

## About Us

The Healthcare Communication Project is a 501 (c) (3) nonprofit organization that seeks to help patients and their families learn how to get, give, and discuss information so that they can make healthcare decisions that are as informed as possible. We also seek to help doctors and other health professionals learn how to talk with patients and their families. These goals are pursued through our:

- Free, semi-annual publication, the *Healthcare Communication Review*;
- Free talks to community groups;
- Professional in-services; and our
- Website, on which back issues of the *Review* and links to resources (for information and support) are posted.

©2009 Healthcare Communication Project, Inc.

**Office Location:** 24 Main St. • Highland, NY 12528

**Mailing Address:** PO Box 661 • Stone Ridge, NY 12484

**Phone:** 845-691-8023 • **Fax** 845-687-2328

**www.healthcp.org • info@healthcp.org**

*An Educational Resource for Helping Patients  
Manage Their Conditions as Partners in Care*

*HEALTHCARE COMMUNICATION PROJECT*

# *How to Talk to Patients*

**Continuing Medical Education Programs  
for Physicians**

**Developed and Conducted by the  
Healthcare Communication Project, Inc.**

# Rounds Topics

## **How to Talk to Patients in Ways That Build Trust and Cooperation**

After looking at how attitudes influence the way doctors and patients talk to one another – attitudes that either discourage or encourage trust – this program will offer communication tips for building therapeutic relationships, patient and family cooperation, and shared decisionmaking skills.

## **Health Literacy: Helping Patients Understand Health Information and Instructions**

One challenge faced by today's healthcare professionals is that of helping the more than 90 million patients with poor literacy skills understand health instructions and information. Topics covered in this program include: ways to assess patients' literacy skills; the use of plain language; how to talk in ways that encourage patients to ask questions when they don't understand; how to assess their understandings of instructions; and resources for both patients and professionals.

## **Clinical Ethics: Applying Theory to Practice When Working With Difficult Patients**

This program will briefly examine the underlying ethical principles that guide today's interactions with patients and look at how they may be applied by physicians when working with patients and their families. Particular attention will be given to how to build cooperation when faced with resistance to recommended treatments.

## **Giving Bad News and Caring for Seriously Ill Patients**

Giving bad news – hard for anyone to do – is notoriously hard for most physicians. This challenge becomes all the greater when the nature of the news requires doctors to be even more sensitive to the emotional needs of their patients. Not tending to those emotional needs can negatively affect the course of care. This program will offer techniques for addressing those needs when giving bad news, and follow-up care, to patients with serious and terminal illnesses.

### **Program Information**

Programs up to 1½ hours long will consist of lecture with limited audience participation. 3-hour Programs will entail lecture along with experiential activities.

### **For More Information**

To schedule a program or see our fee schedule  
Call: 845-691-8023, email: [info@healthcp.org](mailto:info@healthcp.org), or visit our  
website at [www.healthcp.org](http://www.healthcp.org). Click on 'Professional.'