



Communication Skills

Stage Four

Assistant Lecturer: Zanyar Othman

Academic Year: 2025-2026



Fundamentals of Communication Skills

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COMMUNITY HEALTH

Community Health is a medical specialty that focuses on the physical and mental well-being of people in a specific geographic region. This important subsection of public health includes initiatives to help community members maintain & improve their health, prevent the spread of infectious diseases and prepare for natural disasters.





Community nutrition

- Community nutrition is the study of assessing food and nutrition situation in terms of identification of food and nutrition problems, causative factors and possible solutions both for prevention and cure of the problems.

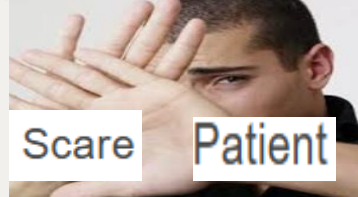
1 Understanding the impact of communication in healthcare settings



The role of active listening in patient care

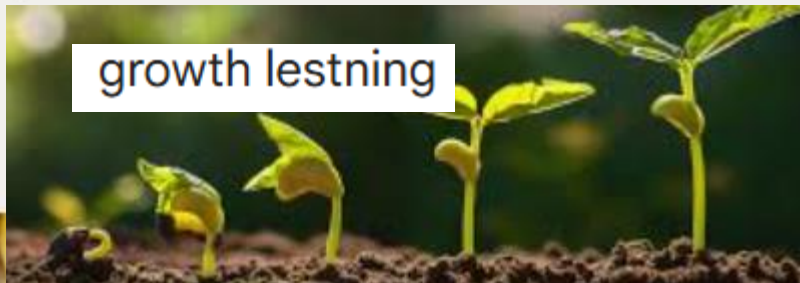
1 Importance of attentive listening in healthcare

Active listening ensures that healthcare professionals fully understand patient concerns, leading to better treatment outcomes.



3 Listening skills among healthcare practitioners

Healthcare practitioners must develop strong listening skills to effectively interpret patient needs and preferences.



2 Enhancing patient engagement through listening

When healthcare providers listen actively, patients are more likely to be engaged and share vital information for their care.



4 Understanding patients' emotional needs

Active listening helps address the emotional aspects of patient care, fostering trust and rapport.



Building rapport with patients and families

1 The significance of trust in patient relationships

Establishing trust is essential for healthcare providers to build rapport with patients and their families.



2 Connecting through shared experiences

Healthcare professionals can strengthen relationships by connecting with patients through shared experiences and empathy.



3 Strategies to foster rapport with families

Effective communication strategies can help healthcare providers foster stronger connections with patients and their families.



4 Creating a welcoming environment for patients

A welcoming environment is crucial for building rapport, making patients feel valued and respected during their care.



Strategies for clear and concise communication



1 Techniques for effective communication in healthcare

Utilizing clear language and avoiding jargon helps ensure that patients understand their health information.



2 The role of non-verbal communication

Non-verbal cues play a significant role in enhancing the clarity of communication between healthcare providers and patients.



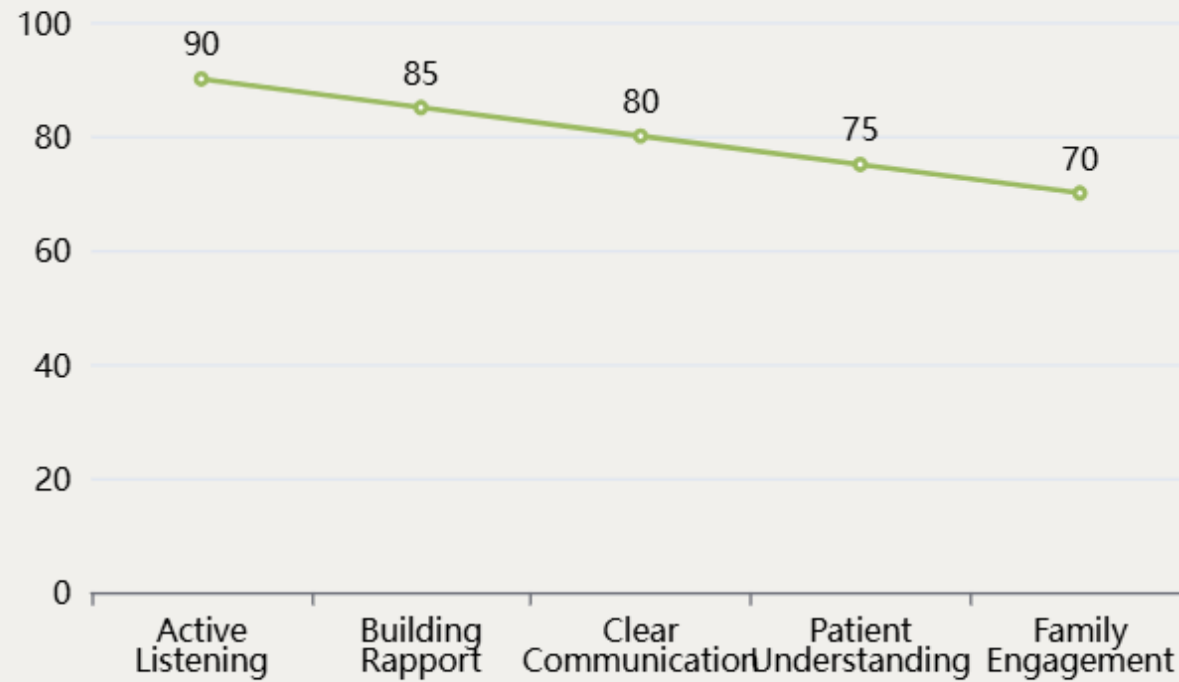
3 Training healthcare providers in communication skills

Ongoing training in communication skills is vital for healthcare providers to improve patient interactions and outcomes.



Training healthcare

Communication Skills in Healthcare



Importance of Effective Communication in Patient Care(Percentage)



2 Key principles for effective healthcare communication



The importance of nonverbal communication cues

Understanding body language effects

Nonverbal cues significantly impact patient perceptions and can enhance trust during physician interactions.



Tailoring communication styles to diverse populations



1

Cultural sensitivity in healthcare

Awareness of cultural differences can improve communication effectiveness and patient satisfaction in diverse settings.

2

Adapting language for clarity

Using layman's terms instead of medical jargon ensures better understanding across various patient populations.

3

Listening to patient feedback matters

Encouraging patient input helps healthcare professionals tailor their communication to meet individual needs effectively.

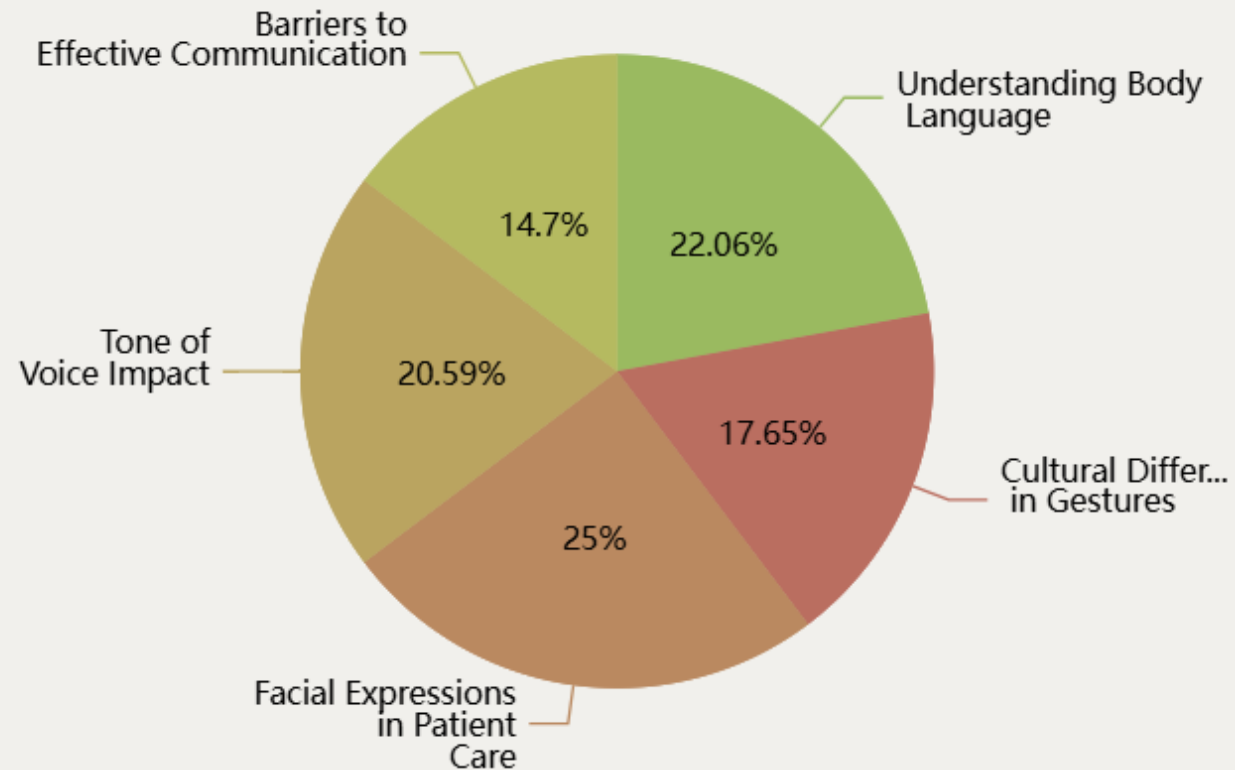
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Addressing language barriers proactively

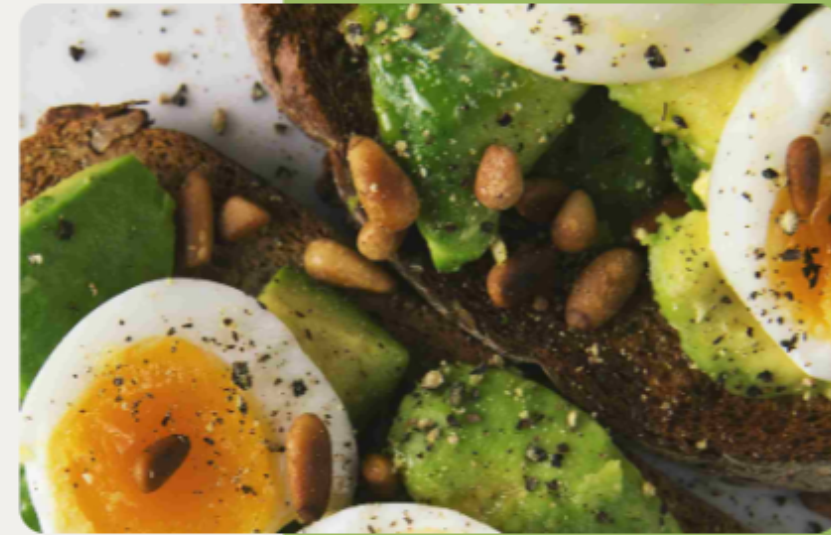
Utilizing interpreters or translation services can significantly enhance understanding for non-English speaking patients.



