

WELLCAM



# Wellcam Physician Training

Module 6

All material proprietary and confidential. Presented by Wellcam.

## Module 6: Patient Centered Quality Care Training



1. Patient Centered Quality Care
2. Management of “Problem Patients”

All material proprietary and confidential. Presented by Wellcam.

## Module 6: Patient Centered Quality Care Training



Wellcam focuses on six areas when defining quality. These require that health care be:

1. **Effective:** delivering health care that results in improved health outcomes for individuals
2. **Efficient:** delivering health care in a manner which maximizes resource use and avoids waste while caring for our users exactly when they need us
3. **Accessible:** delivering health care that is timely and geographically agnostic
4. **Acceptable/patient-centered:** delivering health care which takes into account the preferences of individual service users
5. **Equitable:** delivering health care which takes into account the preferences of individual service users
6. **Safe:** delivering health care which minimizes risks and harm to service users

## Module 6: Patient Centered Quality Care Training



### How we accomplish “Quality”

- Excellent communications
- Prompt, Efficient and Sound Medical Care
- Manage care through a partnership approach
- Courtesy and professionalism



All material proprietary and confidential. Presented by Wellcam.

## Module 6: Patient Centered Quality Care Training



Communication is the process of exchanging information. Information is conveyed typically through words, tone of voice, and body language. As a Wellcam physician, it's important to know that due to the nature of our delivery model, only words and voice tone can be conveyed to a patient.

Studies have shown that words account for 7 percent of the information communicated. Vocal tone accounts for 55 percent and body language the remaining 38 percent. To be effective communicator in our environment, physicians must be aware of these forms, how to use them effectively, and barriers to the communications process in order to overcome the 38% deficiency already factored into the conversation.

## Module 6: Patient Centered Quality Care Training



### Making the Most of Every Minute

Due to the nature of our business model, physician and patient time is driven by you. We strive for a Quality Patient Care environment so rushing a caller is not an option.

It's quite normal for the physician to feel rushed, yet patients want to feel that their visits are unhurried and that they have undivided attention. How do we accomplish this?

- Greet the patient
- Listen for key information
- Consider all options to resolve the problem
- Ask questions
- Repeat patients response aloud – the main points of what is said
- Share your thoughts aloud
- Provide any follow up instructions and confirm understanding
- Bring the visit to the appropriate conclusion

All material proprietary and confidential. Presented by Wellcam.

## Module 6: Patient Centered Quality Care Training



### 5 Tips For Effective Listening

#### Concentrate on the person speaking

- Inject empathy statement
- Acknowledgement of something in the medical record the patient provided related to the issue at hand

**Avoid Interrupting the Patient and always be respectful – Be conscious of this and allow the patient to finish their thought. Our own satisfaction analysis reveals that higher scores can be obtained simply by allowing the patient to share what they feel the problem may be.**

#### Eliminate Distractions

- Eliminate Background Noise
- Avoid being near pets or children when calling patients
- Never take another call while speaking with a Wellcam patient
- Ensure work environment is conducive for conducting video consults

**Pay Attention to Vocal Inflections** – The tone of a person's voice can often tell you more than his/her words

## Module 6: Patient Centered Quality Care Training



### Prompt Care

Members call us due to the ease of access we provide and because this typically translates to “quicker” service. If you decide to accept a consult, be sure to call the member at the appropriate time. If not, be sure to reschedule for a time that is mutually beneficial.

### Efficient Care

Health care resources being used to get the best value for money

### Sound Medical Care

Patients should have confidence in the medical care they are receiving and not be harmed by the care that is intended to help them



## Module 6: Patient Centered Quality Care Training



**WELLCAM will be a leader in Telemedicine. This will be due to our approach in how we deliver our care.**

- Encourage the patients relationship with their existing primary care physician
- Offer patients the option to have electronic health record sent to their primary care physician on-demand
- Use of referral to primary care physician for situations where a face to face visit is best to ensure proper care

## Module 6: Patient Centered Quality Care Training



**Below are some examples of common courtesies that should be a part of your normal vocabulary with patients as well as with all others.**

- “Please and/or Thank you.” “You’re welcome”
- Excuse me/Pardon me” (when you didn’t hear or when you need to ask the person to move)
- “I apologize. I didn’t hear/understand what you said
- “Will you?” rather than “You will.”
- “Yes,” rather than “Yeah”
- “Will you hold for a moment while I check on that?”
- “Thanks for waiting.”
- “Mr./Mrs./Ms.\_\_\_\_\_.” (Address by first name only if you know that’s appropriate)

Your customers will appreciate hearing these courtesies and a heartfelt ‘thank you’ will go a long way.

