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MODEULE CODE: BMSW4002_BIRM

GROUP NAME: C6 GROUP2(4)

LECTURER NAME: SUZANNAH OGWU

CASE STUDY

- ▶ The rainbow children's hospital has received several complaints from the parents of children with instances of miscommunication from the nursing team the nurse manager in charge has recognised the need for training staff members in communication skills, your group has been chosen to produce a presentation which could be used as a training and development tool with the new staff working at children's hospital to support families and children throughout their treatment.

BARRIERS TO EFFECTIVE COMMUNICATION

- INDIVIDUAL BARRIERS--> individuals may be inattentive and not interested in communicating with other
- PHYSICAL BARRIERS--> geographic distance between individuals can be a barrier, face-to-face communication is more effective
- LANGUAGE BARRIERS--> Terminology and relative colloquialisms may not be understood by individuals resulting in ineffective communication
- PSYCHOLOGICAL BARRIERS--> someone may be stressed with personal issues and will be less responsive to communication with others
- SYSTEMATIC BARRIERS--> Inefficient or inappropriate information systems and lack of communication roles and duties results in people unaware of their roles and hinders effective communication
- ATTITUDINAL BARRIERS--> personality conflicts, bad management, resistance to change or lack of desire can be barriers to effective communication
- The hospital must try to avoid these barriers in order for patients to receive good treatment and therefore the parents of children will be satisfied with the service that they are receiving

IMPACT OF COMMUNICATION ON STAFF AND PATIENTS

- Verbal communication--> communication in the form of words and sounds, and is face-to-face so therefore enhances effective communication
- Digital communication--> communication done online through emails, social media and online video calls this reduces geographical barriers and so enhances effective communication
- If critical information is not exchanged this can result in damage to patients
- Communication failures such as failure to introduce oneself may result in patients feeling uncomfortable and dehumanised as they are only seen as a task
- Poor communication has cost the NHS approximately one billion pounds (Moi Ali, 2017) and therefore impacts the quality of services that patients are receiving
- Effective communication can be improved through an augmented patient provider interactions which can improve the patients health as they are more likely to adhere to treatment recommendations, highlighting that effective communication can improve staff and patients
- Effective communication can help improve internal teamwork and patient-centred healthcare delivery can be enhanced
- Effective communication can help the skills of staff and the satisfaction of patients however if communication is not carried out correctly it can cause problems between staff and the treatment of patients

TEAMWORK EVALUATION	TEAM RESPONSES
Who was in your team?	Mariana Florentina
What are the key strengths of your team?	Technology skills, social skills and communication skills
What would you do differently if you worked as a team again?	Nothing as we were good as a team
What were the challenges that you overcame as a team?	Being able to work at a distance from each other
What would you rate your team working out of 10?	9/10

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