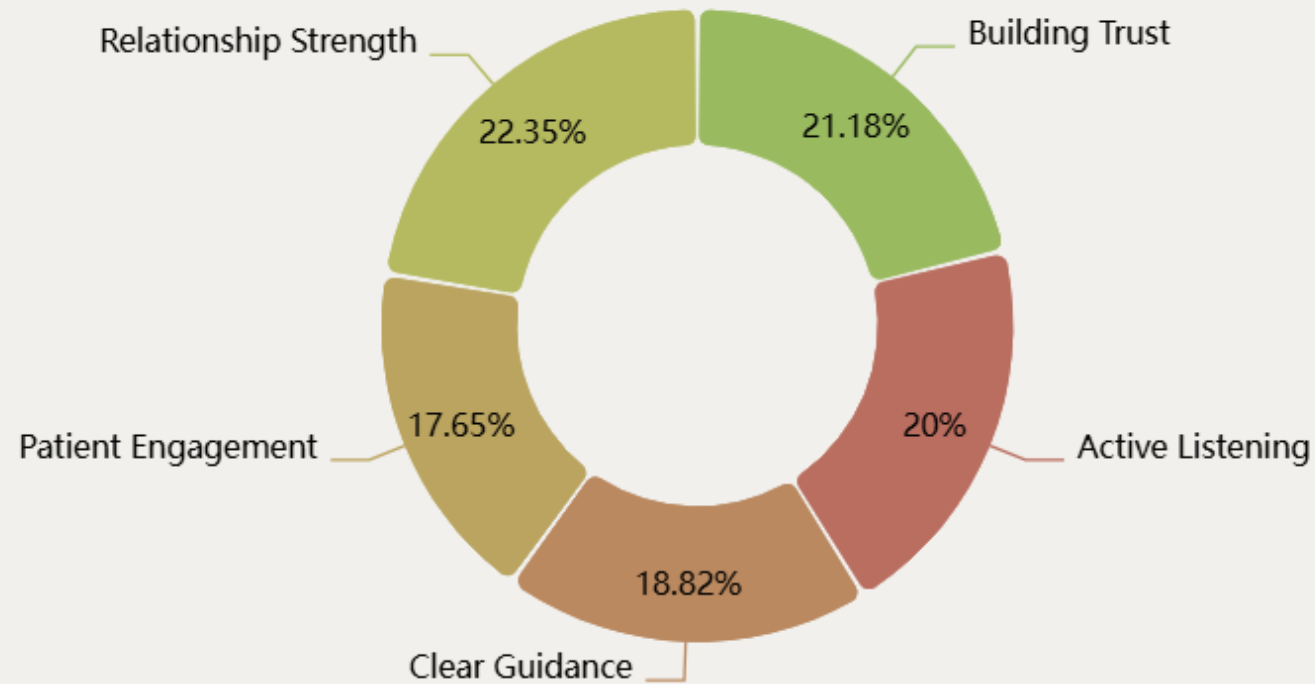
Nonverbal Communication in Healthcare



Key Aspects of Effective Healthcare Communication(Percentage)



Effective Communication in Clinical Nutrition



Key Objectives of Communication Skills in Nutrition Counseling(Percentage)

Strengthening patient relationships through nutrition education



Engaging patients in their nutritional journey



1

Understanding patient needs and preferences

Clinical nutritionists must listen actively to patients to identify their unique dietary requirements and personal preferences.



2

Motivating patients through effective dialogue

Strong communication fosters motivation, encouraging patients to adopt healthier eating habits and adhere to nutritional plans.



3

Building trust through transparency

Open and honest communication helps in developing trust, allowing patients to feel comfortable discussing their dietary concerns.



4

Empowering patients with knowledge

Educating patients about nutrition empowers them to make informed choices, enhancing their engagement in the nutritional journey.



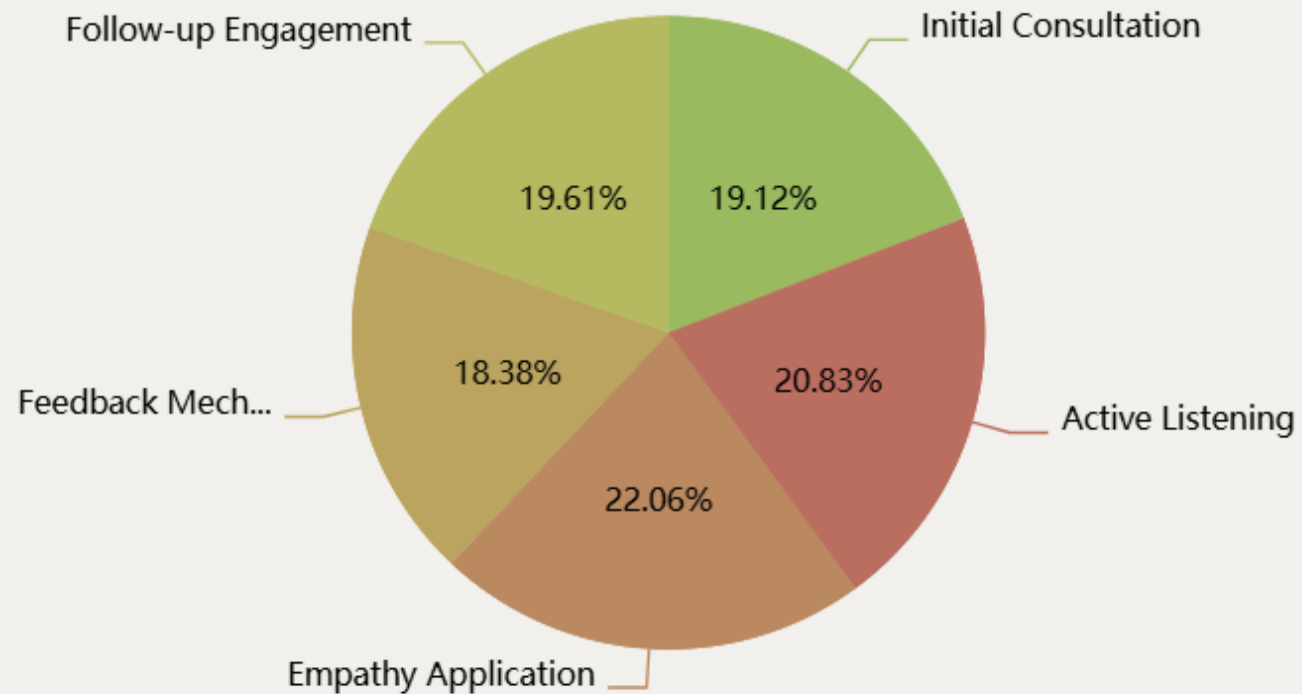
Creating personalized nutrition plans for better outcomes

Tailoring plans to individual lifestyles

Personalized nutrition plans consider each patient's lifestyle, preferences, and specific health needs, resulting in better adherence.

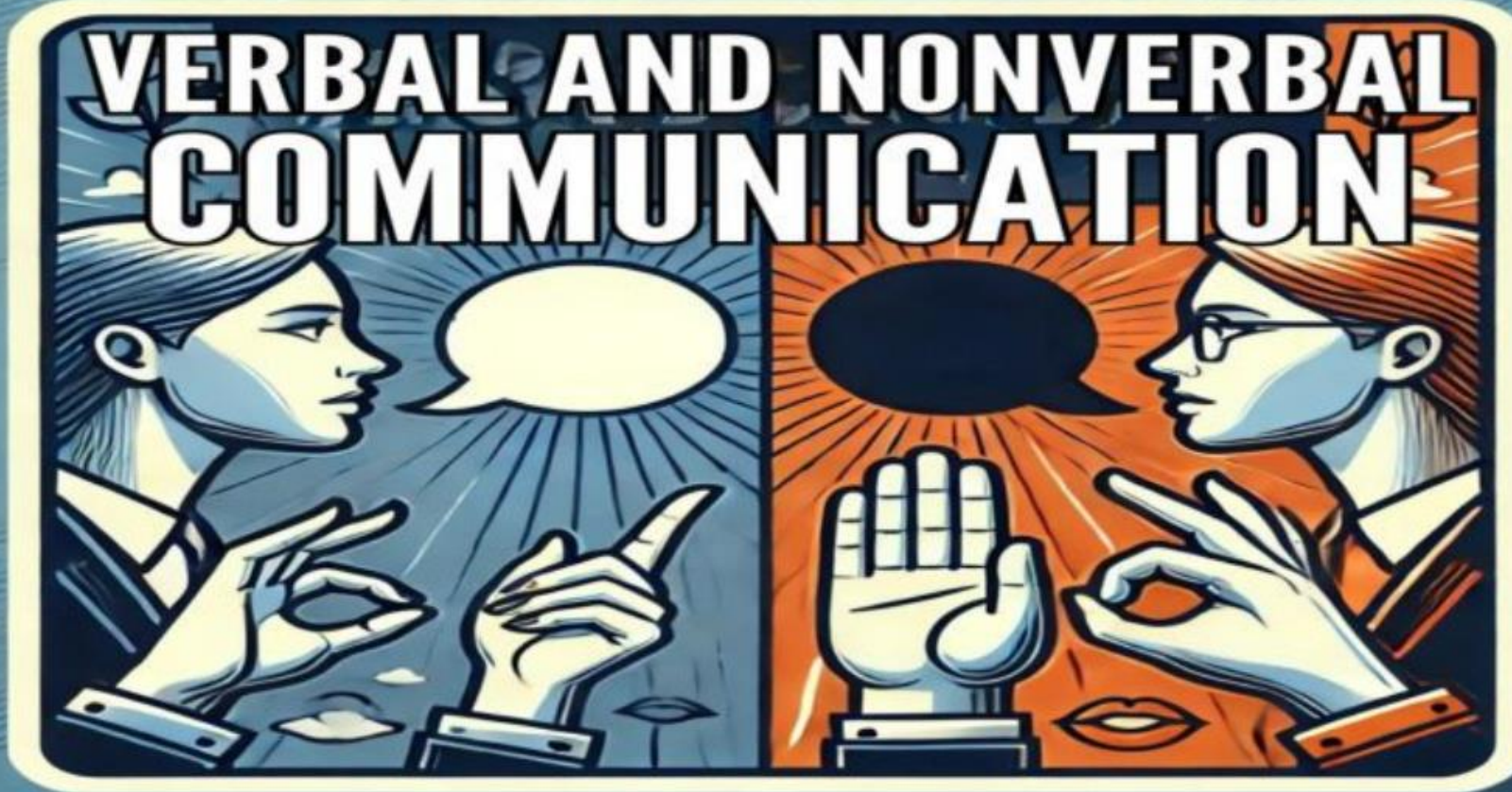


Patient-Nutritionist Relationship Dynamics



Communication Skills in Clinical Nutrition(Percentage)





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First: Verbal Communication



Relies on spoken or written words.

Tips and Tips:

Clarity and Simplicity:

Use simple and direct language.

Keep Your Message Short:

Avoid unnecessary length or repetition.

Tone of Voice:

It should be balanced (not too high and not too low).

Active Listening:

Don't wait for the other person to speak; show interest in what they are saying.

Recapitulation:

Repeat or summarize what the other person said to ensure correct understanding.

Using Examples:

Real-life examples clarify the idea and make it easier to understand.

Second: Non-Verbal Communication (Non-Verbal Communication)

👉 It is body language and gestures that deliver the message without words.

Secrets and Tips:

Eye Contact:

Looking at the other person shows interest and respect.

Hand Gestures:

Use them, but not excessively, so they don't distract the listener.

Facial Expressions:

They should match what you are saying (e.g., smile, seriousness...).

Body Space:

Respect the personal space of others.

Posture:

Standing or sitting with a confident posture gives trust.

