Objectives for Today!

- Define communication
- Distinguish between verbal and non-verbal communication, as well as formal and informal
- List 3 tips for dressing for success
- Introduce yourself to someone new
- State 3 rules for written communication
- Make informed decisions regarding social media postings
What is communication?

The process by which information is transferred from one person to another.

Effective Communication Cycle:
- Sender
- Message
- Receiver
- Feedback

Communication Channels:
- Verbal
- Non-Verbal
- Formal
- Informal
Communication Breakdown

- Tone: 38%
- Words: 7%
- Non-Verbal: 55%

Verbal Communication Channels
Verbal Communication

- Voice Volume
- Voice Quality/Tone
- Voice Intonation
- Voice Speed
- Vocabulary
- Pronunciation
- Dialect
- Grammatical Structure
- Informal and Formal Language

Verbal Communication Skills

- Be friendly
- Think before you speak
- Be clear
- Don’t talk too much
- Be your authentic self
- Practice humility
- Speak with confidence
- Be concise
- Learn the art of listening
Elevator Speech

- Short-prepared speech that explains your *situation*, clearly and succinctly.
  - 30 seconds

1. Identify your goal
2. Explain what you do
3. Communicate your unique selling position
4. Engage with a question
5. Put it all together
6. Practice

Non-Verbal Communication Channels
Non-Verbal Communication

- Facial Expressions
- Body Movements/Posture
- Gestures
- Eye Contact
- Touch
- Space
- Orientation
- Appearance

Dress for Success

- Understand what's appropriate for the industry
  - Business:
    - Jacket, slacks or skirt.
    - Color should be neutrals and solids
    - Skirts should be no shorter than above the knee
    - Men should wear a collared shirt with tie
  - Business casual:
    - Professional but less formal
    - No strapless/spaghetti straps (shirts or dresses)
    - No mini-skirts or shorts of any kind
    - No flip-flops
    - Men should still wear a collared shirt, but it can be short sleeved.
Dress for Success

- Avoid neon or overly flashy clothes
- Make sure your clothes fit
- Don’t be too sexy
- Don’t wear strong perfume/cologne
- Avoid ankle socks with slacks
- Get regular pedicures
- Don’t over-accessorize
- Limit the number of piercings
- Cover any visible tattoos
- Facial hair should not overwhelm you face

Pick out the Non-Verbal Cues
How to make a Great Introduction

• Look at the person
• Speak clearly
• Use courteous language
• Use preferred names and titles
• Start a conversation

How to make a Great Introduction

• Social Situation...
  • FIRST: A client...THEN: Others attending, including the CEO
  • FIRST: Your Boss, or a higher up...THEN: a person of lower rank
  • FIRST: Someone with a title...THEN: your contemporary
  • FIRST: Anyone older then you...THEN: your contemporary
  • FIRST: Your friend...THEN: a family member
  • FIRST: A woman...THEN: a man
Handshakes

- Get the timing right
- Speak up
- Get a grip
- Dry your palms
- Shake palm to palm
- Mind your audience
- Know when to let go

Let’s Practice!!
Formal Communication

- Email
- Telephone
- Face-to-Face
- Memos
- Letters
- Contracts
- Websites
- Brochures
Formal Communication: Advantages and Disadvantages of Written Communication

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to preserve</td>
<td>Costly</td>
</tr>
<tr>
<td>Permanent record</td>
<td>Time consuming</td>
</tr>
<tr>
<td>Prevention of wasted time</td>
<td>Lack of flexibility</td>
</tr>
<tr>
<td>Use as a reference</td>
<td>Delay in communication</td>
</tr>
<tr>
<td>Easy to verify</td>
<td>Lack of secrecy</td>
</tr>
<tr>
<td>Easy circulation of information</td>
<td>Lack of personal intimacy</td>
</tr>
</tbody>
</table>