## Module 6: Patient Centered Quality Care Training



**As a physician for a leader in the Telemedicine space, we look at professionalism at many levels. Below are several examples:**

- Learns every aspect of the job
- Carefully discovers what is needed and wanted
- Looks, speaks and dresses professionally
- Organized both with work environment and time
- Focused and clear-headed and avoids distractions
- Does not let mistakes slide by
- Jumps into difficult situations with care and understanding
- Remains level-headed and optimistic
- Uses higher emotional tones: Enthusiasm, cheerfulness, interest, contentment

**At the end of the day, a WELLCAM physician knows that people are better off because of the way they do their job; “I make a difference”**

## Module 6: Management of Problem Patients



1. Patient Centered Quality Care
2. Management of “Problem Patients”

All material proprietary and confidential. Presented by Wellcam.

## Module 6: Management of Problem Patients



Teladoc handles non-emergent issues so we are fortunate that difficult patient encounters are rare. However, they can occur when the patient does not get the medication he/she seeks, the patient feels the physician is not listening or the patient has called multiple times for the same issue.

### Situational Issues

Language and literacy issues  
Delivering bad news

### Physician Characteristics

Angry or defensive physician  
Fatigued or tired physicians

### Patient Characteristics

Angry or defensive patient  
Manipulative patient  
Frequent Fliers

## Module 6: Management of Problem Patients



### Patient Factors

- When you detect signs of anger or defensiveness, try to uncover the source of difficulty for the patient and pay attention to the way his/her emotions relate to the medical issues at hand.
- Use reflective statements such as, “I can understand why you might feel that way,” and follow with a discussion about what it might take to resolve the situation.
- If at any point the patient becomes abusive, follow procedure for reporting a problem patient.
- Frequent flyer patients may stand out due to the sheer number of consults they have had for the same problem. The first step to a productive interaction is to identify reasons for the frequent calls.

## Module 6: Management of Problem Patients



### Physician Factors

- Physicians who are stressed and generally frustrated are more likely to react negatively to patients. Recognizing our own trigger issues and knowing what personal issues we bring to the consult can be valuable.
- Most of us have been overworked, sleep deprived or generally busier than we needed to be at one time or another. “Over commitment” is a closely related phenomenon that is all too common among high-achieving professionals. The beauty of the Wellcam system is that you can work when you have time. Our expectation is you will manage external forces as you commit to Wellcam.

## Module 6: Management of Problem Patients



### Situational Factors

- As Cameroon has a diverse population, physicians may find themselves needing to communicate with individuals whose primary language is different than their own. Try to allow extra time for these encounters. Remember to document what languages you speak.
- When it is necessary to give patients information that will be difficult for them to hear, preparation is critical so that you have the information to clearly communicate when you're unable to resolve their issue. Don't shy away from talking about the reasons for your decision. Be open and willing to discuss any additional concerns.



# Module 6: Patient Centered Quality Care Training



## Communicate with Care

Being aware of the factors that contribute to difficult clinical consults and prepared to address them will go a long way towards preventing them.

- Remain engaged
- Speak clearly
- Practice active listening
- Remember your delivering a high tech service that requires a compassionate HUMAN TOUCH
- Always explain to the patient when you experience areas of dead air
- Respond to “Oh by the way” questions instead of dismissing
- Deliver bad news the way you would want to hear it
- Close the consult with “Do you have questions about what we discussed today?”

Never underestimate the positive difference that good interpersonal communications skills can make in dealing with patient encounters.



Contact us:

Dr. Cedrick Batchateu

Physician Training

(+1) 914 355 6796 

[contact@wellcam.net](mailto:contact@wellcam.net)

© 2020 Wellcam, SARL. All right reserved. Wellcam and the Wellcam logo are registered trademarks of Wellcam, SARL and may not be used without written permission. Wellcam physicians reserve the right to deny care for potential misuse of services. Consultations are available 24 hours, 7 days a week so long as the physician is available for scheduling. All material proprietary and confidential. Presented by Wellcam.