Clothing and Appearance:

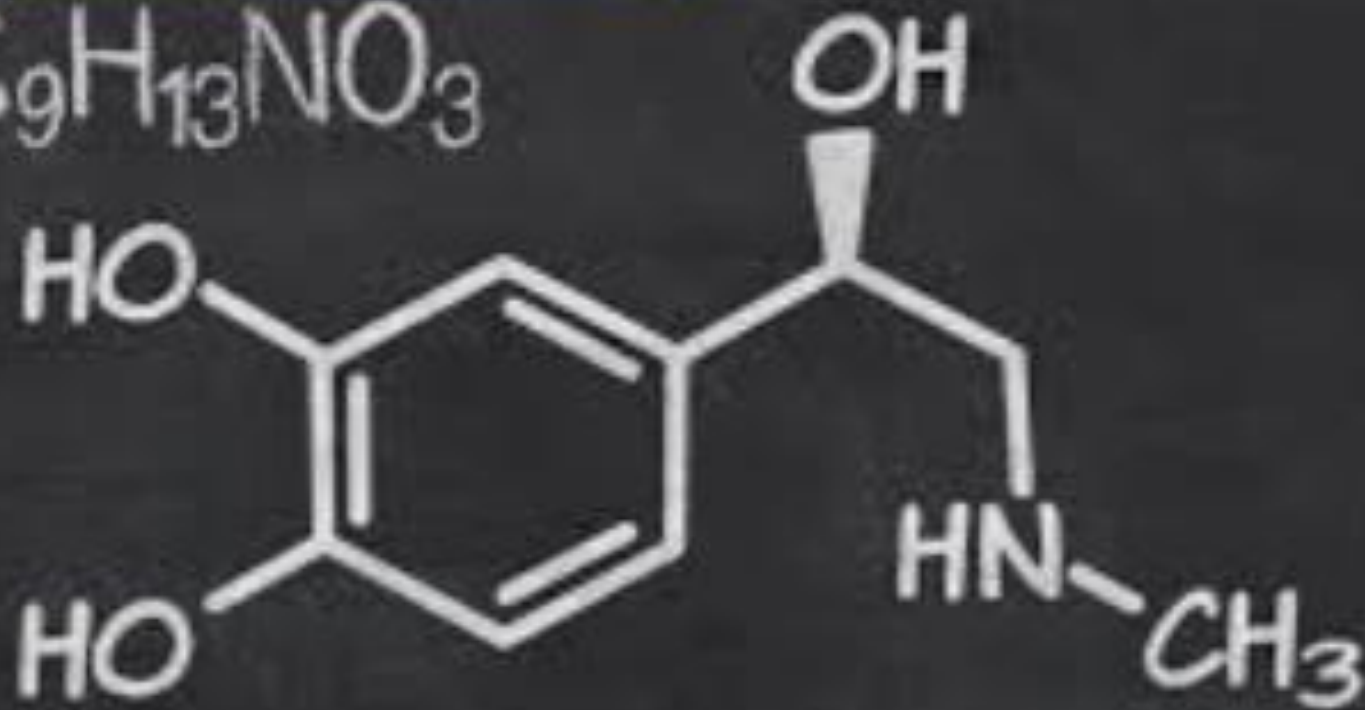
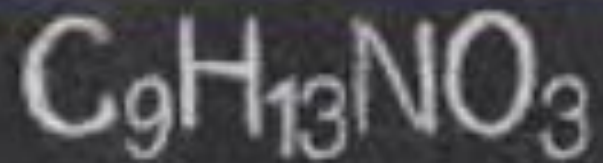
Your appearance reflects your personality and respect for the situation.

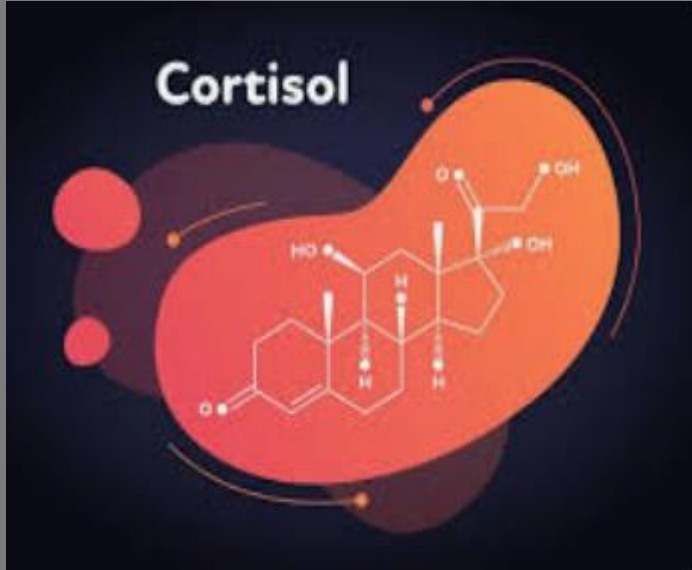
Silence:

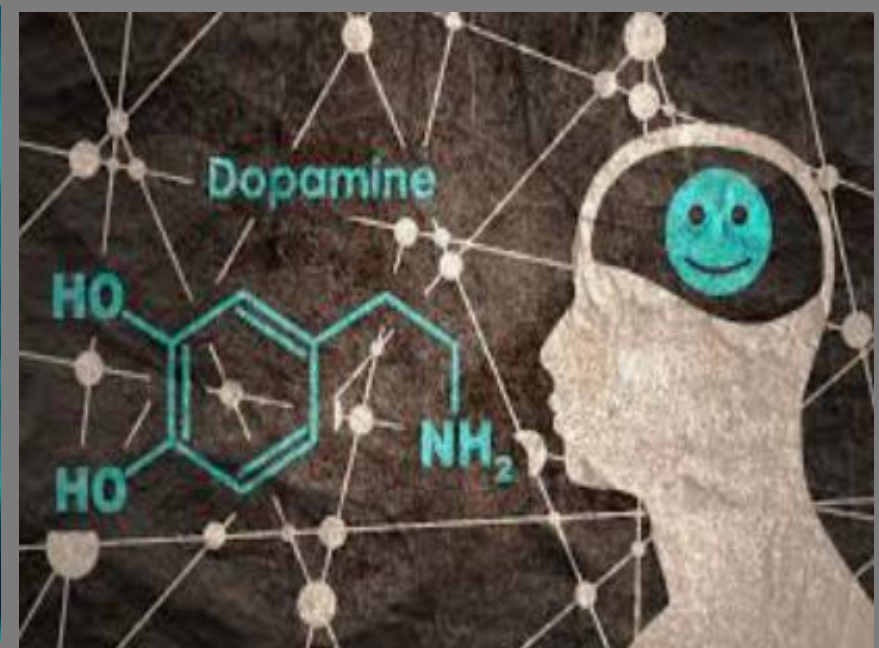
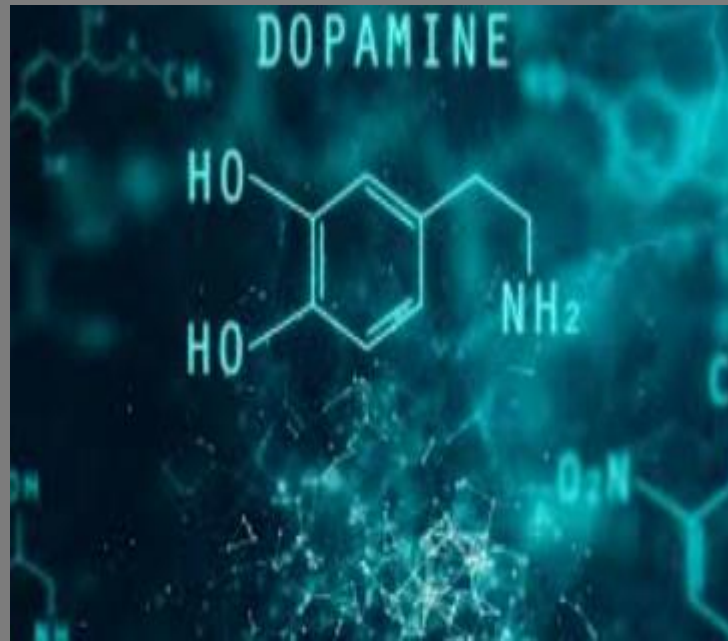
Sometimes silence delivers a stronger message than words.

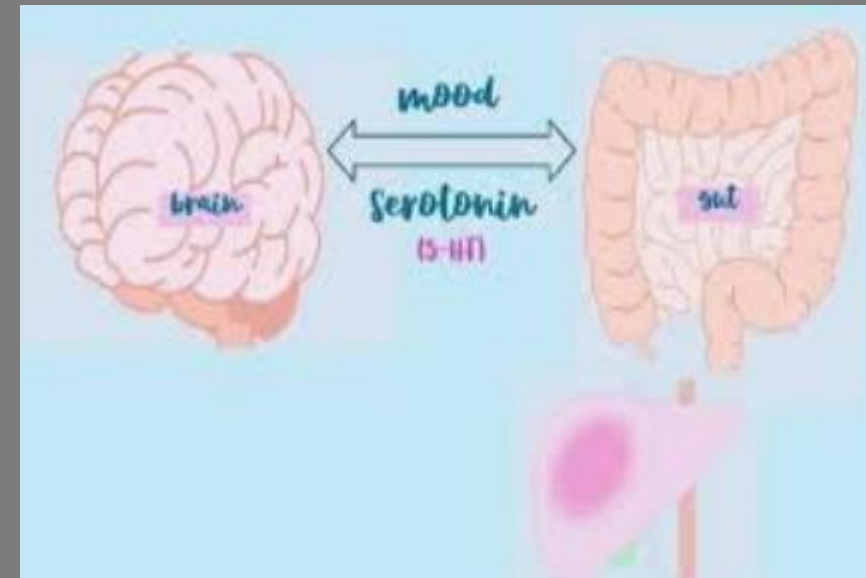


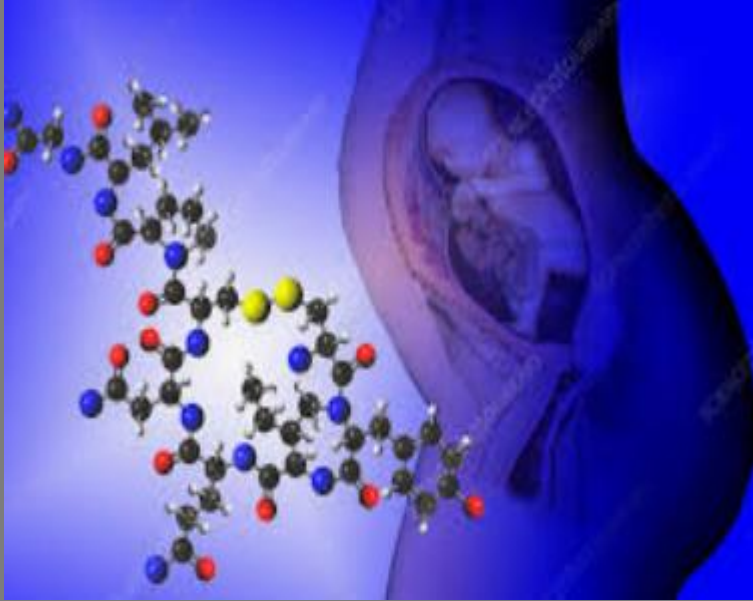
Adrenaline

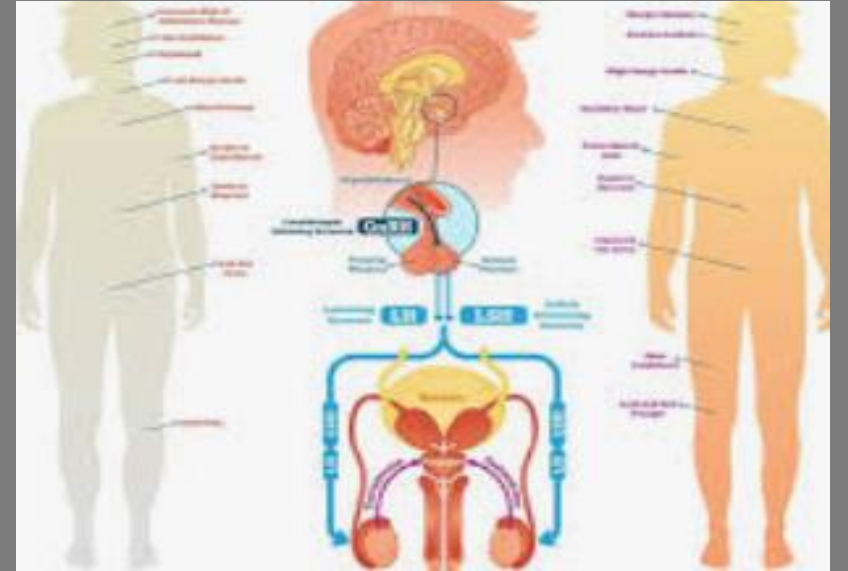
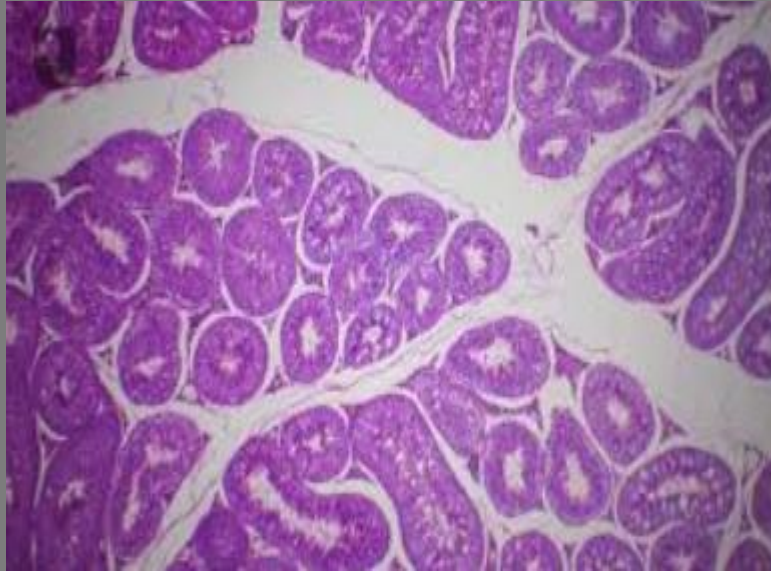


