




آداب پزشکی – جلسه اول -زبان بدن و

اصول برقراری ارتباط موثر

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- Taber's Cyclopedic Medical Dictionary defines medical etiquette as “**A system of principles governing medical conduct.**”
 - It deals with the relationship of the doctor with the patient, patient's family, fellow physicians, other medical team and a society at large.



March 22/29, 2016

Medical Ethics

Medical Etiquette

Robert M. Tenery, MD

JAMA. 2016;315(12):1291. doi:10.1001/jama.2015.17079

Originally Published March 28, 1966 | *JAMA*. 1966;195(13):1137- 1138.



The rules of conduct which have been considered to be in the domain of medical etiquette or manners will also open the way for the mutual understanding, the sharing of knowledge, and the fellowship which are traditional with our profession. The physician who does not enjoy the good will of his colleagues can expect to have a lonesome, unhappy professional life and would do well to inspect his

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Air Pollution Exposure During Pregnancy May Alter Newborn's Thyroid Hormones
August 17, 2021

Opinion


Understanding Risk for Newborns Born to SARS-CoV-2-Positive Mothers
May 25, 2021

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- Medical etiquette **is almost unknown** to many younger physicians because the suggested guidelines for this facet of professional conduct were not labeled as such when the Principles of Medical Ethics was revised in 1957.
 - Recurrent thematic motifs in the maxims include learning by listening to other people, being mindful of the imperfection of human knowledge, and that avoiding open conflict, whenever possible, should not be considered weakness. (wikipedia)




Clinical Points

- **Trust, knowledge, regard, and loyalty** are the 4 elements that form the doctor-patient relationship, and the nature of this relationship has an impact on patient outcomes.
- Factors affecting the doctor-patient relationship can be patient- dependent, provider-dependent, health system–dependent, or due to patient-provider mismatch.
- Solutions to each of these factors are rooted in the 4 elements of the doctor-patient relationship.

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- Patient loyalty is based mainly on trust. Trust can be reinforced by certain comforting factors such as the ability to listen, a sense of carefulness, and the quality of care. Loyalty is both a dynamic construct and a relational exchange subject to various influences. Patients find advantages in being loyal.



Relationship

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- The physician–patient **relationship** is at the heart of patient care.
 - A patient-physician relationship exists **when a physician serves a patient's medical needs.**

What makes a strong relationship?

Five basic components make up an effective relationship

Communication



Mutual respect



Trust



Shared values and goals

Acceptance





Core components of strong relationships

- Appropriate, skilled communication
 - Mutual respect
 - Trust
 - Acceptance
 - Shared values and goals



The desired outcome or goal of any communication process is mutual understanding.

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- **What is communication?**
 - By definition, communication is the transfer of information from one place to another. In relationships, communication allows to you explain to someone else what you are experiencing and what your needs are. The act of communicating not only helps to meet your needs, but it also helps you to be connected in your relationship.
 - **Clear, open communication , where all parties feel heard and listen to is vital .** Its more than just verbal : a person behavior may communicate a message far mire powerfully than anything that is said.

Difficulties :

- Children
- Teens
- Mood
- Elder
- Disability
- Chronic diseases



Mutual respect

MUTUAL RESPECT



- Mutual respect is about **everyone being valued for who they are and what they bring to the table**. It involves seeing people's unique contributions, recognizing and understanding differences, and celebrating diversity – but also capitalizing on common ground.
- One of the best ways to create an environment of mutual respect is to demonstrate respectful behavior on a daily basis.

Trust

- Trust is a critical part of all interactions that we have as humans. It also plays an integral role in [communicating in the workplace](#).
- Although the indirect **influence** of trust on health outcomes has long been recognized, recent research has shown that trust has a **direct** effect on outcomes of care.

