours. That is why the nursing team is having problems with the caring for their patients and have communication problems.

IMPACT OF EFFECTIVE COMMUNICATION ON THE STAFF AND PATIENTS

Improved patient wellbeing(peace of mind based on being informed)

Improved hospital-patient relations

Minimal complaints submitted by patients or patient parents

Reduction in internal conflicts between staff

Ability for improved planning and preparation for both staff and patients

CONCLUSION

Proper communication with patients and their families aims to send a clear message and establish a link between the medical professional and them, starting from the primary values of the medical profession – the desire to help, both through quality care and through moral support, someone who suffers. Direct, open and honest communication allows you to receive messages without blockages and distortions, which maintains and improves relationships.

Given that nurses occupy the front line of care provided to patients, it is essential that they understand how they can provide that positive experience, which both they and patients want, with the help of communication. Nurses will need to strike a balance between compassion, clinical expertise, and fluent technology management to create a care process that addresses both the clinical and emotional needs of patients.

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