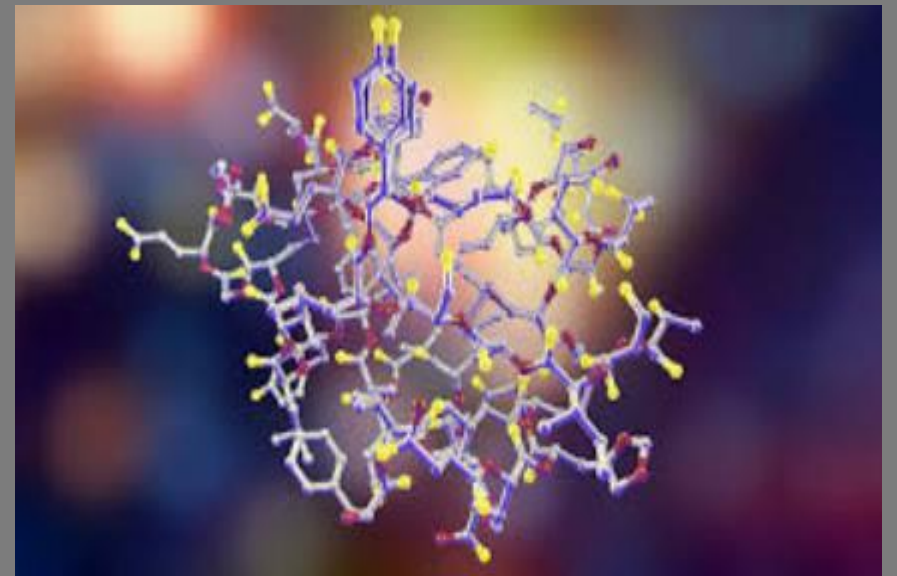
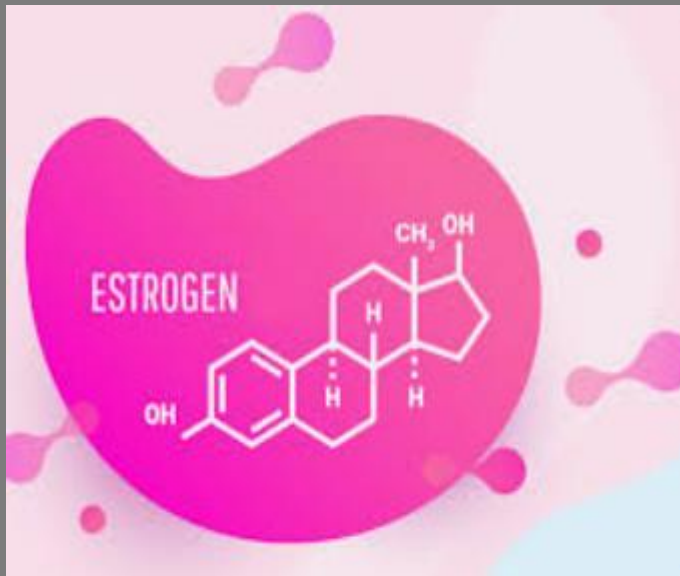
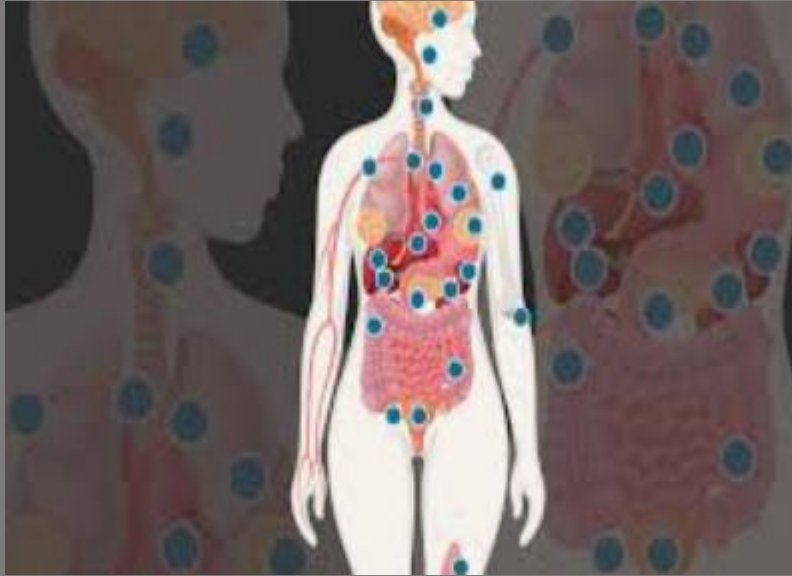












Healthcare Information can be Subjective or Objective

• Subjective

- Cannot be seen or felt
- Often called symptoms
- Usually statements or complaints from the patient
- Use the patient's exact words

Subjective

cannot be seen or felt



مثال توضيحي من الصورة:

المريض يقول: "My head hurts" → أي يشعر بالصداع.

هذا معلومة ذاتية لأننا لا نستطيع رؤيتها أو قياسها مباشرة، لكنها حقيقية بالنسبة للمريض.

Healthcare Information Subjective

تعريف المعلومات الذاتية (Subjective)

هي المعلومات التي لا يمكن رؤيتها أو قياسها مباشرة.

غالبًا ما تسمى الأعراض (Symptoms).

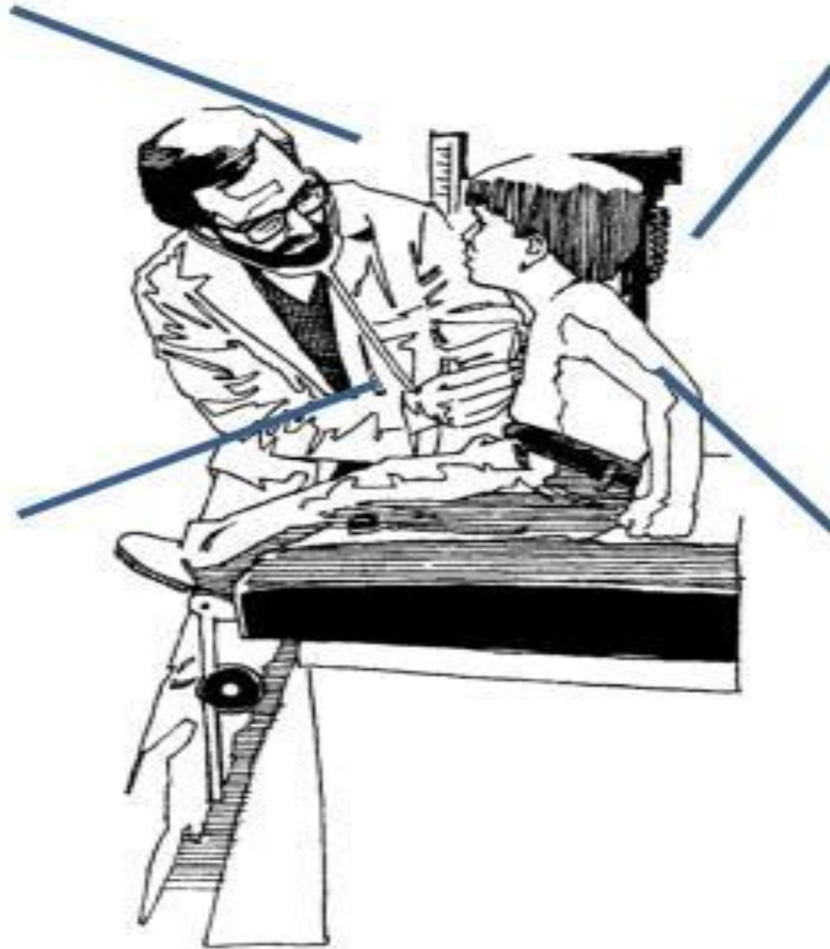
تأتي عادةً من تصريحات أو شكاوى المريض.

يُفضل تسجيلها كما قالها المريض بالضبط (كلمات المريض).

Subjective Symptoms

I think I'm
gonna
throw up.

It's really
sore on my
chest.



My tummy
hurts.

I don't feel
very good.

Healthcare Information can be Subjective or Objective

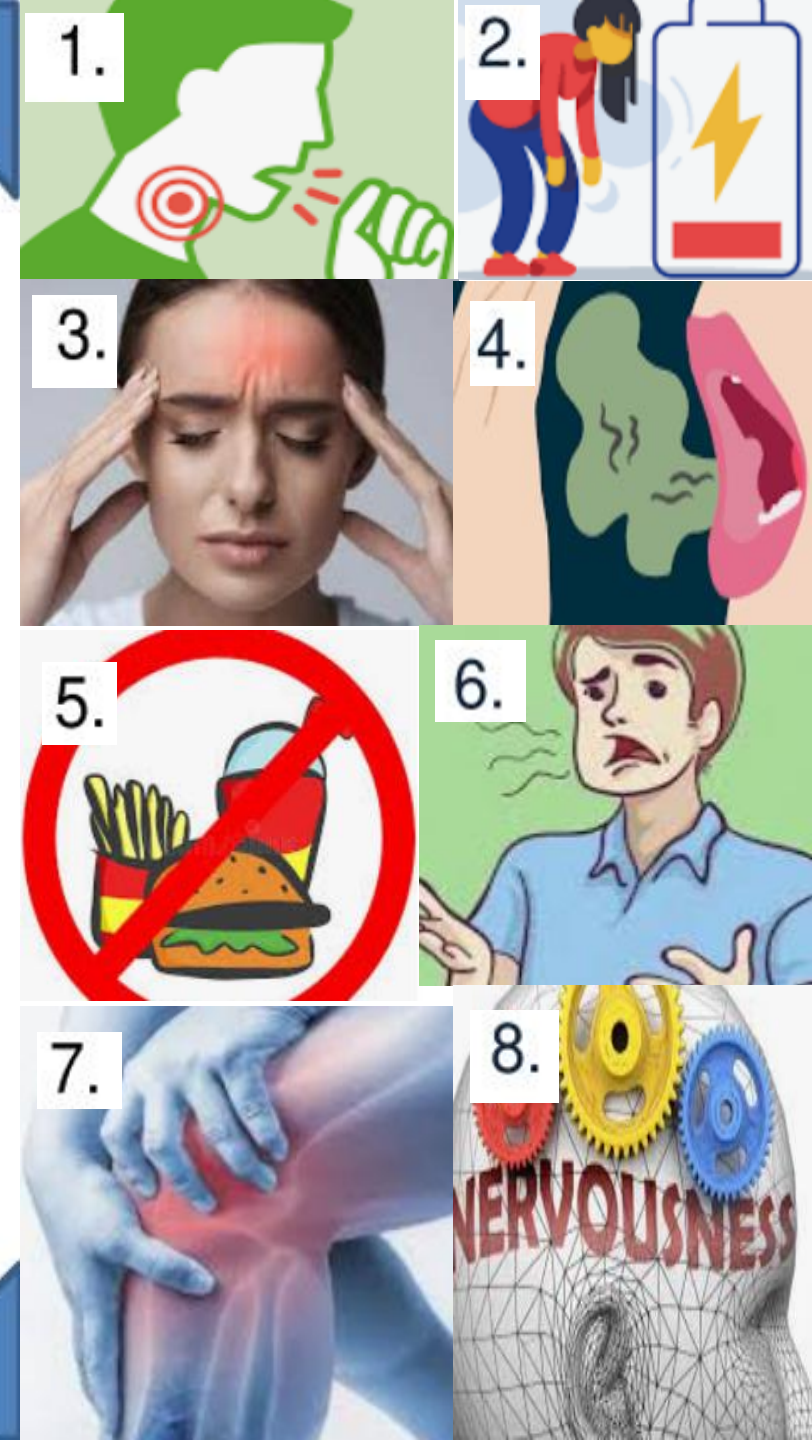
- **Objective**

- Can be seen or measured
- Often called signs
- Information collected by the senses



Subjective or Objective?