DEAR MADMAN OR SIR,

PLZ TAKE THE TIME OUT TO READ THIS EMAIL. I KNOW U WIL LUV IT! IT HAS SEVERAL EXAMPLES OF WHAT IS NOT GOOD EMAIL ETIQUETTE. 😊 LOT OF PEOPLE MAKE THESE MISTAKES. WHEN YOU’RE FINISHED WITH IT PASS IT ALONG TO 30 OTHER PEOPLE AND THEN READ THE TIPS BELOW ON WHAT IS GOOD EMAIL ETIQUETTE. THANK U.
Formal Communication Etiquette

• Speak face-to-face or via telephone when possible
• Be aware of your tone
• Let it simmer
• Double check your “to” and “subject” fields
• Check for spelling and grammar
• Text Speak
• Formal vs. Informal language
• Proofread and proofread again...

Formal Communication Etiquette

• Always include a subject
• Do not type in ALL CAPS
• Be aware of bolding your type
• Do not use patterned backgrounds
• Stay away from fancy fonts
• Limit Emoticons
• Use capital and lowercase letters
• Do not use multiple font colors
Listing of Credentials

- Preferred Order
  - Highest degree earned
  - Licensure(s)
  - State designations or requirements
  - National certifications
  - Awards and honors
  - Other recognitions

- Susan Smartypants, EdD, MBA, RHIA, CCS, FAHIMA
- Gene Genius, MBA, BSN, RN, CCS, CPC
Informal Communication Channels

Social Media

- YouTube
- Pinterest
- Twitter
- Instagram
- LinkedIn
- Snapchat
Who is Online?

• 98% of 18-24 year olds in US use social media each month

• 41% of total US population use social media

• 26% of online usage is spent on social networking
  • 1.49 Billion active monthly users on Facebook in 2015 (1.3 Billion in 2014)
  • 645,750,000 users on Twitter
  • 380,000,000 active users on LinkedIn in 2015
  • 5,200,000 YouTube results for Health Information Management

The Law vs Professional Standards: Social Media

• HIPAA
  • Covered entities may not use or disclose PHI except:
    ◦ For Treatment, Payment, or Operational purposes
    ◦ Where mandated by law
    ◦ With prior written authorization

• Professionalism Standards
Examples of Social Media Posts

Social Media Posts

[Example post by Amy Dunbar]

So I have a patient who has chosen to either no-show or be late (sometimes hours) for all of her prenatal visits, ultrasounds, and NSTs. She is now 3 hours late for her induction. May I show up late to her delivery?
Social Media Posts

Social media posts and comments:

- “idk if this violates HIPAA or not, but one of our Medicare patients (@ 67 years old) is running a marathon this weekend. he's awesome.”
- “@: nah bro. isn’t no health info is leak you’re good lol.”
- “hahaha I trust your judgement, as a fellow professional and all 😊.”
- “hahah hey bro we work in the same field I just got in trouble for an accidental HIPAA so yeah I’ll make sure you won’t either.”

Pictures in Social Media

Image of a fist on a piece of paper.
Pictures in Social Media

![Image of a tattoo on a person's arm with text on it.]

Pictures in Social Media

![Image of an X-ray of a pelvis with an arrow indicating a specific feature.]
Professionalism and The Grey Zone

Professionalism and The Grey Zone
Social Media Attitudes

• “It isn’t my employer’s business; it is between me and my friends.”

• “If the patient isn’t mad, no one else should be.”

• “You are basically telling me to never use Facebook. To not have a life.”

• “My boss has no right to be upset that I slammed her on Twitter. She deserved it. She still needs to treat me with respect.”

Non-Work Professionalism in Social Media

• Incriminating photos (drinking, drugs, nudity, etc.)

• Inappropriate posts (vulgarity, etc.)

• Personal Opinions
Professionalism in Social Media

• Think from the view of others
  • the patient’s view, the supervisor’s view, older generation’s view, what it looks like on a billboard, grandma’s view, the professor’s view, etc.

• Review your posts before they go live.

• Sleep on it if your emotions are strong.

• Talk about your week, not moments in your work day. The more you generalize, the less risky your post.

Questions?
References