Pillars of trust

Value long-term relationships

Be honest

Honor your commitments

Admit when you're wrong

Communicate effectively

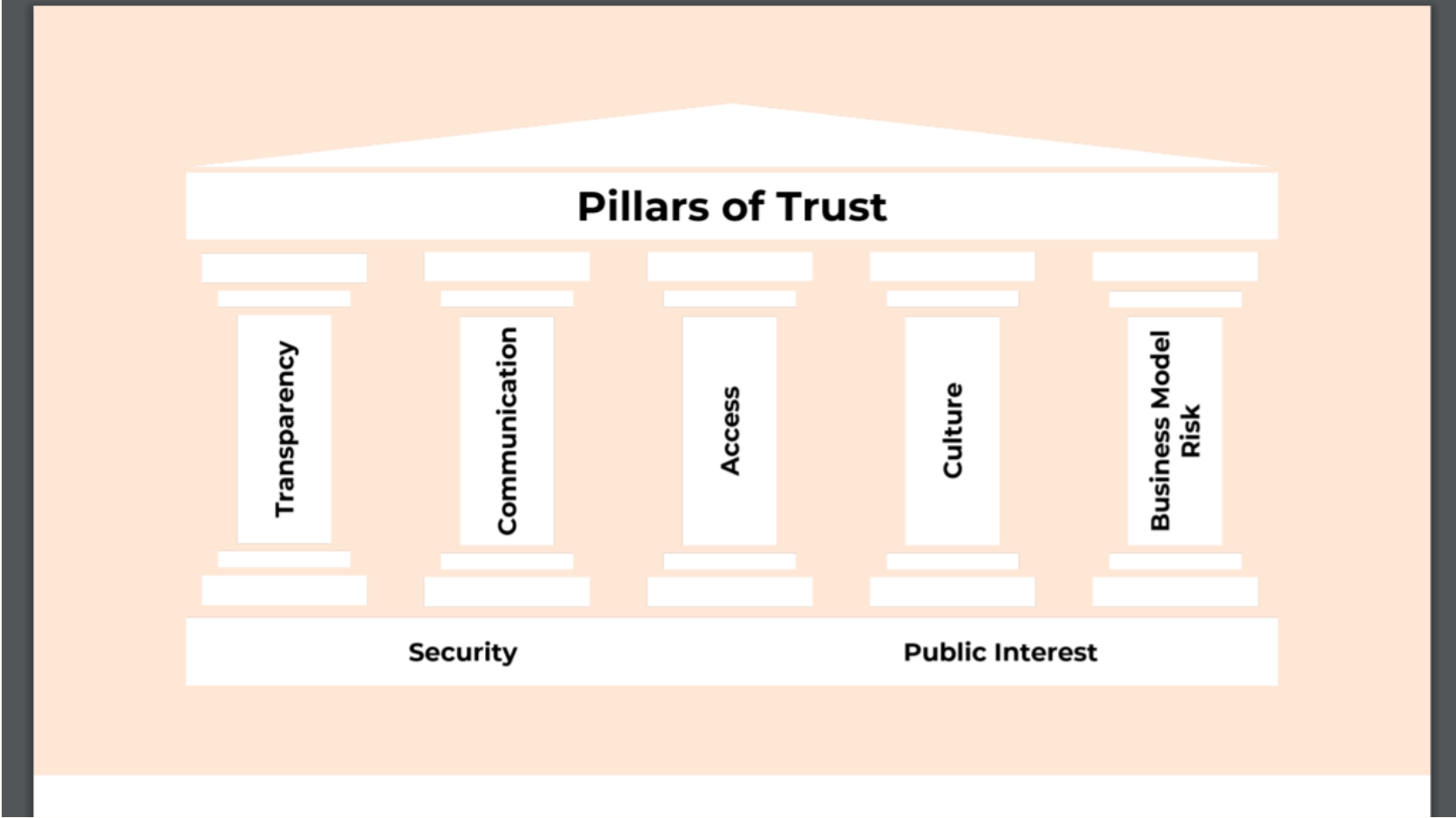
Be vulnerable

Be helpful

Show people that you care

Stand up for what's right

Be transparent



Pillars of Trust

Transparency

Communication

Access

Culture

Business Model
Risk

Security

Public Interest



Acceptance

- Acceptance **means living with and valuing differences in others.**
- It's about being flexible, tolerant and open-minded. It's also about knowing how to compromise, understanding that we all make mistakes, and being ready to forgive.

Teamwork

Teamwork is the collaborative effort of a group to achieve a common goal or to complete a task in the most effective and efficient way.

Teamwork means that people will try to cooperate, using their individual skills and providing constructive feedback, despite any personal conflict between individuals.





Respect

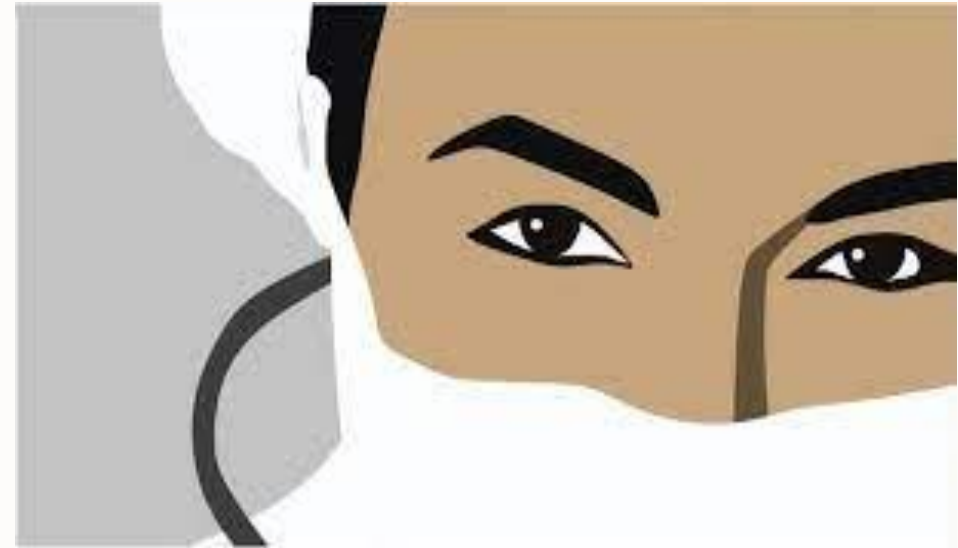
- Respectful communication is **when we listen carefully and respond kindly to others**, even if we disagree with them. This helps us express our opinions and thoughts, understand others' perspective, build strong relationships, and solve problems together.
- Respect is an essential component of a high-performance organization. It **helps to create a healthy environment in** which patients feel cared for as individuals, and members of health care teams are engaged, collaborative and committed to service.

