



COURSE OUTLINE: HCA111 - COM FOR HLTHCRE PROF

Prepared: Rebecca Keown, BA(Hons), MBHL

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

Course Code: Title	HCA111: COMMUNICATION: HEALTHCARE PROFESSIONALS
Program Number: Name	2186: HEALTH CARE ADMIN
Department:	BUSINESS/ACCOUNTING PROGRAMS
Semesters/Terms:	21F, 22W, 22S
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:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	<p>2186 - HEALTH CARE ADMIN</p> <p>VLO 1 Address the needs of a diverse patient population using best practices to ensure progressive and positive processes within a health care facility.</p> <p>VLO 2 Achieve positive outcomes using core concepts of quality, patient safety, patient & Family centred care.</p> <p>VLO 3 utilize progressive, professional leadership concepts while working within an interprofessional health care team.</p> <p>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.</p> <p>VLO 5 Practice within the legal, ethical and professional scope of practice of a manager in the province of Ontario.</p> <p>VLO 6 Utilize health care technology and informatics for the benefit of the patients and support of the institution.</p>
Essential Employability Skills (EES) addressed in this course:	<p>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.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p>

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.



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- 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
 ISBN: 9780199036127
 2020, eText ISBN: 9780199036226

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

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	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.	<p>3.1 Define the term `crucial conversation` and describe the characteristics of respectful and effective feedback.</p> <p>3.2 Identify the need for persuasive communication and the importance of developing skills to hold effective difficult conversations and give and receive feedback.</p> <p>3.3 Gain support for new ideas by persuading audiences using best practise written and verbal communication approaches.</p> <p>3.4 Reflect upon and analyze the role communication approaches play in difficult conversations.</p> <p>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.</p>
Course Outcome 4	Learning Objectives for Course Outcome 4
Design and deliver effective presentations to a variety of audiences in a health care environment.	<p>4.1 Prioritize audience needs and explore strategies for developing presentations with the target audience in mind.</p> <p>4.2 Review a variety of visual and multi-media aids used to enhance presentations and examine the advantages and disadvantages of each.</p> <p>4.3 Prepare for effective public-speaking and apply strategies to increase confidence.</p> <p>4.4 Deliver a variety of presentations ranging from impromptu to formal.</p>

Evaluation Process and Grading System:

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

Date:

July 28, 2021

Addendum:

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

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