- | | |
|-------------------------|--------------|
| 1. Coughing | • Objective |
| 2. Fatigue | • Subjective |
| 3. Headache | • Subjective |
| 4. Foul smelling breath | • Objective |
| 5. Did not eat anything | • Objective |
| 6. Speech slurred | • Objective |
| 7. Joints ache | • Subjective |
| 8. Nervousness | • Subjective |





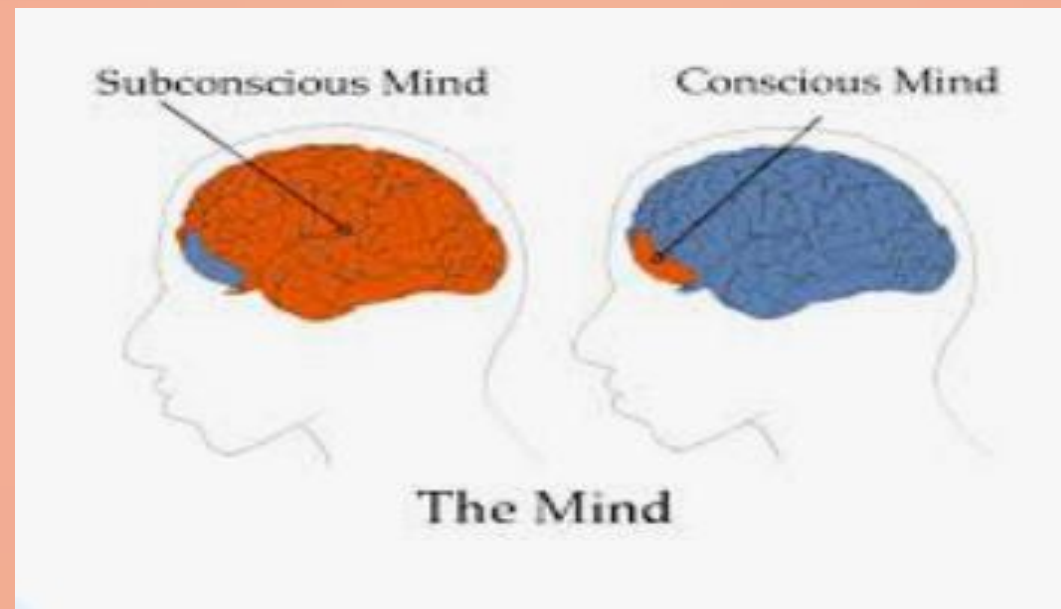
Raise self-awareness



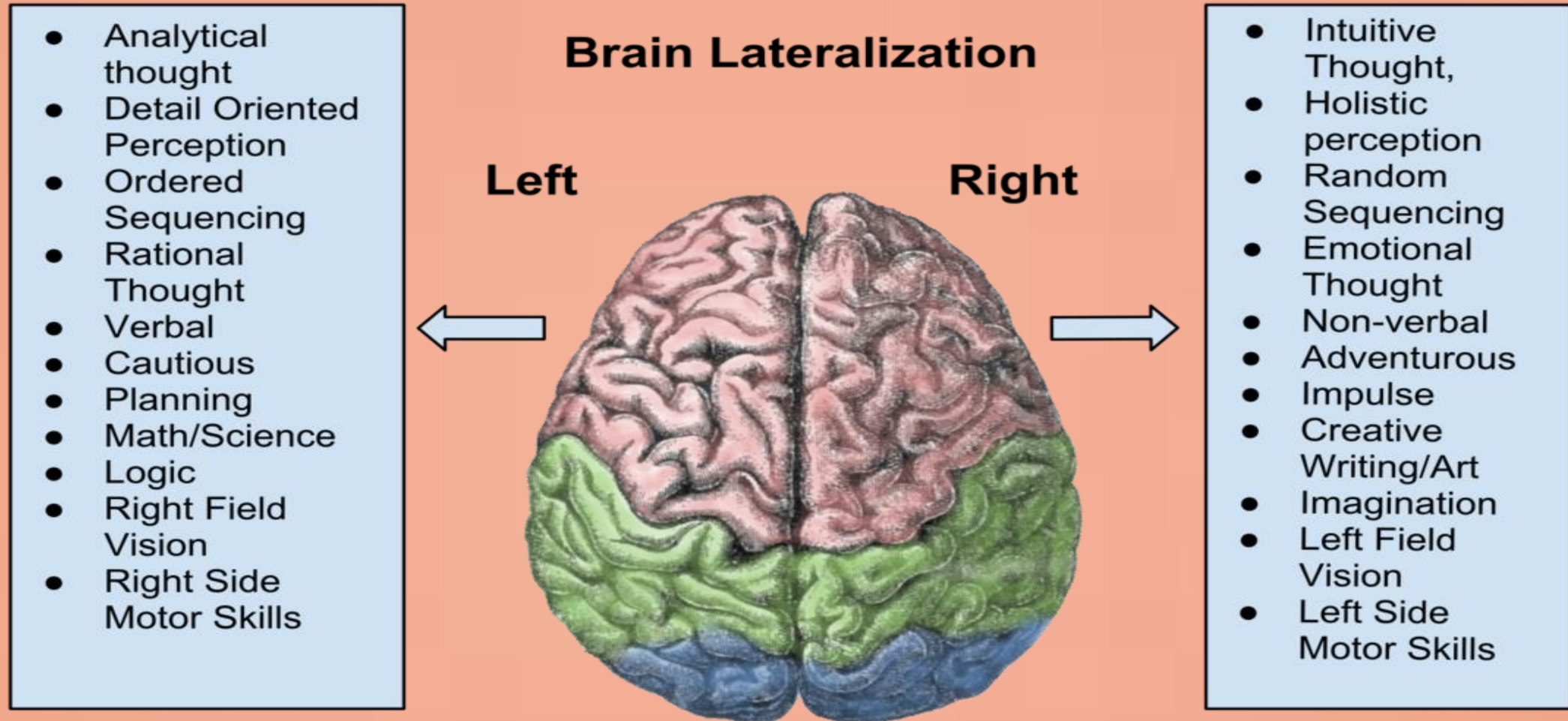
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Today, we talk about the subconscious mind and the conscious mind from a scientific perspective



The brain consists of two parts: the subconscious mind and the conscious mind, each of which has its own distinguishing characteristics and a role to play



subconscious mind

The subconscious mind is the basic brain that can process 40 million bits of data that it receives from the surrounding environment every second



The subconscious mind is characterized as being extremely powerful and rapid. It is not creative and can only process information it has learned

The Power of Subconscious Mind



Conscious mind

The conscious mind is located in the front part of the brain, known as the prefrontal cortex. This is a small part of the brain responsible for consciousness (conscious awareness).

The self, or consciousness, represents the ability to make additional career choices; however, most people do not exercise this choice.

The conscious mind can only process 40 bits per second.

Conscious mind 10%

- Will Power
- Short Term Memory
- Logical Thinking
- Critical Thinking



What is the real power of the subconscious mind?

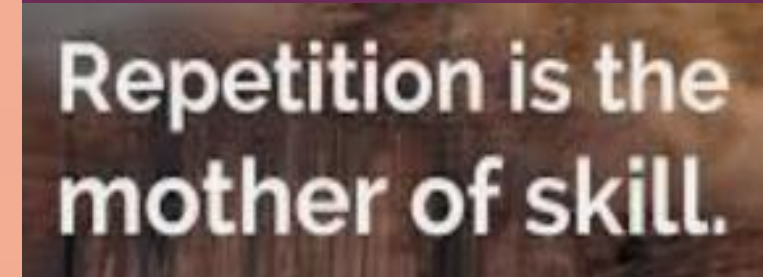
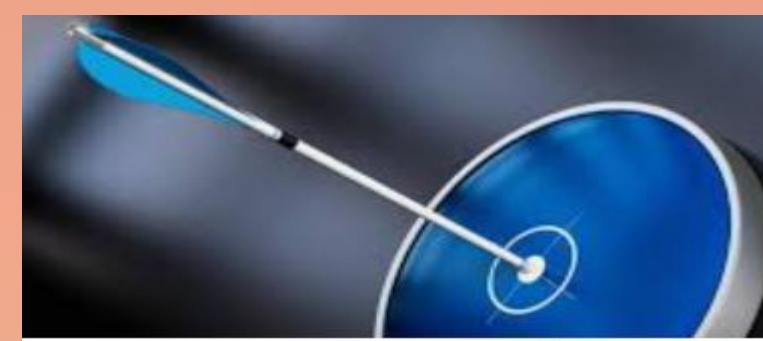
- Influence on Behavior
- Memory Storage
- Emotional Processing
- Problem-Solving Abilities



The Five Rules of Subconscious Mind Programming

1. Your message must be clear and specific.
2. Your message must be positive (I am strong, I am excellent, etc.)
3. Your message must refer to the present moment (I will).
4. Your message must be accompanied by a strong sense of its content so that the subconscious mind can accept and program it.
5. The message must be repeated several times until it is fully programmed.

Repetition is the foundation of skills

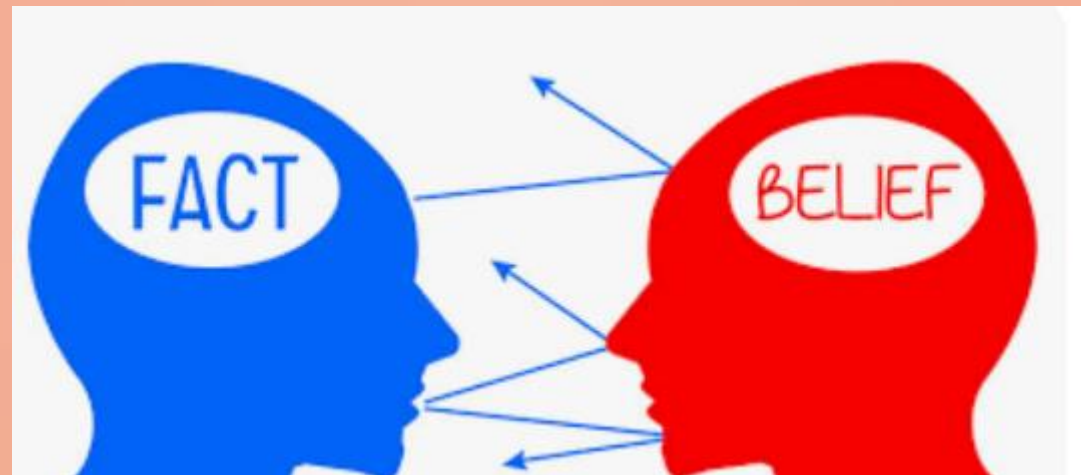


The difference between the Subconscious Mind and the Conscious Mind

Aspect	Conscious Mind	Subconscious Mind
Power	Weaker — processes slowly and limitedly	A million times more powerful than the conscious mind
Processing Speed	Slow-processing	Fast-processing
Nature	Creative — capable of free will, decision-making, and control	Habitual — operates automatically based on habits and programming
Functions	Handles only a few tasks at once	Performs thousands of tasks simultaneously
Awareness	Represents about 1–5% of total cognitive activity	Represents about 95–99% of total cognitive activity
Role in Daily Life	Creates only about 1% of what happens in daily life	Controls 95–99% of behavior and actions automatically
Relationship Between Them	Works with the subconscious — controls what it focuses on	Takes control of whatever the conscious mind does not focus on

Belief

Belief controls the body. What you believe shapes your life internally and externally. I'll explain why it's so difficult to change your beliefs. Even talking to yourself is pointless. I'll give you the neurological explanation for why it's so difficult. Then I'll show you how easy it is to change your belief.

