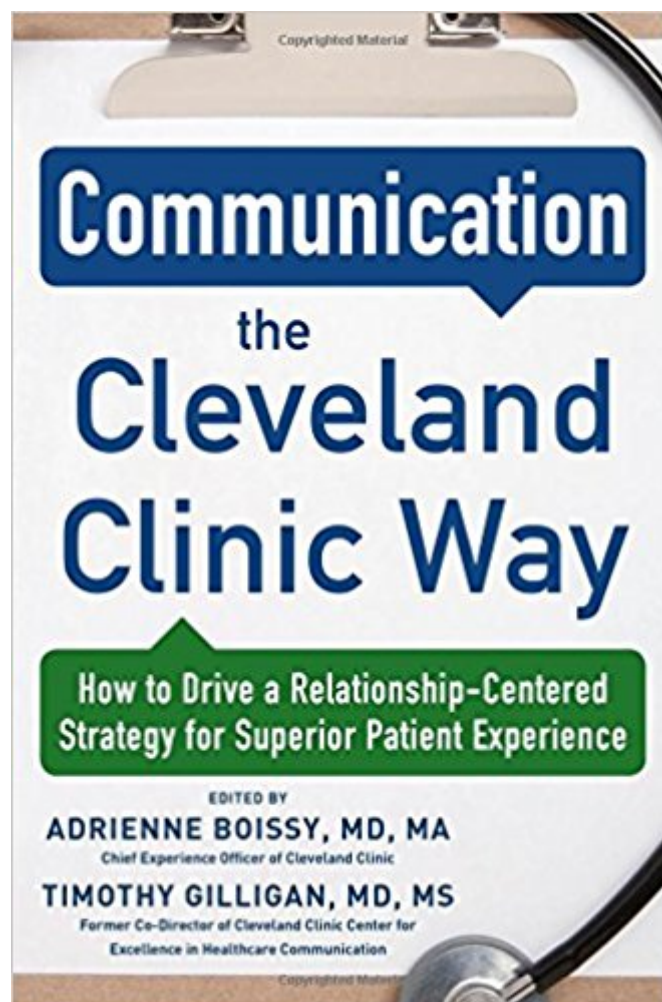


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# Communication The Cleveland Clinic Way: How To Drive A Relationship-Centered Strategy For Exceptional Patient Experience (Business Books)





## Synopsis

Put relationship-centered communication at the forefront of care Today, physicians face a hypercompetitive marketplace in which they must meet unique and complex patient needs as efficiently as possible. But in a culture prioritizing clinical outcomes above all, there can be a tendency to lose sight of one of the most critical aspects of providing effective care: the communication skills that build and foster physician-patient relationships.Â Studies have shown that good communication between doctors and patients and among all caregivers who interface with patients directly results in better clinical outcomes, reduced costs, greater patient satisfaction, and lower rates of physician burnout. In *Communication the Cleveland Clinic Way*, Dr. Adrienne Boissy and her team tell the story of how Cleveland Clinic created and applied the R.E.D.E. to Communicate: Foundations of Healthcare program, making the world-renowned hospital system a leader in relationship-centered care. They provide a step-by-step guide for healthcare leaders and decision-makers to design, develop, and implement communication skills training in their own institutions. Learn how to:

- Craft an effective, colleague-supported communication skills program to include veteran physicians, residents, and medical students
- Leverage creative program design and data transparency to engage and facilitate staff physicians and advanced care providers
- Identify common misperceptions and myths in healthcare communication and respond to them successfully
- Cultivate a true sense of empathy
- with patients and fellow caregivers alike
- while maintaining professionalism

In a field where difficult conversations and stressful relationships are commonplace, clinicians need a structured approach to enable them to deliver the best care possible. *Communication the Cleveland Clinic Way* is the blueprint for establishing a relationship-centered program that will improve patient experience, reinvigorate doctors' passion for their work, and elevate any organization. Â

## Book Information

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## Customer Reviews

• "An incredible how-to care guide . . . This book is really a journey that reveals the pitfalls and pearls of such a monumental undertaking and why every health system needs to do the same."

• David Feinberg, MD, MBA, President and CEO, Geisinger Health System "Reengaging and enabling physicians in an increasingly challenging work environment, Boissy and Gilligan are spot on. Enhancing communication builds the physician-patient relationship in a way that creates a superior patient experience and a superior physician experience."

• Vivian S. Lee, MD, PhD, MBA, CEO, University of Utah Health Care "Communicating effectively with patients is not an innate skill . . . A comprehensive road map created by a group of physicians who set out to transform the doctor-patient relationship and build the new gold standard for relationship-centered care. It is a must-read for every clinical provider."

• James Merlino, MD, President and Chief Medical Officer, Strategic Consulting Division, Press Ganey and author of Service

Fanatics "Caring for people's body and soul is the heart of healthcare. Boissy and Gilligan's actionable insight on relationship-centered care is invaluable for achieving cultural transformation in healthcare delivery that supports both professionalism and patient success."

