

# The Art of Effective Physician Communication

Improving communication & partnerships with physicians.



## WORKSHOP OUTLINE

1

**Description:** To facilitate understanding of the mind, culture, and motivations of physicians and to empower the learner with resources in how to effectively partner and build rapport with physicians.

2

**About:** This workshop will deliver enhanced collaboration among the OPO team, as well as with hospital partners and physicians through improved OPO staff communication skills. The workshop consists of a full day of didactics, exercises, interaction and role play for OPO staff and leadership.

- Workshop presenters are experienced hospital and OPO clinicians
- Train maximum number of staff by working with shift schedules and without having to travel
- Actionable post-workshop feedback direct from staff and presenters

3

**Assessment & Evaluation:** Pre-workshop surveys and interviews with OPO senior leadership by the presenters serves to customize the workshop to the specific needs of the organization. Post workshop surveys serve to provide valuable actionable feedback to senior leadership following the workshop.

A summary report outlining a comparison of the pre- to post-workshop survey results and participant comments will be provided to the OPO leadership.

4

**Goal & Objectives:** The goal of the workshop is to facilitate understanding of basic principles of communication that apply to any interaction and to relate the content more specifically to the mind, culture, and motivations of physicians.

By the end of the workshop, the learner will be able to

- List the 6 basic human needs
- Describe the 5 F's and 4 T's of human engagement
- Describe the cultural considerations to be made when communicating with physicians
- Identify different personality styles and how to adjust communication accordingly
- Describe barriers to effective communication skills
- Explain skills needed to be an effective communicator
- Describe the 7 powers of using questions and the power of the choice map
- Demonstrate communication techniques to be employed when interacting with physicians
- Discuss opportunities to enhance physician partnerships within DSA

## FUNDAMENTAL ROOTS

# The Art of Effective Physician Communication

### Recommended Length

- 6-7 hour workshop
- Limited to 25-30 participants per day for the in-person training
- Limited to 15-18 participants per day for the virtual training

### Speakers / Instructors

Harry E. Wilkins III, MD, MHCM & Hedi Aguiar, RN, MSN

Dr. Wilkins is a well-known and highly respected physician champion and national speaker and leader. He worked as a trauma attending and was engaged by the OPO to be a champion and has remained one for many years. He served as the Administrative Medical Director for an OPO. As a critical care nurse and former ICU Educator, Hedi Aguiar worked for several years in the Hospital Services roles in the OPO community from coordinator to management, which eventually led her to the position as the Senior Director of Programs with the Organ Donation and Transplantation Alliance. In 2018, she launched Fundamental Roots, a training business with a focus on soft skills trainings. Both Hedi and Dr. Wilkins have served on multiple national workgroups and councils and have presented nationally and internationally. In partnership, during their personal time, they developed communication and conflict management trainings with an emphasis on physician communication. Together they have offered and delivered consulting and trainings to many OPOs, and in 2020, Dr. Wilkins and Hedi published a co-authored book on physician communication.

### Audience

Hospital Services, Clinical Coordinators, Family Services, any other OPO frontline staff and leadership who interact with physicians.

*"Hedi and Dr. Wilkins spent two days with our family service coordinators, hospital services associates, and donation coordinators teaching them about effective physician communication. We recognized the need to provide our team with the tools needed to work with physicians who can be our biggest advocates for donation. Prior to the workshop, they took the extra effort to talk to us and made the class customized to our needs. Our team was impressed at how relatable they were and how they both understood our challenges. We learned a tremendous amount and now applying it to our day to day interactions."*

*Some comments from our team: 'best class I've ever attended'; 'informative and relevant'; 'when can they come back?'; 'loved it'. Overall, the workshop was a hit!*

*I'd highly recommend the physician communication workshop to anyone who works with physicians."*

*Doug Butler, Director of Hospital & Family Services, Gift of Life Michigan*