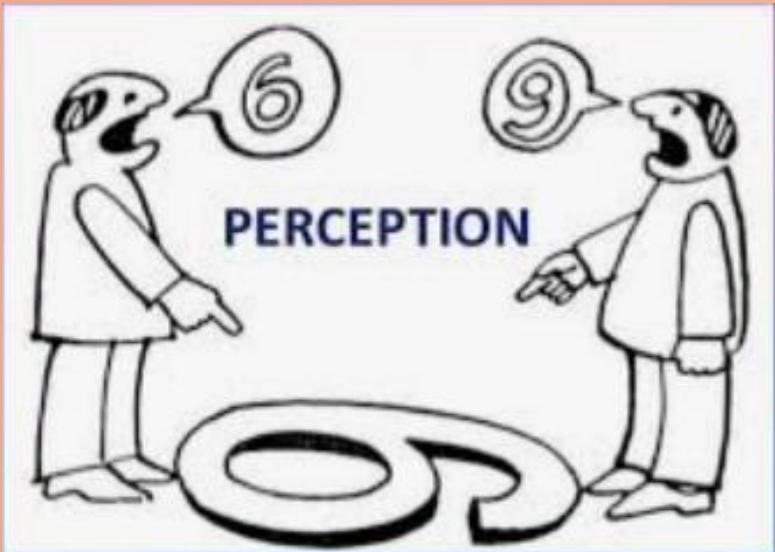


Example of changing belief

Situation	Old Belief (Subconscious)	New Belief (Conscious)	Method of Change
Patient Care	I'm just following doctors' orders; my role isn't very important.	My care and presence make a real difference in patients' recovery.	Daily affirmation: My care heals, reflecting on positive patient feedback
Handling Stress	Nursing is too stressful; I can't handle this pressure.	I stay calm under pressure and find strength in my purpose.	Deep breathing, mindfulness, and positive visualization before each shift
Professional Growth	I'm not skilled enough to take leadership roles.	I am constantly learning and capable of leading a healthcare team.	Continuing education + small leadership tasks + positive self-talk

Perception

Perception controls the body because how we see life determines our behavior, controls our genes, and can even rewrite the genetic code. But since our perception is sometimes right and sometimes wrong, it's better to call it a belief. So, this belief is what controls the body. You are not a victim of your genes. You are responsible for what happens in your life.

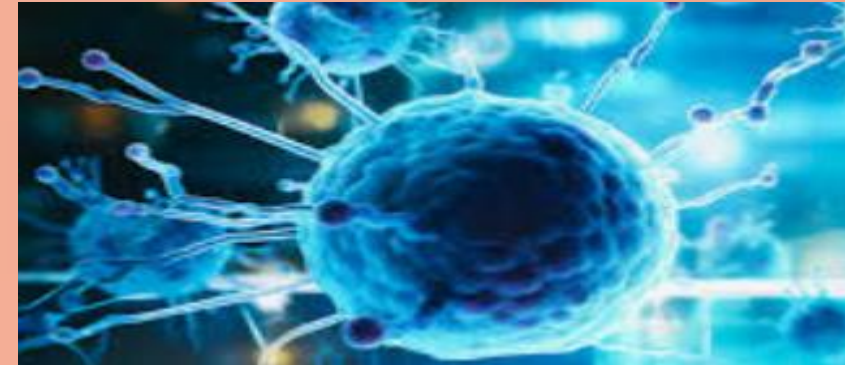
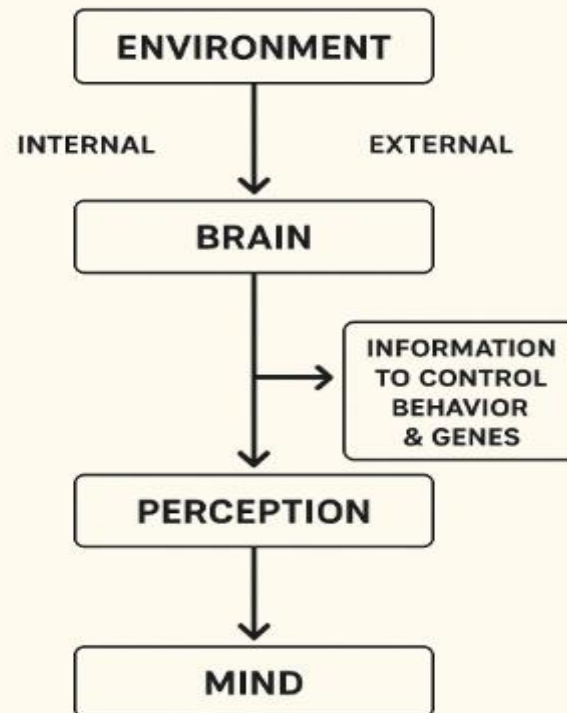


How does this mind work?

First, there are signals from the environment, the internal environment, and the external environment. The brain's function is perception, and from that, the mind is created

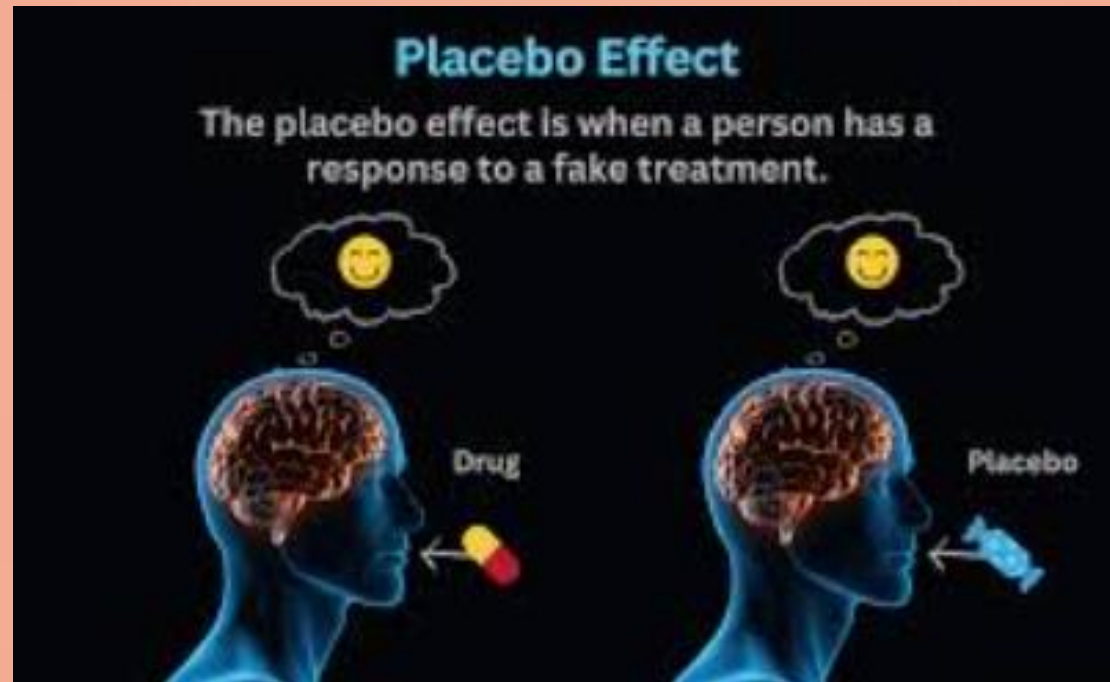


HOW THE MIND WORKS



Placebo effect

The placebo effect is when you have a very positive idea that something can heal you, even if it's something you don't know, just a piece of sugar. But you believe it's a real medicine. You can heal yourself with that. So, it's not the medicine that made you healed, it's your idea of the medicine that made you healed. Statistics reveal that 1 in 3 of all medical treatments, including surgery, are the result of the placebo effect.



Negative Placebo Effect

If a doctor tells you that you have a disease or that you will die, and you believe the doctor because he is an expert in the field, this belief brings you the disease and may lead to your death. Therefore, belief has become an important part of medicine.



Prozac

Many of you may have heard of Prozac. Every year, billions are spent on buying Prozac. Here's the surprise: the drug is nothing but a sugar cube, a placebo for treating depression. However, people who take it believe the drug often makes them feel better. So, if you think something is good for you, it will be good. If you think it's bad for you, it will be bad.



You may be infected but not sick

Continuous stress makes your body release large amounts of stress hormones such as cortisol and adrenaline, which prepare the body for a fight or flight state.

However, this condition temporarily shuts down the immune system, because the body focuses on survival rather than healing or growth.

When the immune system becomes weak, the bacteria, viruses, and parasites that already exist in the body (but were inactive and harmless) begin to grow and multiply, leading to the appearance of disease.





The Communication Process



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Shannon and Weaver Model of Communication

- Shannon was an American mathematician whereas Weaver was a scientist. The Mathematical theory later came to be known as Shannon Weaver model of communication or "mother of all models." This model is more technological than linear models.
- Shannon was an American mathematician whereas Weaver was a scientist. The Mathematical theory later came to be known as Shannon Weaver model of communication

Shannon and Weaver Model

- • Developed in 1949
- • Explains communication as a linear process
- • Key elements:
 - - Sender
 - - Encoder
 - - Channel
 - - Noise
 - - Decoder
 - - Receiver



Elements of Oral Communication Process



Application in Healthcare Communication

- • Sender: Doctor or nurse
- • Encoder: Medical language
- • Channel: Face-to-face, phone, electronic records
- • Noise: Stress, language barriers, distractions
- • Decoder: Patient interprets message
- • Receiver: Patient receives the information
- • Feedback: Patient questions, compliance, or concerns

(Sender / Information Source)



(Receiver / Decoder)



(Transmitter / Encoder)



(Destination / Receiver)



(Noise)



(Channel)



Feedback



The source of the message is someone who decides to communicate; therefore, he is considered the speaker or encoder. He usually starts the communication.



1. Source or Encoder

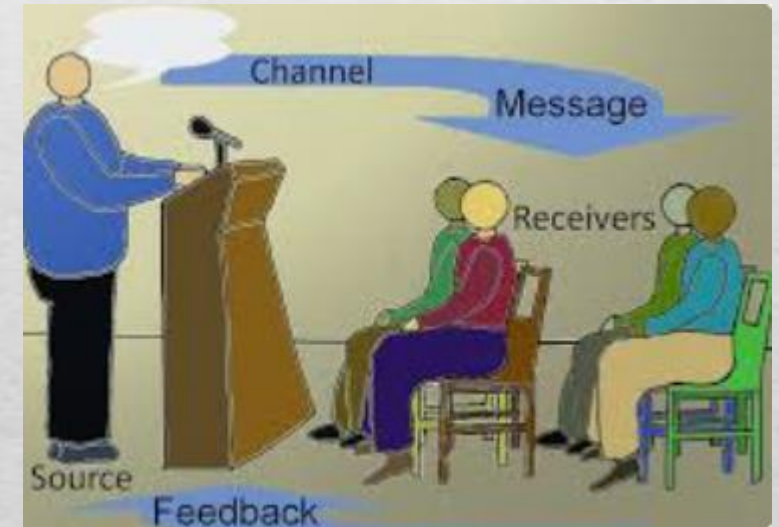
The message refers to the send idea. It is the topic being talked about in a conversation.



2. Message

Message is sent through a medium. There can be several kinds of mediums; however, in simple conversation, our voice travelled through the airwaves.