Shared values and goals

- The foundation of successful and effective team-based health care is the entire team's active adoption of a **clearly articulated** set of shared goals for both the patient's care and the team's work in providing that care. Although obvious to some extent, the explicit development and articulation of a set of shared goals, with the active involvement of the patient, other caregivers, and family members, does not happen easily or by chance.





Body Language



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- Body language is **the use of physical behavior, expressions, and mannerisms to communicate nonverbally, often done instinctively rather than consciously**. Whether you're aware of it or not, when you interact with others, you're continuously giving and receiving wordless signals
 - The physician's nonverbal behavior is crucial to the patient's impression of his (her) physician.



Positive body language

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-  – **Positive body** language is crucial for professional settings as it helps your audience feel confident about you and your capabilities. It helps establish trust as you come across as someone who knows what they're doing.
 -  – A positive body language is **a type of non-verbal communication** that puts us in a position of comfort, likeability and dignity.

BE PRESENT

- If you want to show others that you value their time and thoughts, **try to avoid distractions and be present.**
- You may nod or smile occasionally if you agree with what they have to share.
- Continue to maintain eye contact and show them that you've been listening attentively.
- You may respond verbally when you feel that it's appropriate to speak.
- Even if you're in a meeting, put your phone on silent and take notes if needed.





PAY ATTENTION TO PROXIMITY

- You will have to attend plenty of business conferences and seminars you'll attend throughout your professional life. You are bound to meet people—both known and unknown. You will probably want to connect with individuals, with whom you can build a mutually beneficial relationship.
- If you approach such people, **remember not to invade their private space**. Get close and lean in only if you think it's appropriate and the other person is not displaying signs of discomfort.



RELAX YOUR ARMS AND LEGS

- We forget to maintain an **open body language**, especially when we're nervous. Whether it's a job interview or an important business presentation, our legs or hands tend to shake. Crossing your legs or arms can be indicative of closed body language. A good way to deal with this is to do a few breathing and relaxation exercises before the interview or presentation. A brisk walk or light stretching exercises can help you feel at ease and more confident.



BE EMPATHETIC

- Empathy lies at the core of positive body language. If you want to create long-lasting, healthy relationships at the workplace, you need to learn how to empathize and be there for people. You can start by studying other's body language and responding according to their current mood or attitude. For example, if someone is nervous or sad, you can lightly touch their arm to reassure them.
- **Gain a deeper understanding of their body language before you change yours.**





USE MIRRORING

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- Empathy and mirroring go hand in hand. The more you understand someone's body language, the easier it is to mimic similar behaviors and gestures.
 - “To put it simply, mirroring is matching someone's behavior, whether it's their voice, their words, or their non-verbal cues (think gestures, movement, and body posture)
 - For example, if someone doesn't want to make any physical contact, avoid offering a handshake.
 - Mirroring helps build rapport and acts as an effective ice-breaker.
 - **Note → No one likes a copycat**

Negative Body Language





Avoidance of eye contact

- The simplest answer to why people avoid eye contact is that they may be nervous or uncomfortable. It makes sense—eye contact invites cooperation and increased interaction from others. If you feel insecure, you don't want people to take a closer look at you.
- This uneasiness can be attributed to low self-esteem, confidence, or fear due to lying.

Staring

Giving too much eye contact, on the other hand, can make one look too eager and lead to an awkward exchange.



The receiver of the eye contact will probably feel uneasy.



Crossed arms

- If you observe people speaking at a party, you will find that many stand with their arms or hands in front of them. Their arms could be crossed, or their hands could be clasped in front of their crotch. This could be an unconscious creation of a barrier between themselves and the person to whom they are speaking.
- Speaking with arms to ones side, on the other hand, can indicate openness and friendliness





Looking at watch, clock or phone

- When people are looking at a phone, watch, or clock during a conversation, it is usually a telltale sign that they are in a hurry for it to be over. They may be tuning out the other person and thinking about what they have to do next.

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Medicines cure
diseases, but only
doctors can cure
patients.

- Carl Jung

