



A Short Note: Is Communication a Barrier for Treatment?

Caroline Deborah*

Department of Primary Medical Care, University of Sheffield, UK

ABSTRACT

The mode of communication has become one of the barriers in such a way that miscommunication is leading to misleading of the treatment ways or the methods. The communication barrier should be driven away, by recruiting the local staff with the capability to take the responsibility of the patients. There comes a problem with the shortage in the availability for attaining the required number of staff with all the requirements. There must be a good doctor-patient communication as well as the nursing staff-patient communication, which further drives the good treatment as the patient can express his/ her pain clearly to the staff or to the doctor directly and there are cases where patients have enhanced effects with the better communication in terms of psychology. In this short communication, there are certain factors I have discussed and tried to put on my perceptions.

Keywords: Health care systems; Marketing principles; Clinical skills; Effective communication

INTRODUCTION

Considering that the further medical profession and health systems have progressed in recent years, health organizations today require the use of marketing principles to assist them enhance performance while also there are differences in between themselves from competitors from a social, economic, and medical standpoint. Communication is a very important clinical skill such that, when executed properly and efficiently it aids in the formation of a trusting connection between the medical staff and the patient-customer in which resulting in a true therapeutic alliance. The manner in which medical personnel responds to their wants and demands is a factor that contributes to the medical unit's increased status and growing interest among patients and consumers. Marketing for health services covers activities that are carried out for the development, location, pricing, or promotion of medical services. Communication is an essential part of the marketing though, as indirectly the use of things and apparatus will imply to the business. It is the instrument by which an organisation participates in the exchange of information with various components of the business environment, informs them of their presence and service offered and encourages consumers to purchase services. Medical employees or the staff such doctors and auxiliaries service

makers such as nurses, administrative staff, security guards are a distinct aspect of the marketing mix, adding value in health-care by the way they interact with clients. Aside from medical personnel training and medical advances in diagnosis and treatment, the human component is crucial [1].

The communication mix's tools in health are based on interpersonal communication. Interpersonal (inter-human) communication was the first human spiritual tool of the socialization process, according to Floyd, and is described as communication between two individuals in the context of their connection, which helps to negotiate and define the relationship as it progresses. Jean-Claude Abric describes communication as "the ensemble of processes by which it carries out exchanges of information and meanings between humans in a specific social setting" in his book "The psychology of communication: Theories and Methods". By giving the importance of the information content of patient-doctor contact (the diagnosis process, treatment), the medical system places a greater premium on verbal communication. Nonverbal and para-verbal forms are significant because of their emotional impact and the need for trustworthy capital development and sympathy between the two parties, despite their lack of semantic and logical value. Cosman and Tudose emphasise the distinctiveness of communication in medicine in their writings. In the healthcare system,

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Corresponding author Caroline Deborah, Department of Primary Medical Care, University of Sheffield, UK, Tel: +44 214 212 5678; E-mail: caroline_d@sheffield.ac.uk

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the interaction between the two parties, medical workers and patients, is much more complicated, requiring higher-level existential therapeutic communication at the therapeutic level's base level. Because the existential form of higher-level therapeutic communication is engaged in medical communication [2, 3].

Doctor's role in communication with patient

As a result, the doctor-patient relationship takes on a role, one that is asymmetric and consensual, with the doctor in a position of superiority, as the active element seeking a solution for the patient suffering from a disease, and the patient as the passive element acknowledging the doctor's authority. Talcott Parsons differentiates three circumstances in the doctor-patient relationship based on the degree of involvement of each part: - activity-passivity, where the doctor is active and the patient is passive; - managing-cooperation, where the patient follows medical advice; - mutual involvement, where the doctor guides the patients through self-help. In the medical act, communication is an active process of information transmission and reception, and at least one of the communication partners must have active listening skills, understanding of the message, and answering some questions for nonverbal language interpretation, motivating the speaker to support the conversation. Communication is a crucial clinical skill also a phenomena in medicine that entails establishing a therapeutic relationship between patient and doctor as well as other medical staff, understanding the patient's view on examining his/her thoughts and feelings, and helping them toward better health. The doctor's ability to gather excellent information during consultations is intimately tied to the doctor's and patient's communication skills [4, 5].

CONCLUSION

First and foremost, active listening needs not only mental (attention and concentration) but also bodily mobilization. For example, a too relaxed body posture makes it harder to remember and understand, whereas moderately uncomfortable positions create a watchful state that is conducive to good listening. The effectiveness of communication is determined by the sort of relationship that is developed between the two partners, and

the type of relationship is determined by each partner's personality. Doctors decide their personality features and have the option to pick their course of action in order to benefit both the patient and the doctor. Communication is becoming more of a therapeutic approach in the healthcare system, a clinical skill that builds essential relationships and can benefit individuals involved, consideration for which health practitioners must prioritise the acquisition of excellent communicative abilities.

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CONFLICT OF INTEREST

The author has nothing to disclose and also state no conflict of interest in the submission of this manuscript.

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