3. Channel



FEED

BACK



4 Feedback

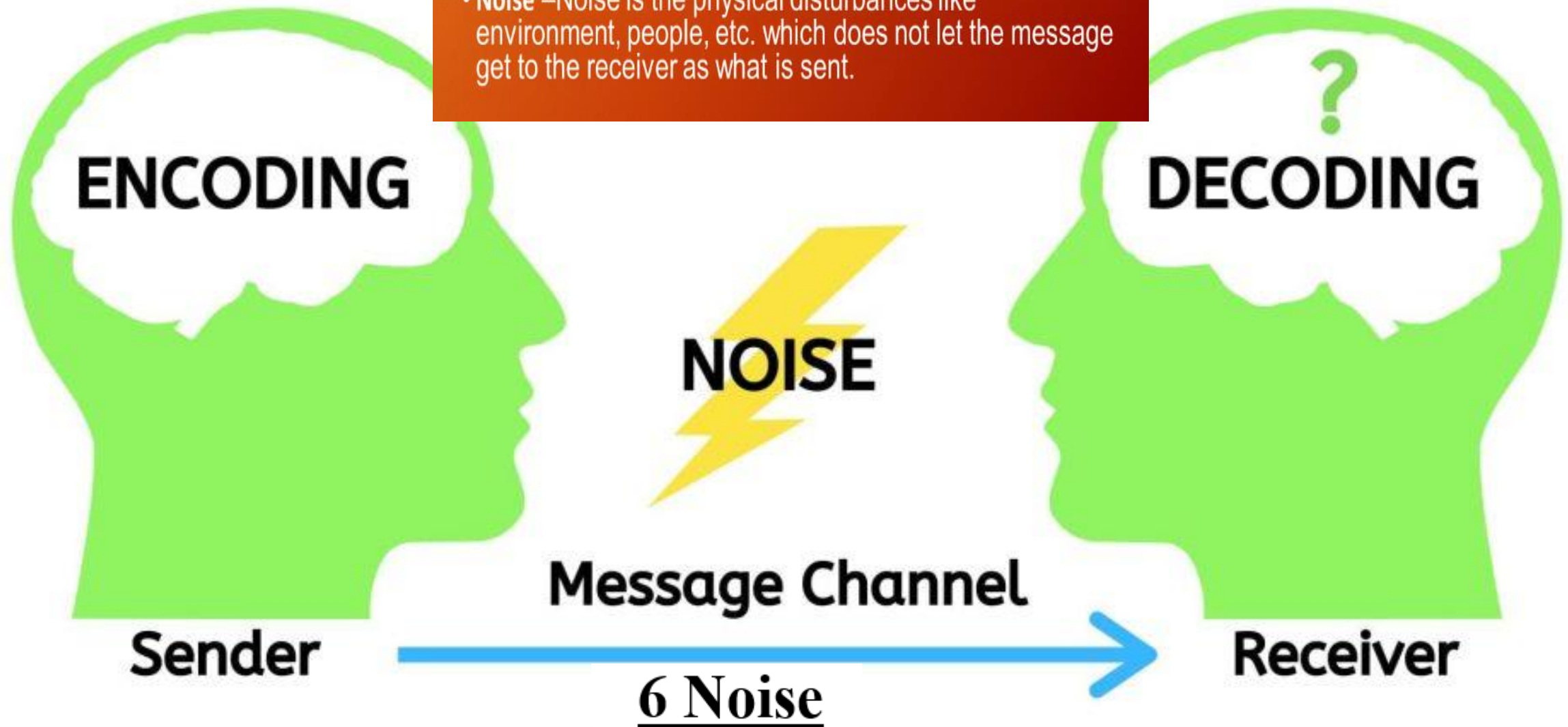
- **Decoder (Receiver)** – Decoder is the machine used to convert signals or binary data into message or the receiver who translates the message from signals.

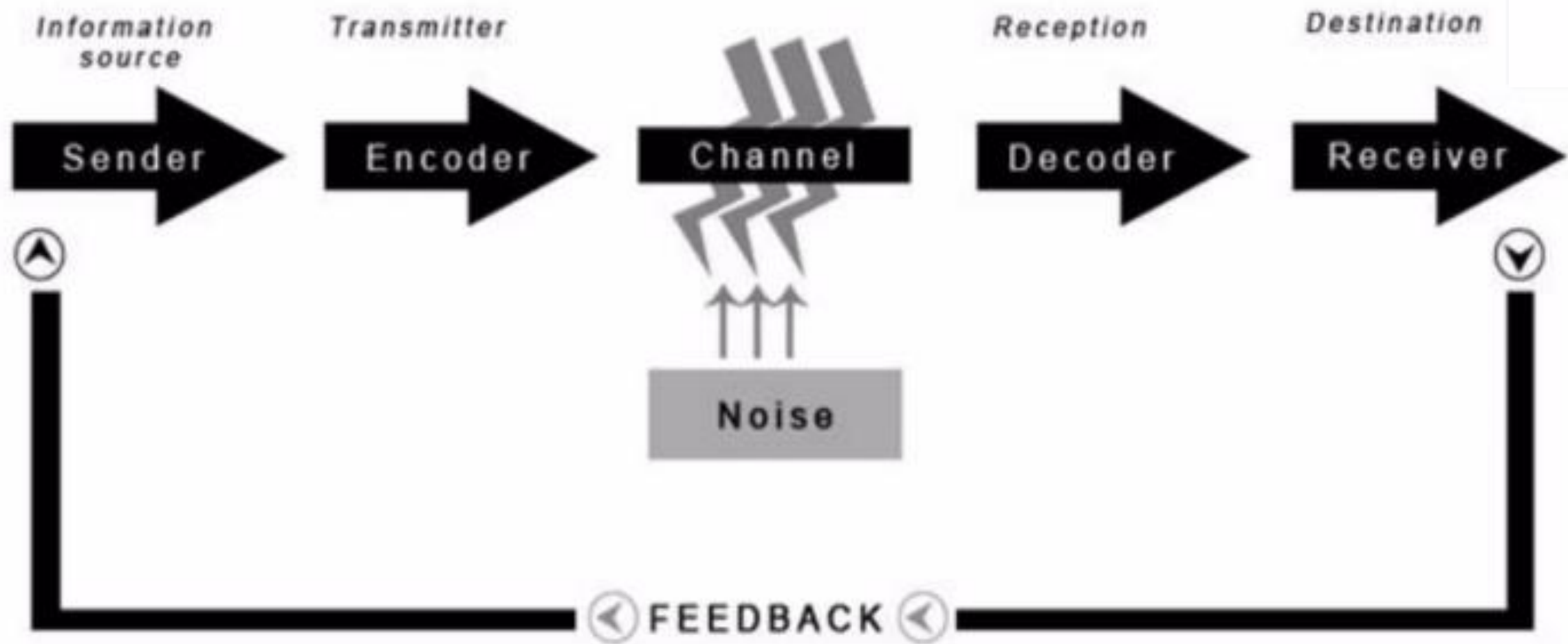


5. Listener or Decoder

The Transmission Model of Communication

- **Noise** – Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.





SHANNON-WEAVER'S MODEL OF COMMUNICATION

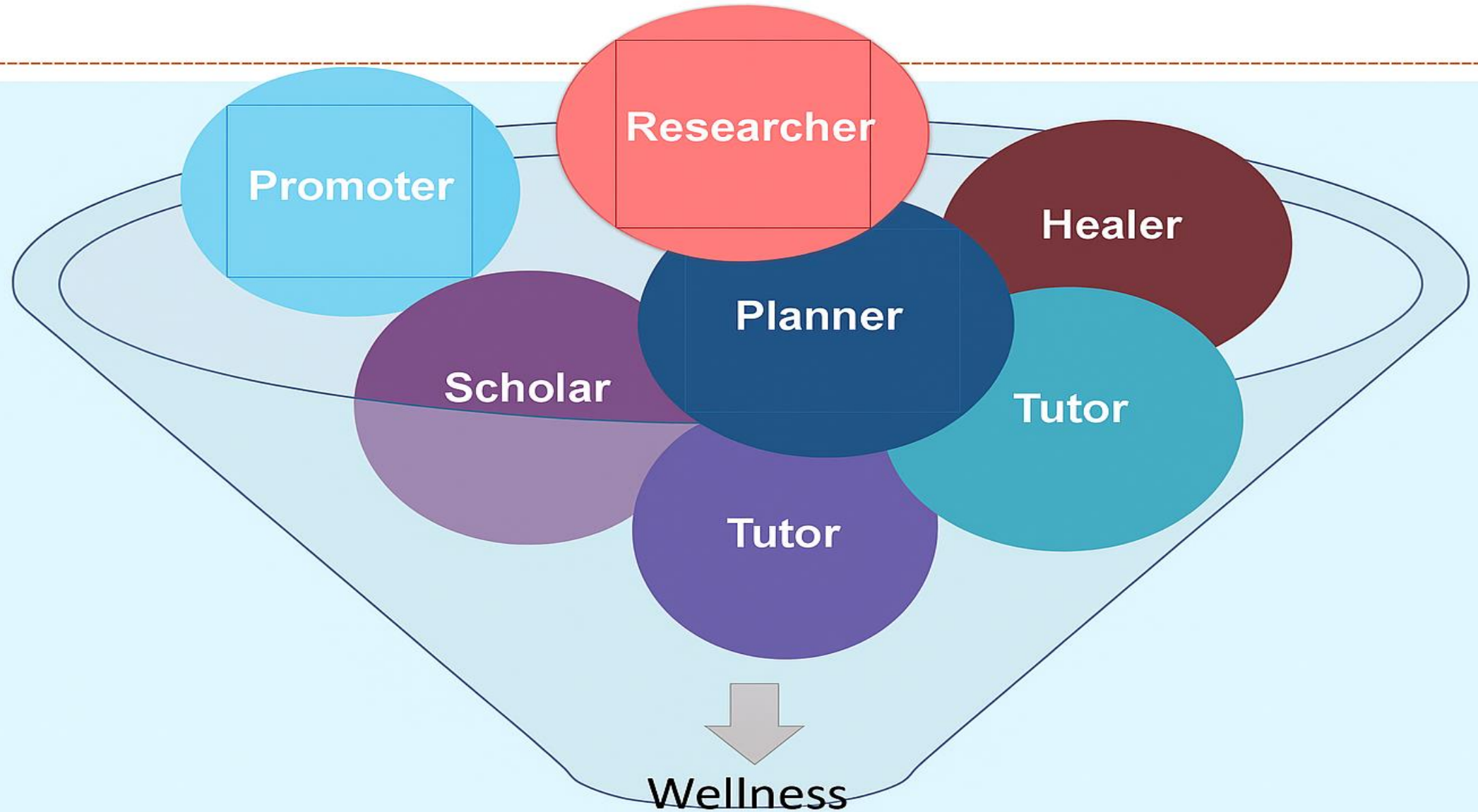


The importance of communication in the care of patients with diabetes and obesity

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First, let us recall the roles of the physician

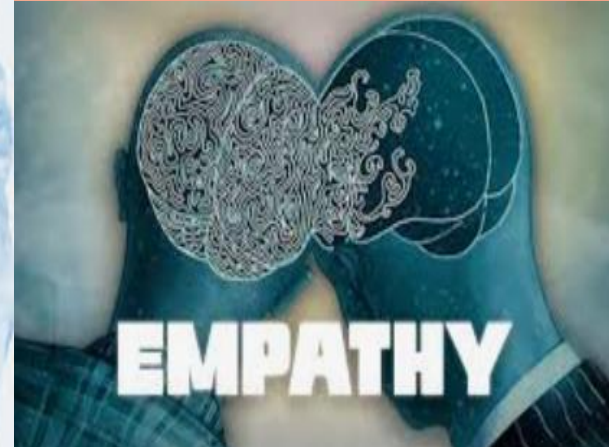


(Healer)

Here, the doctor uses interpersonal communication skills and empathy to understand the patient's physical and psychological suffering.

In cases of diabetes and obesity, the doctor needs to actively listen to learn about dietary habits, activity levels, and feelings associated with the condition.

Good communication helps build trust, thus improving patient adherence to treatment.



