


A woman is speaking at a podium. The podium has a sign that reads "INSTITUT KANSER NEGARA". There is a logo on the podium that says "KEMENTERIAN KESIHATAN MALAYSIA". The background features a Malaysian flag. The text "A Good Cancer Care To Begin With Effective Clinical Communication" is overlaid on the image.

A Good Cancer Care To Begin With Effective Clinical Communication

Decorative floral and leaf motifs are located at the bottom left and bottom center of the slide.

Leong Wun Chin

CLINICAL COMMUNICATION as a core value

(Schofield NG, Green C, Creed F, 2008) 

- Influence QoL cancer patients = Clinical outcomes.
- Important aspect of psycho-oncology.
- Increase patient understanding in tx , lead to improved health.
- Good working relationship within health care team.
- Improve patient satisfaction = Decrease malpractice lawsuits.



PATIENT WANT TO BE WITH THEIR HCP FOR BETTER HEALTH



IMPACT OF INEFFECTIVE CLINICAL COMMUNICATION



A Poor Cancer Care Outcome

CASE STUDY : Cancer Diagnosed Late In People With Intellectual Disabilities (Tuffrey-wijne, 2010).

- Patient presented with weight loss & anaemia.
- Referred for an urgent colonoscopy (taken place within 2 weeks).
- 3 months later, patient didn't had investigation.
- Reason of 2 times delayed due to patient had been sent laxative drinks in preparation ; and sent away the hospital transport cause of diarrhoea. (As pt did not understood that diarrhoea was part of the procedure).
- Resulted 14 weeks delay between the initial referral & diagnosis of cancer, which eventually **DIED**.



HOW CAN WE DO BETTER ?

More Honey, Less Vineger



SPIKES METHOD



S - SETTING UP

*PREPARED YOUR PLAN
OF DISCUSSION ?*



P - PERCEPTION

Find out what the patient's understanding is of the medical situation and how much information the patient wants.

I - INVITATION

WHAT ARE THEY RECEIVING ?

Example ;

Would you like me to give you all the information or spend more time discussing the treatment care/procedure?”.



K – KNOWLEDGE

Be direct in explaining the medical situation and use language that matches the patient's level of education.



E – EMPATHIZE

Use empathic statements to respond to a patient's emotions. For example, "I know this must be disappointing for you."

** Giving hope + I am here with you + accompany in your feeling = EMPATHY*



S - STRATEGY & SUMMARY

Summarize the clinical information.

Checking patient's misunderstanding.



PATIENTOLOGIST

METHOD



Be empathetic; and understand what the patient's fears and worries are, so we could help patients to manage them.

Show → Listening → Understanding → Respond



Follow up ← Positivity ← Non-verbal cues

BECOME A GOOD PATIENTOLOGIST !



ANGER METHOD

- **A** – ACKNOWLEDGE
- **N** – NEGOTIATE
- **G** – GATHER
- **E** – EMPATHIZE
- **R** – RESPECT

IMPACT OF EFFECTIVE CLINICAL COMMUNICATION

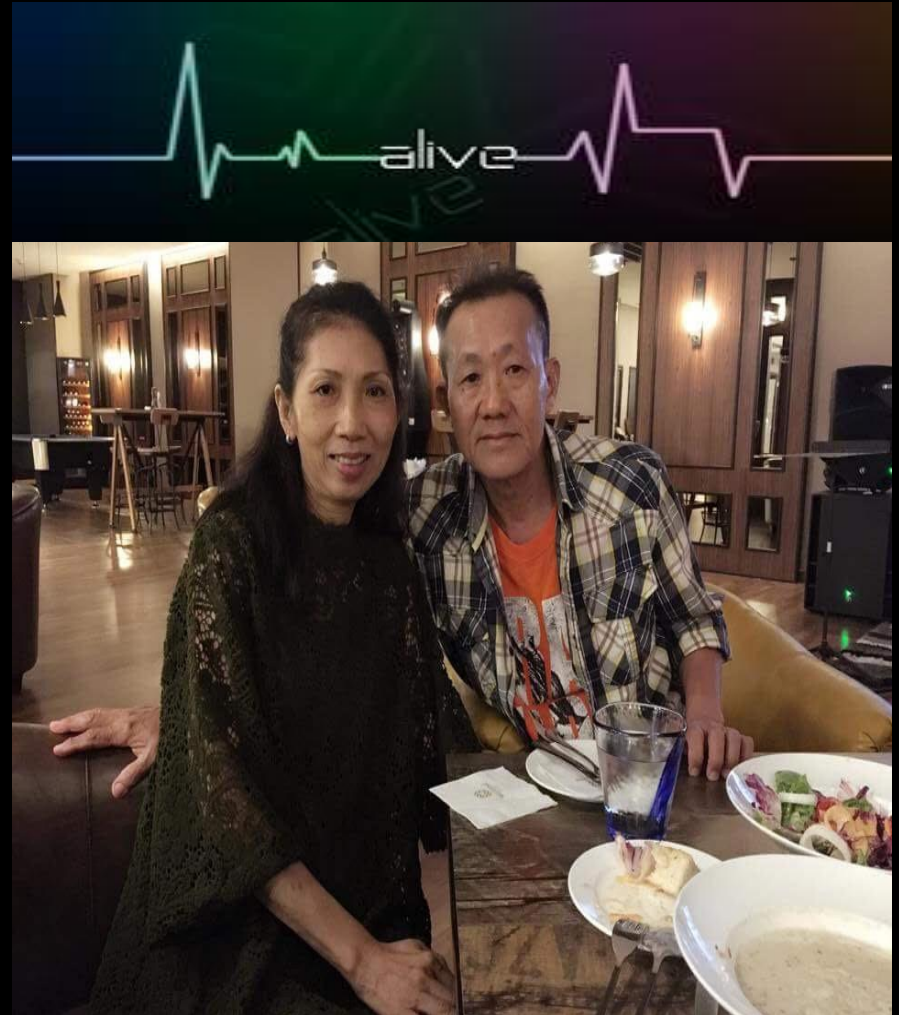


HOPE

GOOD CANCER CARE OUTCOME

Cancer Is Scary

SINCE YOU'VE
LAST SEEN
ME, I'VE
CHANGED



THE TONGUE HAS THE POWER OF
LIFE & DEATH



Thank You !