

Effective Communication

And Building Relationships

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We must effectively communicate!

- With:
 - Patients
 - MD's
 - Administrators
 - Co workers
 - Other departments
 - Regulators

Med Phys 3.0

Many times these conversations
are crucial:
to patient safety

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**crucial
conversations**

→ ←

**TOOLS FOR TALKING WHEN
STAKES ARE HIGH**

NEW FOREWORD BY STEPHEN R. COVEY

NEW YORK TIMES BESTSELLING AUTHORS
PATTERSON • GRENNEY • McMILLAN • SWITZLER

When is a conversation crucial?

- High stakes
- Strong emotions
- Opposing opinions

Examples of crucial conversations

- Talk with therapist about a difficult set ups
- Discuss with MD best tx technique for patient
- Critique a colleagues work
- Provide upward feedback about performance
- Approach boss breaking their own safety rules
- Talk to colleague about hoarding info or resources

Build relationships

- Those that have mastered crucial conversations
build strong trusting relationships
- We must build relationships



The best get to dialogue

- How do we do this?

Dialogue skills are learnable:

- Mastering the power of dialogue
 - Pool of shared meaning
- Start with Heart
- Learn to Look
- Make it safe

Pool of Shared Meaning

- We each have a pool of ideas
- We don't always share the same pool
- We each enter conversation with our own opinions, theories, and experiences
- Opinions differ- I believe one thing, and you another
- The Shared Pool can be empty.

Share the Pool

- Healthy conversations: Opinions are shared and contribute to pool
- Don't have to agree – appreciate, listen and acknowledge it as valid
- Pool of shared meaning fills
- Get to Dialogue - SHARE THE POOL

Synergy

- "Pool of shared meaning is the birthplace of synergy"

Build Relationships

- Understand the power of emotional connection and good dialogue to create conditions of safety and synergy.

Start with Heart

- Work on me first
- What do I want from this conversation?
- Stay focused on what you really want
- Motive
- Clarify what you don't want – add what you do want and search for healthy options

Start with Heart

- Refuse the sucker's choice
 - Either / or choices
 - Settle for something else
 - Find yourself between 2 choices you did not want
 - Remain quiet
 - Starve the pool and keep your job?
 - Loose focus as to what you wanted

Learn to Look

for signs a conversation becomes crucial

- Behavior
- Emotion
- Physical Reaction

Learn to Look

- Silence – withhold meaning from pool
 - Masking (sarcasm, sugarcoat, couching)
 - Avoiding
 - Withdrawal
- Violence
 - controlling,
 - labeling,
 - attacking

Stay in Dialogue

- Understand your own style under stress
- How many times have you:
 - moved to silence
 - moved to violence
 - Just agreed & NOT SHARED THE POOL?

MD wants IMRT now

- 6PM – wants it tomorrow
- Lack of respect for you or your time
- Share the pool
- Take parts of conflict and dissolve them one by one
- Well are we here to tx MR SMITH'S CANCER
- Is better to fester?

Make it safe

- Don't want care givers to move to silence/violence
- "Silence Kills – The Seven Crucial Conversations for Health Care" article by Vital Smarts

EFFECTS SAFETY / QUALITY

- Pt waving hands during tx - "beam on"
- Put on breast board or not?
- Float physicist

CRIB

- Create mutual purpose
 - Commit to seek a mutual purpose,
 - Recognize strategy behind purpose,
 - Invent a mutual purpose,
 - Brainstorm new strategies– What do you want?

Remember

We must stay in Dialogue!

Think

How do we get back to dialogue?

References

- *Crucial Conversations- Tools for Talking When Stakes are High* – Patterson, McMillan
- "Silence Kills - The Seven Crucial Conversations for Health Care" – Vital Smarts 2005
- "The Most Potent Force in Eliminating Disruptive Behaviors" Grenny 2009
- "Intensive Care for Health Care" – Vital Smarts 2005