



CASE WESTERN RESERVE
UNIVERSITY
SCHOOL OF MEDICINE

Continuing Medical Education Program

INTENSIVE
COURSE IN

Physician Communication

Physician ↔ patient

Physician ↔ staff

Physician ↔ colleague

November 17-19, 2010

Case Western Reserve University
and the Mt. Sinai Skills &
Simulation Center
Cleveland, Ohio

INTENSIVE COURSE IN

Physician Communication

Who Should Attend?

The Intensive Course in Physician Communication: Physician ↔ Patient, Physician ↔ Staff, Physician ↔ Colleague is designed for physicians in all specialties who wish or need to pursue further experience or training in any of the three domains of Health Communications.

Physician Communication: Statement of Need

Communication skills are the foundation of effective clinical practice. They are utilized on a daily basis throughout the career of all physicians. Health communication is categorized into three domains: 1) communication *with patients and families*, 2) communication about patients *with colleagues and staff*, and 3) communication about health and disease *with the greater community*. Lack of appropriate communication skills results in patient dissatisfaction, poor adherence, increased incidence of malpractice claims and sub-optimal health outcomes. Most medical education in the past has assumed competence in health communications, rather than explicitly teaching and assessing these skills.

Participant Learning Objectives

After attending this course, participants will be able to:

- Describe the structure and function of the medical interview
- Demonstrate effective and efficient interviewing techniques (effective questioning, agenda setting and patient education)
- Practice higher level health communication skills (giving bad news, empathic response and dealing with angry patients or colleagues)

Educational Design and Methodology

The course combines: A pre-course assignment, which includes outlining a three-generation genogram of your family; a Thursday evening assignment, which includes outlining a CQI health communications project for your practice, to be implemented after the course; lectures and participative discussions; skill practice sessions with standardized patients and simulations; an end-of-course Objective Structured Clinical Examination (OSCE); and individualized attention and mentoring in various areas of Health Communications. The course will make extensive use of the clinical skills laboratory facilities at the Mt. Sinai Skills & Simulation Center.

AGENDA

Wednesday

7:30-8:00 am	Registration
8:00-9:30 am	Overview of Medical Interview/Health Communication Skills Kathy Cole-Kelly, MS, MSW
9:30-11:00 am (with break)	Introduction to the Genogram: Eliciting the Important Family History Kathy Cole-Kelly, MS, MSW
11:00-12:00 pm	Effective Questioning with Skill Practice Theodore Parran, MD
12:00-1:00 pm	Lunch
1:00-1:30 pm	Nonverbal Communication and Observation Skills Theodore Parran, MD
1:30-2:00 pm	Introduction to CQI Workbook Theodore Parran, MD
2:00-2:15 pm	Break
2:15-4:00 pm	Observation Exercise on the Hospital Ward Theodore Parran, MD

Thursday

8:00-8:30 am	Registration
8:30-9:00 am	Eliciting Patient's Perspective Theodore Parran, MD
9:00-10:00 am	Eliciting Patient's Perspective Skill Session Theodore Parran, MD
10:00-10:15 am	Break
10:15-11:00 am	Patient Education/Giving Information Theodore Parran, MD
11:00-12:00 pm	Patient Cases Theodore Parran, MD
12:00-1:00 pm	Lunch
1:00-2:00 pm	Readiness for Behavior Change and Skill Session Kathy Cole-Kelly, MS, MSW
2:00-3:00 pm	Smoking Cessation Practice Session Kathy Cole-Kelly, MS, MSW
3:00-5:00 pm	Dealing with the Angry Patient/Angry Patient OSCE Kathy Cole-Kelly, MS, MSW

