Duke University School of Nursing
Center for Nursing Discovery

Building Professional Relationships in Health Education: A Hands-on Approach

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SSH
Society for Simulation in Healthcare
Accredited Program
Teaching/Education

Session Objectives

The learner will...

Objective 1: Demonstrate effective communication strategies that help build collegial work environments

Objective 2: Identify implicit vs explicit biases that can alter professional behaviors

Objective 3: Illustrate effective role modeling of professional behaviors

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Let's Talk

- In relation to your profession, what does the term "professionalism" mean to you?
- Where does your understanding of "professionalism" come from?
- What behaviors/ actions would you identify as "professional"?
- What behaviors/ actions would you identify as "unprofessional"?

Needs Assessment

Challenge: Professional relationships do not exist consistently between the CI/Student and the CI/Clinical Colleague

Proposal: Provide examples of how professional relationships exist across titles/roles

Challenge: There are no concrete strategies on how to "teach" professionalism to students

Proposal: Validate evidence-based teaching strategies used in developing collegial relationships

The Value of Healthcare Professionalism

- Professional etiquette is important
- Held to a higher standard in dealing with dignity of patients
- More than good manners
- Patients and visitors continually assess communication, body language & appearance
- Being kind and empathetic gains patient's confidence
- Can impact patient satisfaction

The *"C.L.E.A.R."* Protocol*

Provides guidance on proper ways to deliver healthcare services:

C- Connect

L- Listen

E- Explain

A- Ask

R- Re-connect

*Created by Sullivan Luallin Group

CI Role Modeling

- Using a welcoming tone of voice and posture
- Dress as a clinical nurse
- Provide repeated demonstrations of task/scenario
- Closed-loop team communication
- Demonstrate immense patience
- Role-play "thinking in action"
- Provide specific individualized positive feedback

Implicit/Explicit Biases

- Self evaluate- implicit and explicit biases
  - Examples of bias include: gender, age, physical/cognitive ability, ethnicity, culture, language, and practice
- Integrate cultural competency tenants into practice
- Work effectively across differences
- Be a change agent

Impact of Interactive Technology

- An added element to patient interaction
- Can become distractions that could harm patient interactions
- Focus must remain on the patient
- Patients may use their mobile devices for seeking information on their own

Road Map to Teaching Professionalism

- Setting the expectations
- Performing assessments
- Remediating inappropriate behaviors
- Preventing inappropriate behaviors
- Implementing a culture change

"Professionalism is both a commitment and a skill—a competency— that we practice over a lifetime."

David H. Chestnut, MD

Keep Calm...
Show Professionalism

Questions?

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