(Scholar)

Their role is to stay up-to-date with the latest research and scientific practices regarding the treatment of obesity and diabetes.

They translate this knowledge into simplified information for the patient, using language the patient understands. This requires a high level of explanation and simplification skills.



(Planner)

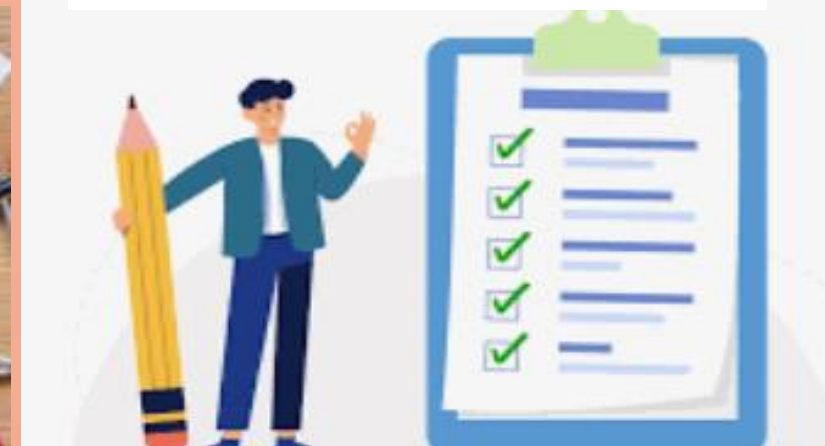
The doctor collaborates with the patient to develop a personalized treatment plan that includes diet, physical activity, and medication.

Communication plays a crucial role in persuading the patient to adhere to the plan and involving them in shared decision-making.

Personalized Plan



Adhere to the Plan



(Tutor)

**The doctor teaches the patient how to manage their condition daily:
measuring blood sugar, dealing with low or high blood sugar, and
monitoring weight.**

Communication here is based on practical training and patient explanation.



Promoter

The physician promotes a healthy lifestyle in the community through public outreach (lectures, awareness campaigns).

They encourage patients to adopt positive behavioral changes through motivational messages.



(Administrator)

Their role is to organize healthcare operations and coordinate with the medical team (nurses, nutritionists, etc.).

They need effective communication to ensure the continuity of comprehensive patient care.



Researcher

A physician-researcher uses communication skills to collect data from patients and explain the study's objectives to them, while maintaining trust and confidentiality.

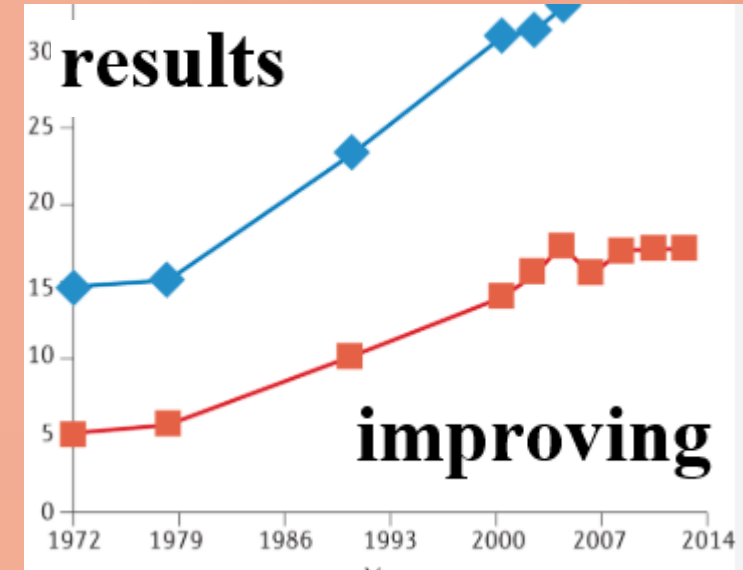
The results of their research contribute to improving methods for treating obesity and diabetes.



A physician-researcher



explain the study's objectives







The Role of Empathy in Healthcare Professionalism



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Status: Look at this Picture



- What is happening?
- What are you feeling?
- Are you have any motor responses?



Status: Look at these Pictures

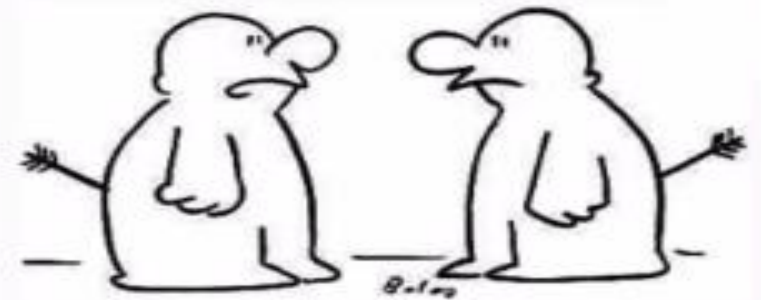


- What do you think is happening?
- What are you feeling?



Empathy: What is it?

- Empathy is the capacity to recognize and experience feelings that are being experienced by another.
- “It is the intrapersonal realization of another’s plight that illuminates the potential consequences of one’s own actions on the lives of others.” (Hollingsworth, 2003)



"I know exactly how you feel."



Empathy: What is it?

- Empathy is part of a wider capacity of humans which can be defined as emotional intelligence
- the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically.
- Often considered a predictor of success



NEUROBIOLOGY OF EMPATHY

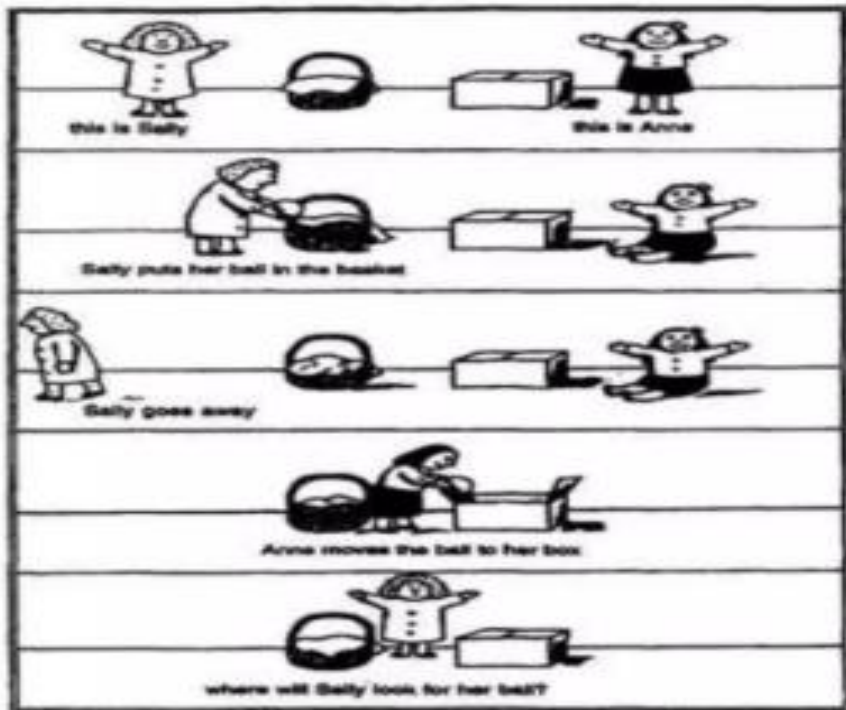


Neurobiology of Empathy

- Do babies show empathy ???



Neurobiology of Empathy



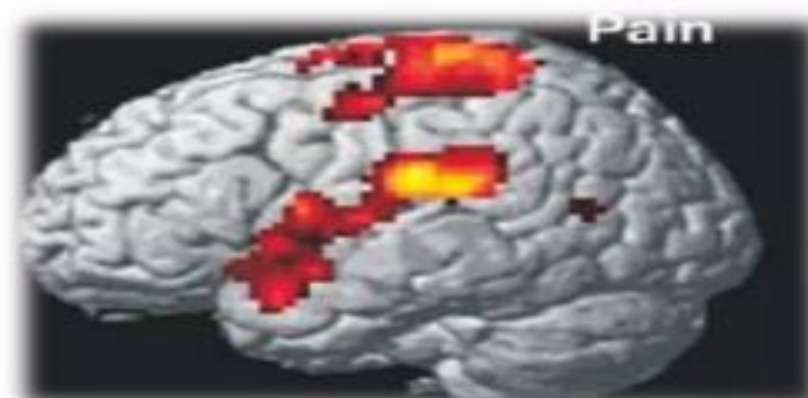
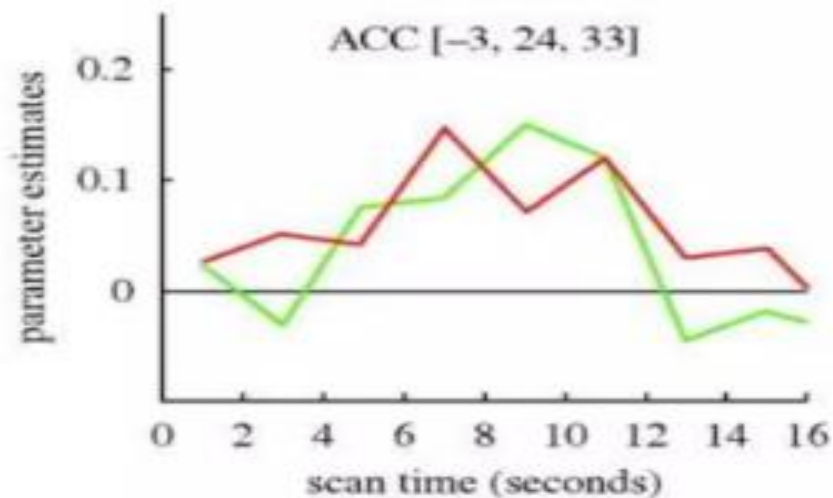
Neurobiology of Empathy

- The discovery of mirror neurons



Neurobiology of Empathy

- Subjects empathy for the pain of others only elicits activity in ACC, not somatosensory cortex.



TYPES OF EMPATHY



Types of Empathy

- Cognitive empathy
 - The ability to recognise the emotions and feelings of others



Surprised

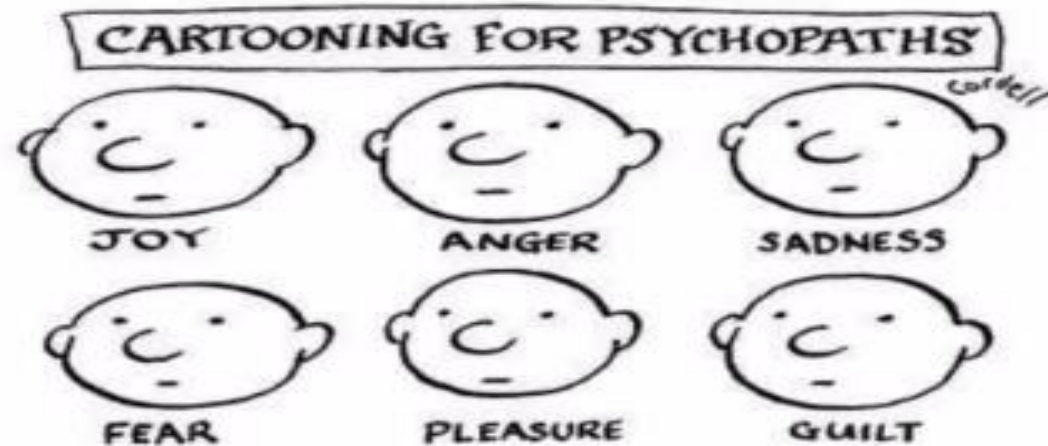
Sure about something

Joking

Happy

Types of Empathy

- Affective or Emotional Empathy
 - The ability to experience the feelings of others



Types of Empathy

- Behavioural Empathy
 - Demonstrating behaviours that acknowledge the emotional state of others



Types of Empathy

- Moral Empathy
 - The moral responsibility to act in accordance with the other persons emotional state regardless of personal feelings
 - Considered highest level of empathy

