

- Module Title: ***Professional Career Development within H&SC***
- Module Number: ***LCHS 4009 (LON)***
- Assignment No: ***ASSIGNMENT 1***
- Student Name: ***Farzanah Kakar***
- Student ID: ***2516584***
- Lecturer's Name: ***Dr Soban Sadiq***

Introduction

- Hello, my name is **Farzanah Kakar**.
- Today I will present the importance of **Communication** in health and social care.
- I will explain:
 - What communication means.
 - Why it is important.
 - A communication model.
 - A practical example.
 - How communication supports my future career.

Types of Communication

- Verbal communication
- Non-verbal communication
- Written communication
- Active listening
- Digital communication
- These methods help healthcare professionals exchange accurate information with patients and colleagues.

(Bach and Grant, 2015)

(NMC, 2018)

Communication

Definition

Communication is the process of sharing information, thoughts and feelings between people.

It involves:

- Speaking clearly.
- Listening carefully.
- Asking questions.
- Using body language.
- Writing accurate records.

I have developed this skill through:

- University group work.
- Everyday life.
- Speaking with different people.

(Arnold and Boggs, 2020)



Why is Communication Important

Communication helps provide:

- Safe care
- Effective teamwork
- Better patient understanding
- Fewer mistakes
- Better quality of care

It benefits:

Patients

- Feel respected
- Understand treatment
- Trust healthcare staff

Staff

- Better teamwork
- Less misunderstanding

Organisation

- Higher quality services
- Improved patient satisfaction

If communication is poor:

- Medication errors
- Patient complaints
- Unsafe care
- Delays in treatment

(NICE, 2012) (NMC, 2018)



Communication Model

SBAR Communication Tool

S – Situation

B – Background

A – Assessment

R – Recommendation

Healthcare professionals use SBAR to communicate important patient information clearly and safely.

S – Situation

Clearly explain the immediate problem or reason for communication.

Example: "The patient is experiencing chest pain."

B – Background

Provide relevant background information, such as medical history, diagnosis, or recent treatment.

Example: "The patient has a history of hypertension and was admitted this morning."

A – Assessment

Share your assessment of the patient's condition using observations and clinical findings.

Example: "The patient's blood pressure has dropped, and they appear short of breath."

R – Recommendation

State what action you think should be taken.

Example: "I recommend the patient is reviewed immediately by a doctor."

(NHS England, 2023) (Institute for Healthcare Improvement (IHI), 2023)

Applying Communication in Practice

Example

Job Role

Healthcare Assistant

Setting

Hospital ward

Situation

A patient suddenly feels unwell.

The healthcare assistant:

Speaks calmly.

Uses SBAR to inform the nurse.

Listens carefully.

Reports accurate information.

Impact

Faster treatment.

Better patient safety.

Better patient experience.

(NICE, 2012) (NMC, 2018)



Communication and My Future Career

Communication is important because it helps me:

- Build trust with patients.
- Work well with colleagues.
- Improve patient care.
- Become a professional healthcare worker.

Reflection

- Strengths:
- Friendly
- Respectful
- Good listener
- Development:
- Improve confidence.
- Improve professional communication skills.



Communication and Quality of Care

Good communication improves:

- Patient experience
- Emotional support
- Team collaboration
- Respect and dignity
- Better health outcomes

(NICE, 2018)

(NHS England, 2023)

How I Developed My Communication Skills

I have developed my communication skills through:

- Studying Health and Social Care
- Group discussions
- Classroom presentations
- Listening to others
- Communicating respectfully with different people
- Everyday experiences
- Communication is a skill that I continue to improve through learning and practice.

Conclusion

Today I discussed:

- What communication means ?
- Why communication is important ?
- The SBAR communication model.
- A practical healthcare example.
- How communication supports my future career.
- Good communication improves patient safety, teamwork and quality of care.
- Communication is essential in health and social care. It improves patient safety and quality of care. It strengthens teamwork. It helps professionals provide person-centred care. Strong communication skills lead to better outcomes for service users.

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Thank You
Any Questions?