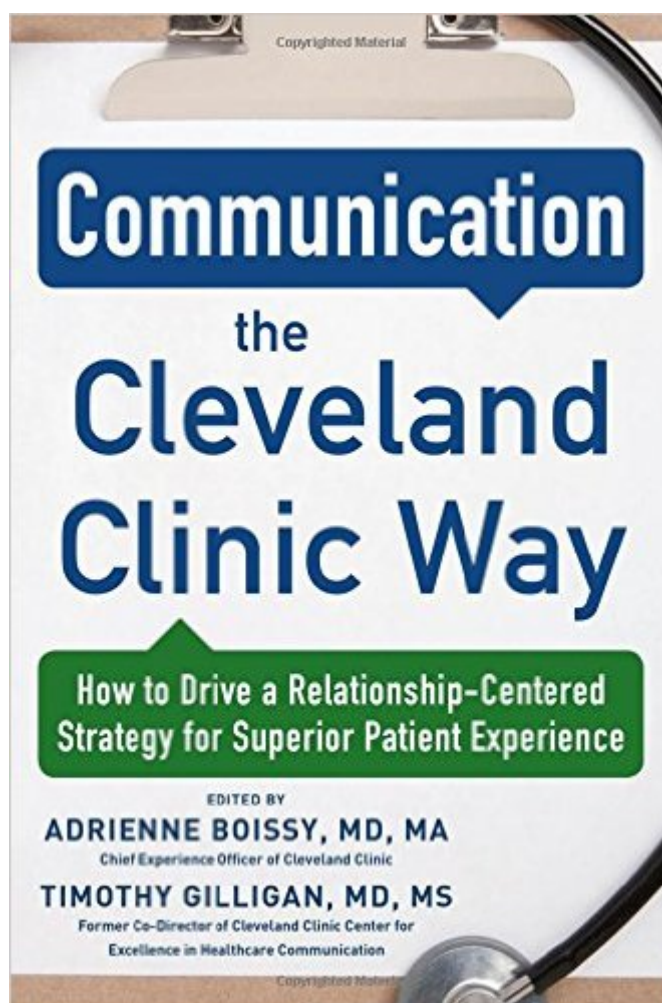


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# Communication The Cleveland Clinic Way: How To Drive A Relationship-Centered Strategy For Exceptional Patient Experience



## 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. 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

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.

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

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.

Very well written and lots of great information

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