

# Communication Is Key: Optimizing the Patient Encounter

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*I, Joanne Belanger, have been asked to disclose any significant relationships with commercial entities that are either providing financial support for this program or whose products or services are mentioned during my presentations.*

*I have no relationships to disclose.*

...The determinants of health are beyond the capacity of any one practitioner or discipline to manage... We must collaborate to survive, as disciplines and as professionals attempting to help our communities and each other.

Institute of Medicine, 1999

# Ten Great Public Health Achievements -- United States, 1900-1999

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- Vaccination
- Motor-vehicle safety
- Safer workplaces
- Control of infectious diseases
- Decline in deaths from coronary heart disease and stroke
- Safer and healthier foods
- Healthier mothers and babies
- Family planning
- Fluoridation of drinking water
- Recognition of tobacco use as a health hazard

• MMWR April 02, 1999 / 48(12);241-243

The Right **Message**

from the

Right **Person**

at the

Right **Time**

**Saves Lives**

CDC - Crisis Emergency Risk Communication

# The Right Message

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- Use information from credible, scientific and known sources.
  - \*MaDPH, CDC, NIH
- Use consistent messaging
  - \* instills trust
- Be simple and concise
  - \* understand the patient, language barriers, education level
- Stay up to date
  - \* know the latest information

# The Right Person

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- Public Health/ PHN
  - \*Nurses are the most trusted medical professional (Gallup Dec 26, 2017)  
but Public Health is Government.
  - \*community relationship
- Physician
  - \*Like/dislike- clean bill of health vs. multiple tests, inconclusive or bad diagnosis
  - \*Big Pharma, limited access, inconvenient
- Pharmacist
  - \*Knowledgeable about medicine and the patients medical history
  - \*Relatively new to providing immunizations on site but more convenient than PCP or PH

# The Right Time

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- Every patient encounter
  - Maybe not *every* one....
- Life experiences
  - Entering college, expecting a baby/grandchild, specific diagnosis
- Seasonal/Outbreak
  - Flu, hepatitis, meningitis



# Saves Lives

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Our job is to ensure the health of our shared patient.

*Vaccines Save Lives*

# Communication is Key





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