COURSE OUTLINE: HCA111 - COM FOR HLTHCRE PROF

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	HCA111: COMMUNICATION: HEALTHCARE PROFESSIONALS
Program Number: Name	2186: HEALTH CARE ADMIN 2187: HEALTH CARE LEADER 2197: HEALTH INFORMATICS 3041: GERONTOLOGY 3043: PROF. NRS. PRACTICE
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2023-2024
Course Description:	This course provides students with the resources and skills to communicate in an effective, professional manner in a health care setting, both internally and externally to the organization. Students will apply best practices in communication in both oral and written formats using a variety of resources, technologies, and social media to interact with key health care stakeholders.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
This course is a pre-requisite for:	HCL401
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2186 - HEALTH CARE ADMIN** VLO 1 Address the needs of a diverse patient population using best practices to ensure progressive and positive processes within a health care facility. VLO 2 Achieve positive outcomes using core concepts of quality, patient safety, patient & Family centred care. VLO 3 Utilize progressive, professional leadership concepts while working within an interprofessional health care team. VLO 4 Communicate effectively and appropriately with patients, families, and members both in the health care and administrative teams to maintain a wholly interactive environment. VLO 5 Practice within the legal, ethical and professional scope of practice of a manager in the province of Ontario. VLO 6 Utilize health care technology and informatics for the benefit of the patients and support of the institution. **2187 - HEALTH CARE LEADER**

	VLO 1 Communicate effectively and appropriately with patients, families, and members of both the health care and administrative teams to maintain a wholly interactive environment.
	VLO 4 Address the needs of a diverse patient population using best practices to ensure progressive and positive processes within a health care facility.
	VLO 5 Utilize progressive, professional leadership concepts with a culturally competent approach to achieve organizational and health system goals within an interprofessional health care team.
	VLO 7 Utilize health care technology and informatics for the benefit of the patients and support of the institution.
	VLO 9 Develop and maintain ongoing personal and professional development to improve work performance in health care leadership.
	VLO 11 Apply principles of operational planning, project management, and quality management to support health care operations.

2197 - HEALTH INFORMATICS

VLO 2   Formulate change strategies to implement appropriate health information systems technologies (HIST) within the health-care setting.

VLO 3   Develop, implement, and evaluate health information management practices, policies and processes to support client care, organizational goals, operations, and regulatory compliance.

VLO 5   Integrate relevant standards and professional, ethical and legislative requirements with the appropriate health information system technologies.

VLO 8   Communicate effectively and professionally to promote inter-professional collaboration across the organization.

3041 - GERONTOLOGY

VLO 1   Comply with legislation and regulations governing professional practice within the Canadian health care system

VLO 2   Apply an evidence based perspective to inform current interventions, senior care plan, navigate and advocate for senior care

VLO 6   Communicate effectively to promote person and family centered care and strengthen inter-professional collaborative practice

VLO 7   Appraise the important role of the ``elder-advocate`` who works pro-actively as an individual or in inter-professional teams and the impact they have on elderly clients` healthy aging

3043 - PROF. NRS. PRACTICE

VLO 6   Comply with legislation and regulations governing nursing practice within the Canadian health care system in order to provide for safety and security needs.

VLO 7   Conduct comprehensive geriatric assessments to design individualized plans of care.

Essential Employability Skills (EES) addressed in this course:	**EES 1** Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.

	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Communicating for Results: A Canadian Students Guide by Carolyn Meyer Publisher: Oxford University Press Edition: 5th Edition, 2020 ISBN: 9780190162771 Print Format Communicating for Results: A Canadian Students Guide by Carolyn Meyer Publisher: Oxford University Press Edition: 5th Edition, 2020 ISBN: 9780190161149 eBook Format

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Identify and assess the foundations of effective communication for health care leaders.	1.1 Identify core competencies for interpersonal communication. 1.2 Describe how a leader might foster open, effective, and respectful communication with key stakeholders including patients and their families, and the workplace teams they lead and support. 1.3 Identify the link between effective business communication and personal career success, and explain professionalism and professional boundaries. 1.4 Identify the goals of ethical business communication standards to avoid ethical lapses including protecting privacy and safeguarding personal information of key stakeholders. 1.5 Identify communication barriers and apply strategies for overcoming them while exploring the impact of location, physical space, and non-verbal communication including body language.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Evaluate approaches to communication with a variety of key health care stakeholders.	2.1 Identify and describe specific examples of communications health care leaders might have to prepare and deliver to key stakeholders such as patients, their families, leadership team, community partners, and government agencies. 2.2 Describe and debate the most effective message types and

	modes of communication for use with key audiences including informal or formal reports, briefing notes, memos, emails, and presentations. 2.3 Plan and organization of a message according to its purpose, scope, audience, medium or channel, design and content. 2.4 Discover strategies for formatting and writing memos and email for specific purposes, and explore how proper email etiquette can optimize readability and reader-responsiveness. 2.5 Explore best practice approaches to communication for employment purposes including effective cover letters and resumes, behavioural-based interviewing, interview follow-up, and identifying and requesting references.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Explore strategies for creating persuasive communications, approaching challenging conversations, and receiving feedback from internal and external stakeholders.	3.1 Define the term `crucial conversation` and describe the characteristics of respectful and effective feedback. 3.2 Identify the need for persuasive communication and the importance of developing skills to hold effective difficult conversations and give and receive feedback. 3.3 Gain support for new ideas by persuading audiences using best practise written and verbal communication approaches. 3.4 Reflect upon and analyze the role communication approaches play in difficult conversations. 3.5 Plan and role model a difficult conversation or feedback from the perspective of a health care leader to a key stakeholder, and identify strategies to mitigate confrontational reactions, to foster a positive outcome.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
Design and deliver effective presentations to a variety of audiences in a health care environment.	4.1 Prioritize audience needs and explore strategies for developing presentations with the target audience in mind. 4.2 Review a variety of visual and multi-media aids used to enhance presentations and examine the advantages and disadvantages of each. 4.3 Prepare for effective public-speaking and apply strategies to increase confidence. 4.4 Deliver a variety of presentations ranging from impromptu to formal.
Course Outcome 5	**Learning Objectives for Course Outcome 5**
Develop effective strategies for addressing concerns and disclosing adverse events to patients and their families	5.1 Define key terms such as `adverse event`, `patient relations`, and `engagement`. 5.2 Reflect upon and explore health care scenarios which could require concerns management and disclosure. 5.3 Identify regulatory and legislative requirements for, and examine best-practice approaches to, receiving and addressing patient concerns and disclosing adverse events. 5.4 Identify ways in which Ontario health care organizations are engaging patients and their families in quality improvement initiatives and soliciting feedback.

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Course Outcome 6	Learning Objectives for Course Outcome 6
Examine approaches within Ontario`s legislative and regulatory framework for managing information in a health care setting	6.1 Identify and explain relevant Ontario legislation that governs the collection, use and disclosure of personal health information. 6.2 Examine current standards of practice from regulated health professional colleges regarding disclosure of information and reporting requirements. 6.3 Describe specific examples of information health care leaders can and cannot disclose. 6.4 Debate the role of the media in conveying information to the public relating to health care issues and analyze examples of effective and ineffective media communication. 6.5 Identify and understand the essential elements of a media release. 6.6 Describe the support an organization`s public relations personnel can provide to health care leaders, and explain key tactics and best practices for responding to the media.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments (including written assignments and presentations)	60%
Professional Skills Development	20%
Tests	20%

Date: June 23, 2023

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.

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