

The Effects of Patient-Centered Communication Skills Enhancement Training

: Individualized 1:1 Coaching Based on Video Recording and Feedback

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INTRODUCTION

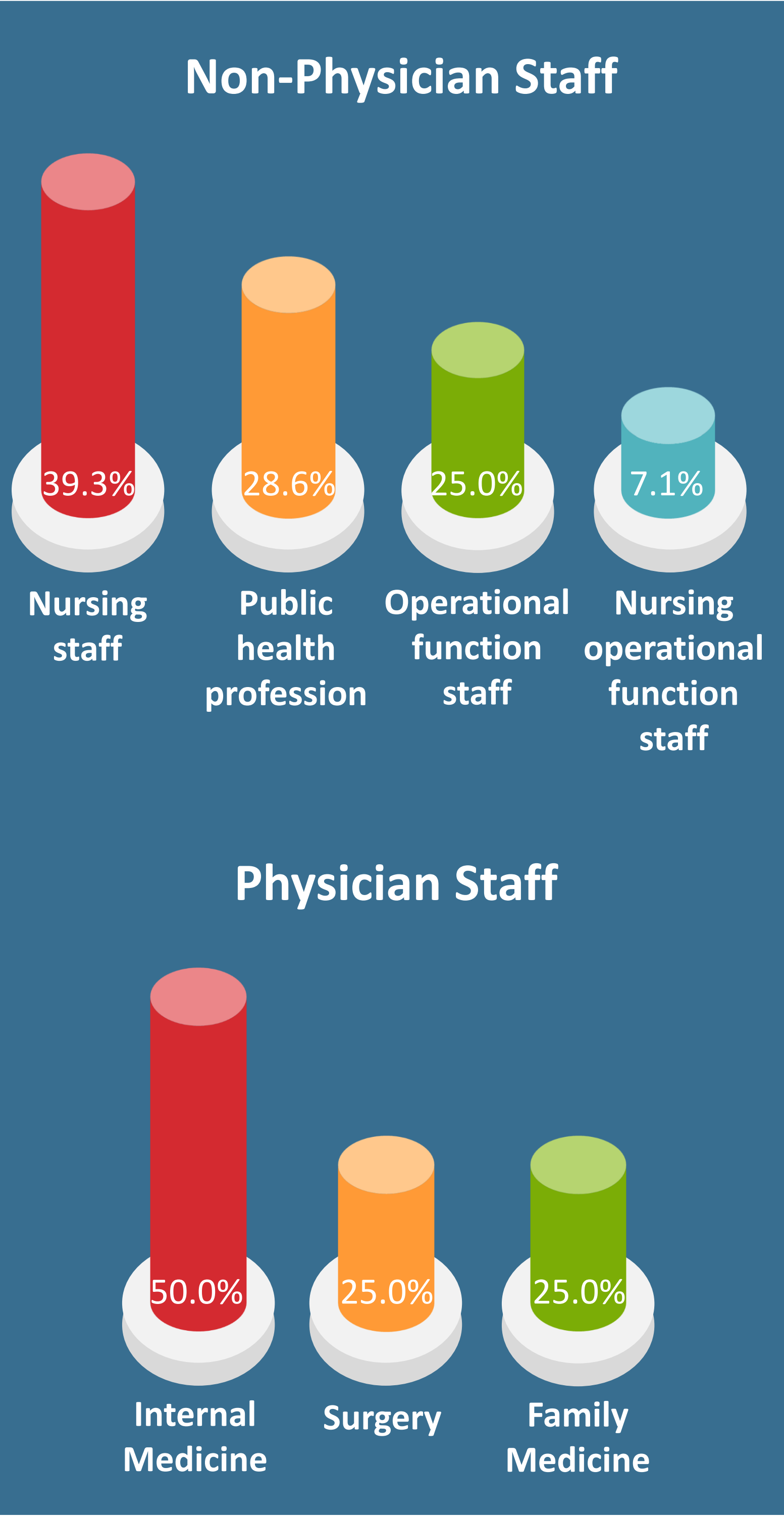
- In many South Korean comprehensive hospitals, challenges frequently arise due to the demanding work environment and communication difficulties. Effective patient communication is crucial for enhancing patient experience and positively impacting healthcare quality.
- As hospitals expand, increased workloads can negatively affect communication and attitudes between medical staff and patients. To minimize discomfort arising from these personal factors, this study aims to conduct communication training for staff interacting with patients.
- This study thoroughly evaluates the effectiveness of individualized 1:1 coaching based on video recordings of real-time communication interactions between staff and patients.

METHOD

- In 2023, a study was conducted at a comprehensive hospital in Seoul, involving both non-physician and physician staff. Trained communication coaches recorded 7 to 10 videos of staff interacting with patients, scripted these videos, and identified behavioral patterns affecting patient experience through expert discussions.
- Based on these insights, evaluations of ‘non-verbal expression, verbal expression, and stepwise response’ were carried out, and feedback reports were generated. Staff then watched two or more videos of themselves and received 40 minutes of one-on-one coaching.
- To assess the training’s effectiveness, surveys were administered using a 5-point Likert scale before, immediately after, and approximately three months post-training. The surveys included questions on ‘Training Satisfaction’ and ‘Effectiveness of Applying Feedback to Work.’ Additionally, patient commendations received within 6 months before and after the training were compared to evaluate the training’s impact.

RESULTS

- A total of 36 staff members completed the training. The behavior that was most positively evaluated was ‘Appropriate Eye Contact,’ with 76.4% of staff adhering well to it.
- However, areas needing improvement were related to ‘Speech Habits,’ with 86.8% of staff requiring enhancement. The issues primarily included ‘Inappropriate addressing, Inanimate object honorifics, Fragmented speech.’
- Training satisfaction was 97% immediately after the training but decreased to 90% approximately three months later. In open-ended responses, staff reported that they paid more attention to feedback during coaching, developed self-objectivity, and improved their understanding of customer sentiments.
- Post-training, patient commendations increased by 175%, which is particularly notable given the inconvenience involved in direct commendation submissions by patients.



1. Quantitative Evaluation (Unit: Out of 100 points)		
Evaluation Types	Self-assessment	Coach assessment
Non-Verbal Expression	80	87
Verbal Expression	73	80
Stepwise Response	80	85
2. Qualitative Evaluation (Unit: %)		
Evaluation Types	Positive points	Improvement points
Appropriate Eye Contact	76.4	44.7
Empathy	57.9	23.7
Initial Greetings	47.4	28.9
Speech Habits	-	86.8
Closing Greetings	44.7	36.8
3. Post-Survey (Unit: %)		
Evaluation Types	Training Satisfaction	Effectiveness of the Training
Initial Survey (n=21)	97	96
Follow-up Survey (n=6)	90	(Subjective responses)
4. Patient commendation selection (Unit: Persons)		
Evaluation Types	Pre-training 6 months	Post-training 6 months
Non-Physician Staff	2	8
Physician Staff	2	3

CONCLUSIONS

- This study confirms that video feedback training, using recorded work videos, offers staff an opportunity for objective self-assessment. This approach leads to improved work efficiency and more proficient patient-centered communication skills.
- However, a limitation of the study is the decline in training satisfaction from the post-training survey to approximately three months later.
- Continuous improvement of training programs is essential. Future research should focus on expanding the sample size and addressing dissatisfaction related to personal factors.

REFERENCES

1. McFarland D. C., Shen M. J., Parker P., Meyerson S., Holcombe R. F. (2017.). Does hospital size affect patient satisfaction?. Quality Management in Health Care, 26(4), 205-209

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