Friday

8:00-8:30 am	Registration
8:30-9:00 am	Patient Cases Continued Theodore Parran, MD
9:00-10:00 am	Screening Skill Practice Role Play Theodore Parran, MD
10:00-10:15 am	Break
10:15-11:30 am	Giving Bad News Theodore Parran, MD
11:30-12:00 pm	Continuous Quality Improvement (CQI) Project Review Theodore Parran, MD
12:00-1:00 pm	Lunch
1:00-2:30 pm	Final OSCE Kathy Cole-Kelly, MS, MSW
2:30-3:00 pm	Course Review Kathy Cole-Kelly, MS, MSW

FACULTY

Program Co-Director

Theodore V. Parran, Jr., MD

Associate Clinical Professor of Medicine
and Family Medicine
Medical Director, CME
Case Western Reserve University
School of Medicine

Program Co-Director

Kathy Cole-Kelly, MS, MSW

Professor of Family Medicine
Director, Communication in Medicine
Co-Director Foundation in Clinical
Medicine Seminars
Case Western Reserve University
School of Medicine

The policy of the Case Western Reserve University School of Medicine CME Program requires that the Activity Director, planning committee members and all activity faculty (that is, anyone in a position to control the content of the education activity) disclose to the activity participants all relevant financial relationships with commercial interests. Disclosure will be made to activity participants prior to the commencement of the activity. The Case Western Reserve University School of Medicine also requires that faculty make clinical recommendations based on the best available scientific evidence and that faculty identify any discussion of "off-label" or investigational use of pharmaceutical products or medical devices.

Accreditation

The Case Western Reserve University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Case Western Reserve University School of Medicine designates this educational activity for a maximum of **23.0*** *AMA PRA Category 1 Credits*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

**(19.0 for attending the 3 day course, 2.0 for the reflective essay and 2.0 for the post reflective essay)*

Location and Hotel Accommodations

The course will be held at the Mt. Sinai Skills & Simulation Center, 1551 East 105th St., phone (216) 368-0064.

Please call the CME Registrar at (216) 983-1239 or (800) 274-8263 for detailed information on location and hotel accommodations or visit us at <http://casemed.case.edu/cme/>.

For More Information

Call Case Western Reserve University, Continuing Medical Education Program, phone (216) 983-1239 or (800) 274-8263 or visit <http://casemed.case.edu/cme/>.

REGISTRATION

Registration Information

The registration fee for this course is \$950. Fees include tuition, educational materials, breakfast, lunch and breaks. An administrative fee of \$125 will be deducted from fees for cancellations made after November 3. All requests for refunds must be made in writing.

Four Ways to Register

1. Register online at <http://casemed.case.edu/cme/>
2. Mail this completed form with a check payable to Case Western Reserve University for \$950 or complete the credit card information and send to:
Continuing Medical Education Program
10524 Euclid Avenue
Cleveland, Ohio 44106-6026
3. Fax this form with your credit card number to (216) 844-8133
4. Phone (216) 983-1239 or (800) 274-8263 with the information requested below and your credit card number.

Registration Form

November 17-19, 2010 CID #2332

Intensive Course in Physician Communication

Name _____

Degree _____ Specialty _____

Address _____

City _____ State _____ Zip _____

SSN (last 4 digits) _____ E-Mail _____

Phone _____ Fax _____

Make checks payable for \$950 to: Case Western Reserve University
or complete credit card information.

MasterCard Visa Discover

Credit card # _____ Card expiration date _____

Signature _____ Date _____

Dietary restrictions? _____ I will need parking

HAPPENINGS IN CLEVELAND

Stay for the Weekend

The Cleveland Orchestra
Ticket information (216) 231-1111

The Cleveland Museum of Art
Information (216) 421-7340

Playhouse Square Center
Ticket information (216) 771-8403

The Cleveland Play House
Ticket information (216) 795-7000

**The Rock and Roll Hall of Fame
and Museum**
Information (888) 764-7625

**The Great Lakes Science Center
and OMNIMAX Theater**
Information (216) 694-2000

Or for more Cleveland activities
visit Positively Cleveland at
<http://www.positivelycleveland.com>