



Barbara's expertise is HOW TO COMMUNICATE EFFECTIVELY with a focus on Healthcare. A lot of the information presented to patients is not remembered, understood or complied to. Barbara's life's passion is to help patients navigate and comprehend the healthcare world so they are not so frightened and upset by the mere process.

Barbara worked with Smart Source to create a series of products and services whose primary function is to educate and communicate to the patients. Visit our website at [www.hand-holder.com](http://www.hand-holder.com) and see how we meet this challenge. Then send us your comments and ideas so you too can help take care of everyone and feel good about your life every day!

## What is Patient Communication?

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October, 2016

Hospitals are updating their electronic communication systems so patients have enhanced access to information. Patients can login to a patient portal and review appointment transcriptions, lab results and billing details. Emails and robo calls are used to ensure patients make their scheduled appointments. Group practices and partnership are used to give patients easy referral access to any number of specialized care areas.

The internet has advanced so most patients can search for conditions they may be dealing with. Results provide patients with medical information, guidelines and recommendations.

Is all the new technology part of patient communications? Is patient communication improving? Is something like that measureable? Does enhanced patient communication have anything to do with clinical outcomes?

Maybe.. Unfortunately, some things



do not change. Patients still crave face time with the clinician and wish they could have more of a conversation on the condition and treatment options. Outcomes data collection and analysis are done more for an organization's benefit than the patients. Understanding the effect that treatment on the patient's daily lives is too daunting of a task.

Patient Communication is the secret sauce to patient compliance and comfort. And, the "secret" to the secret sauce is to make sure all communications are as personal and varied as the patients they are intended for. The value is for the information that is given to patients is specific to their their needs and capabilities, and their doctors' instructions, and not driven solely by a computer program.