ABSTRACT: Physicians’ ability to effectively and compassionately communicate information is key to a successful patient–physician relationship. The current health care environment demands increasing clinical productivity and affords less time with each patient, which can impede effective patient–physician communication. The use of patient-centered interviewing, caring communication skills, and shared decision making improves patient–physician communication. Involving advanced practice nurses or physician assistants may improve the patient’s experience and understanding of her visit. Electronic communication with established patients also can enhance the patient experience in select situations.

Patient outcomes depend on successful communication. The physician who encourages open communication may obtain more complete information, enhance the prospect of a more accurate diagnosis, and facilitate appropriate counseling, thus potentially improving adherence to treatment plans that benefit long-term health. This type of communication, which may be referred to as the partnership model, increases patient involvement in their health care through negotiation and consensus-building between the patient and physician (2, 3). In the partnership model, physicians use a participatory style of conversation, where physicians and patients spend an equal amount of time talking (3). The partnership model is one of several communication models that improves patient care and reduces the likelihood of litigation. Another communication tool, AIDET, developed by Studer Group, is gaining popularity among a number of hospitals. The fundamentals of AIDET are Acknowledge, Introduce, Duration, Explanation, and Thank you (see Box 1) (4). The RESPECT model, which is widely used to promote physicians’ awareness of their own cultural biases and to develop physicians’ rapport with patients from different cultural backgrounds, includes seven core elements: 1) rapport, 2) empathy, 3) support, 4) partnership, 5) explanations, 6) cultural competence, and 7) trust (see Box 2) (5).

Box 1. AIDET® Five Fundamentals of Patient Communication

<table>
<thead>
<tr>
<th>Acknowledge</th>
<th>Being attentive and greeting the patient in a positive manner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce</td>
<td>Giving your name, your role, and your skill set</td>
</tr>
<tr>
<td>Duration</td>
<td>Giving a reasonable time expectation</td>
</tr>
<tr>
<td>Explanation</td>
<td>Making sure the patient is knowledgeable and informed</td>
</tr>
<tr>
<td>Thank you</td>
<td>Showing appreciation to the patient for her cooperation</td>
</tr>
</tbody>
</table>

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Inequality in Patient Communication

In 2003, the Institute of Medicine issued a report detailing the importance of patient-centered care and cross-cultural communication as a means of improving health care quality across patient groups (6). Differences between physicians and patients, including culture, gender, race, and religion, can introduce bias into patient-physician communication. Two seminal studies have documented differences in how race and gender can affect care. Cooper and colleagues found that African American patients were substantially less likely to report equal speaking time (ie, participatory decision making) compared with white patients (7). Schulman and colleagues reported gender and racial differences in how physicians communicated about cardiac catheterization (8).

Developing Effective Communication

Developing effective patient-physician communication requires skill in conducting patient-centered interviews; conversing in a caring, communicative fashion; and engaging in shared decision making with patients (9). Physicians may consider five steps for effective patient-centered interviewing as shown in Table 1 (10). The following four qualities are important components of caring, effective communication skills: 1) comfort, 2) acceptance, 3) responsiveness, and 4) empathy (11). Comfort and acceptance refer to the physician’s ability to discuss difficult topics without displaying uneasiness, and the ability to accept the patient’s attitudes without showing irritation or intolerance. Responsiveness and empathy refer to the ability to react positively to indirect messages expressed by a patient. These skills allow the physician to understand the patient’s point of view and incorporate it into treatment (12). The four qualities may be applied to the following scenarios:

Scenario 1: An adolescent girl, accompanied by her mother, comes to you to discuss birth control options. During the discussion, the mother continues to express disagreement with her daughter’s decision to become sexually active and proceeds to the door in order to leave the examination room.

Effective response: You ask the mother to remain in the room briefly so that you can explain to her and her daughter what will take place during this visit. After obtaining a general medical history from both mother and daughter, the physician requests that the mother allow private time for discussion with her daughter. Later, a member of the office staff escorts the mother back to the examination room.

Scenario 2: A physician enters the examination room and greets a long-term patient and notices that she is tearful. She states, “I’m just having a bad day.” The
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Panel on vaginal birth after cesarean delivery (16). The Consensus Panel recommended that the decision for vaginal birth after cesarean delivery or repeat cesarean delivery should occur only after a conversation between the patient and her physician, incorporating the risks and benefits and the patient’s preferences. Shared decision making can increase patient engagement and reduce risk with resultant improved outcomes, satisfaction, and treatment adherence (17).

Communication and Information Technology

The use of information technology has been identified by the Institute of Medicine as one of the critical forces necessary to improve the quality of health care in the United States. An increasing number of physicians are using electronic health records and web messaging to communicate with their patients. Health information technology systems should be compatible with the requirements of the Health Insurance Portability and Accountability Act and flexible enough to accommodate state privacy laws (18).

It is important to use appropriate safeguards when communicating electronically with patients. The Health Insurance Portability and Accountability Act Privacy
Rule allows covered health care providers to communicate electronically, provided they apply reasonable safeguards when doing so. Further, while the Privacy Rule does not prohibit the use of unencrypted e-mail for treatment-related communication between health care providers and patients, other safeguards should be applied to reasonably protect privacy, such as limiting the amount or type of information disclosed through unencrypted e-mail (19). The physician time spent answering and managing e-mail should be acknowledged, and efforts should be made to advocate for compensation for additional time spent by physicians and staff to provide this service. When the patient has a complicated question or issues or has questions regarding symptoms, face-to-face contact between the physician and the patient may be preferable.

**Recommendations for the Obstetrician–Gynecologist**

The competing demands of clinical productivity (20), increasing paperwork, the rigidity of using electronic medical records that encourage providers to only complete the check boxes on the screen and not engage the patient in conversation, and the delivery of care to multiple patients, often with complex diagnoses (21, 22), can inhibit effective communication. Developing effective patient–physician communication requires a substantial commitment in an increasingly challenging environment with declining clinical reimbursements and increasing expenses. It may well be that, in the long term, effective communication skills save time by increasing patient adherence to treatment, thereby reducing the need for follow-up calls and visits. The obstetrician–gynecologist can take the following steps to improve communication:

- Use patient-centered interviewing and caring communication skills in daily practice.
- Encourage patients to write down their questions in preparation for appointments. A form for writing down questions can be given to patients on their arrival at the office. An organized list of questions can facilitate conversation on topics important to the patient.
- Consider arranging for a communications consultant to conduct a workshop on cultural and gender sensitivity for physicians and office staff based on the needs of an individual practice. The National Culturally and Linguistically Appropriate Services Standards in Health and Health Care, developed by the Office of Minority Health of the U.S. Department of Health and Human Services, are intended to advance health equity, improve quality, and help eliminate health care disparities (23). Obstetrician–gynecologists may wish to consider review of these voluntary standards.
- Consider hiring nonphysician health care providers, such as advanced practice nurses or physician assistants, with patient-centered interviewing skills to assist with established patients.
- Advocate for sustainable practice models that increase the duration of visits to provide the opportunity to address multiple patient concerns. Increased time for visits is crucial in efforts to improve patient-centered interviewing, shared decision making, and improved patient–physician communication.

**American College of Obstetricians and Gynecologists’ Resources**


**Other Resources**

The following resources are for information purposes only. Referral to these sources and web sites does not imply the endorsement of the American College of Obstetricians and Gynecologists. These resources are not meant to be comprehensive. The exclusion of a source or web site does not reflect the quality of that source or web site. Please note that web sites are subject to change without notice.

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(301) 652-0281
http://www.ipfcc.org/index.html


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