Evolution of Fear and the Effect in Healthcare Management: Effective Use of Communication as a Vital Tool for Trust Development

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Abstract

Quality healthcare requires practitioners who possess the technical competence and communication skills for not only gathering and transferring information to patients but also for developing trust with patients in the process of clinical consultation. The purpose of this study is to identify how poor communication skills significantly contribute to the mistrust experienced between patients and healthcare providers/clinicians. The study identified various professional practice gaps in existence such as clinicians/healthcare providers who are unaware of different scenarios that warrant the application of specific styles of soft skills of communication while interacting with patients who present with different attitudes/characteristics/personal attributes. Education is needed to provide a better understanding of the several factors that contribute to these presenting attitudes capable of building a wedge and creating mistrust between patients and healthcare providers/clinicians.

Keywords: Opinionated patient, Dependent patient, Communication skills, Suspicious patient, "Normal" patient, Impatient patient etc.

It's important to note that patients often experience high levels of apprehension during their clinical/hospital visits. Sometimes, such high anxiety levels manifest as various patient attitudes that could become a deterrent to the development of productive clinician-patient relationship. Clinicians could perceive various behaviors as overly curious, rude, dismissive, absurd, or downright bizarre.

Since people have different personalities and backgrounds and thus perceive and react differently to the same information presented to them, the key for trust development is in the delivery method of information. To attain trust development through effective communication, the clinician's communication style must be tailored to each patient's personality, attitude, and

background so that patients would feel comfortable in the presence of the provider to receive and retain clinical information. This promotes medical regimen compliance.

The helpful resources detailed in the author's book, **Simple Tips to Developing a Productive Clinician-Patient Relationship**, originate from critical analysis of peer-reviewed research articles and various studies including 30 years of author's clinical experiences in diverse healthcare settings. The findings of this study would make a great teaching/learning tool in educational institutions as medical/dental/nursing schools, Healthcare practice settings such as medical clinics, emergency health clinics, hospitals, retail clinic, and urgent care clinics.

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Nonye Aghanya obtained a Master of Science degree as a Family Nurse Practitioner from Pace University, New York and has worked in various healthcare settings. She currently works in retail clinic. She is the author of 2 books "Simple Tips to Developing A Productive Clinician-Patient Relationship" and "Principles For Overcoming Communication Anxiety and Improving Trust". In May 2019, she published an online school **Communication Academy** and courses in her school have received accreditation for granting Continuing education units to Physicians and Nurses. Her contents are based on research study results and her numerous interactions with diverse groups of individuals in the healthcare settings for close to 30 years. A Fellow of the American College of Healthcare Trustees, she is married and has 4 daughters.

Book #1 website: www.ptdrsimpletips.com

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