• Elizabeth Teisberg, PhD, Professor of Community and Family Medicine, Dartmouth Geisel School of Medicine, and coauthor of Redefining Health Care "This invaluable book details the processes that Cleveland Clinic has used to boost its patient experience scores, which is associated with enhanced patient outcomes. Medical centers across the country would be well advised to replicate these programs in service of their patients and their staff."

• Calvin Chou, MD, PhD, FAACH, Professor of Clinical Medicine, University of California San Francisco "What an inspiring, important, myth-busting

book! It shows that human relationships are the real heart of healthcare, and the skill of building

those relationships can be trained. Cleveland Clinic knows how."

• Geoff Colvin, bestselling author of Talent Is Overrated and Humans Are Underrated "Today, external demands and pressures have left many dedicated clinicians and healthcare providers struggling to find meaning in their

work. This essential book, drawing upon a deep understanding of human relationships and

educational principles, illuminates a pathway by which those who are involved in patient care can

develop more effective and satisfying partnerships with their patients, patients' families, and

colleagues.â •â •Walter F. Baile, MD, Director, Program for Interpersonal Communication and Relationship Enhancement (I\*CARE), University of Texas M. D. Anderson Cancer Centerâ œThis book tells the story of a large and remarkably successful institution-wide program on physician communication skills. Told from a variety of perspectivesâ •including senior executives, physician participants, and educatorsâ •it describes the important contributions this program is making to quality, strategy, and the professional meaning and well-being of the physician workforce.Â Beyond the inspiring story, the book offers a wealth of detail on instructional content and design that will be an enormous resource for others seeking to create their own communication programs. And it describes with great clarity the single most essential feature of a successful program: the informal curriculum or learning environment. We see the intentional effort to treat participants with the same kind of respect and engagement that they are being taught to show to patients.â •â •Anthony L. Suchman, MD, MA, Senior Consultant, Relationship Centered Health Careâ œWithin the context of top-rated clinical and service excellence and the Patients First strategy, leaders at Cleveland Clinic have launched an innovative approach to enhance physiciansâ  human-centered communication skills to nurture the ongoing development of empathetic and compassionate interactions with the patients in their care. This practical yet profoundly transformational approach provides opportunities where physicians can reflect upon communications with their patients and family members, gain insights from dialogue with peers and receive coaching and mentoring from experts to enhance and build new competencies. In addition, this program provides opportunities for clinicians to focus upon the ultimate purpose of healing not only the body, but also the mind and soul of all in their care. And while doing so, many may find greater insight into their own human experience, build more resilience, and enhance or restore the joy in their professional careers. This book is an invaluable asset for all who strive to achieve a human-centered approach to healthcare and superior patient experience.â •â •Pat Rutherford, MS, RN, Vice President, Institute for Healthcare Improvement

Â Adrienne Boissy, MD, is the Chief Experience Officer of Cleveland Clinic, where she leads initiatives to improve the patient experience. She spearheaded the creation and development of the Clinicâ s R.E.D.E. to Communicate: Foundations of Healthcare program, and serves as a staff neurologist at the Cleveland Clinic Mellen Center for Multiple Sclerosis. Timothy Gilligan, MD, is the former Co-Director of the Center for Excellence in Healthcare Communication at Cleveland Clinic, where he teaches communication skills and provides physician coaching. A medical oncologist, Dr. Gilligan is Vice-Chair for Education at the Clinicâ s Taussig Cancer Institute.

I am the chief of Medicine and Highly recommend this book just started reading it , Appears to be well written I know I am going to recommend it to my colleagues at my hospital. HCAHPS is the bane of our life , But no choice have to work to improve the scores great reading towards an improved HCAHPS score

Very well written and lots of great information

This is one of those books that should be required reading. Not only does it do a deep dive into the essentials of strong, solid communications, it lays the groundwork for creating a culture that supports communication and its development. Do not think this book is only for those in the medical profession...the lessons and best practices listed in this book far extend the medical boundaries and translates well in other industries. The method used to promote communication and educate others can be readily applied to other organizations. The framework created to teach relationship-centered communication was labeled the R.E.D.E model which stands for Relationship Establishment, Development, and Engagement. This model drastically helps improve the experience of both the patient (recipient) and provider (communicator). You can quickly draw comparisons between other industries that deal with customers (which is EVERYONE). I really liked the cases that the book discusses in-depth, along with the lessons learned. The challenges discussed and analyzed were some that I even encountered in my current job. This book can help you and your organization optimize customer interactions, increase overall satisfaction, and improve the final outcome. You will learn a lot in this book. A solid book.

Fantastic read on how to train people on communication principles and empathy. I'd recommend this to any communications professional, but certainly anyone in healthcare. Thanks for all the details.

great! Nicely weighted and sharp. Very well-made. i need it to change , best product. best service.

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