Strategies to improve communication in clinical imaging in Manaus during Covid-19 pandemic

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Communication problems: cause of 70% of adverse events (Joint Commission, 2022)

81% communication and empathy (Kwee; Kwee, 2021)
Purpose

Report the experience of implementing an effective communication model applied in imaging clinic to improve practical situations in daily routine.
Methods

• Cross-sectional study (theoretical-practical training).

• Approved by Ethics Committee of the Federal University of Amazonas.

• From 2020 to 2021 in an imaging Clinic in the North of Brazil.

• Tools: AIDET (Acknowledge, Introduce, Duration, Explanation, Thank You); SBAR (Situation, Background, Assessment and Recommendation).
Results

111 employees (82% of the staff)

Professionals were individually evaluated

Source: Personal archive (2020).
<table>
<thead>
<tr>
<th>S</th>
<th>Situation</th>
<th>Name and birth / Type and site exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Background</td>
<td>Complaint, time and treatments</td>
</tr>
<tr>
<td>A</td>
<td>Assessment</td>
<td>Previous history and exams</td>
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<tr>
<td></td>
<td></td>
<td>Prepare of the exam</td>
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<tr>
<td>R</td>
<td>Recomendation</td>
<td>Ask a question. For exemple: “Will we do this exam with contrast?”</td>
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</table>
Results

<table>
<thead>
<tr>
<th>A</th>
<th>Acknowledge</th>
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<tbody>
<tr>
<td>I</td>
<td>Introduce</td>
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<tr>
<td>D</td>
<td>Duration</td>
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<td>E</td>
<td>Explain</td>
</tr>
<tr>
<td>T</td>
<td>Thank you</td>
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</tbody>
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Evaluated items:
- Sanitized hands before the service
- Used Personal Protective Equipment appropriately
- Made eye contact and smiled
- Greeted the patient, saying name and function
- Said the duration of the service and explained what will be done
- Asked if the patient has any questions
- Performed the checkback with the patient
- Listened to the patient and acted with respect
- Informed the next steps
- Thanked the patient
Discussion

- Increment of 20 points in Net Promoter Score (NPS) (57 into 77).
- Protocols improved communication between healthcare teams and patients/families.
- Despite the difficulties imposed by the COVID-19 pandemic, the training had significant adherence.
The e-book can encourage professionals in the field to adopt a new behavior, with patient-centered approach.

Further studies are needed to evaluate the effectiveness in developing specific communication skills for radiology.
Thank you

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