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Continuing Medical Education Program



SCHOOL OF MEDICINE
CASE WESTERN RESERVE
UNIVERSITY



University Hospitals
Cleveland Medical Center

INTENSIVE COURSE IN

Managing Inappropriate Communications in Medical Practice

Controlling Anger,
Avoiding Outbursts,
Communicating More Appropriately

May 13-15, 2020

November 18-20, 2020

Case Western Reserve University/CCF and the
Health Education Campus
Cleveland, Ohio



INTENSIVE COURSE IN

Managing Inappropriate Communications in Medical Practice

Who Should Attend?

The Intensive Course in Managing Inappropriate Communications in Medical Practice: Controlling Anger, Avoiding Outbursts, Communicating More Appropriately is designed for physicians, physicians assistants and nurse practitioners who wish or need to pursue further training in health communications and managing conflict and strong emotion in medical practice.

Statement of Need

Communication skills are the foundation of effective clinical practice. They are utilized on a daily basis throughout the career of all practitioners. Health communication is categorized into three domains: 1) communication with patients and families, 2) communication about patients with colleagues and staff, and 3) communication about health and disease with the greater community. Lack of appropriate communication skills results in patient dissatisfaction, poor adherence, increased incidence of malpractice claims and creation of a toxic work environment. Medical administrators, clinical staff, medical malpractice companies and state medical societies all report that some practitioners have difficulties in the area of giving bad news, managing frustration and avoiding angry outbursts.

Participant Learning Objectives

After attending this course, participants will be able to:

- Demonstrate effective and efficient interviewing techniques (effective questioning, agenda setting and patient education)
- Practice higher level health communication skills (giving bad news, empathic response and dealing with angry patients or colleagues)
- Outline the liability for institutions and health care organizations from angry interpersonal episodes
- List multiple strategies to minimize practitioner demonstration of anger and other disruptive behavior
- Rehearse and model techniques to avoid anger when challenged by difficult scenarios

Educational Design and Methodology

The course combines a personal case-based reflective essay, a pre and post-course assignment, a CQI health communication project for your practice, lectures and participative discussions, skill practice sessions, daily simulations with standardized patients and onsite video review self assessment.

A G E N D A

Wednesday

7:30-8:00 am	Registration and Continental Breakfast
8:00-8:30 am	Introduction to Health Communications and Why it Is Important John Wood, MD
8:30-9:30 am	Overview of Medical Interview/Health Communication Skills Theodore Parran, MD
9:30-11:00 am (with 15 min. break)	Effective Questioning, Eliciting Patient's Perspective and Skill Practice Theodore Parran, MD
11:00-12:00 pm	Introduction to the Genogram: What We Can Learn About Ourselves Kathy Cole-Kelly, MS, MSW
12:00-12:15 pm	Break to get lunch
12:15-1:00 pm	Lunch Session: Patient Education, Shared and Informed Decision Making with Skill Practice Kathy Cole-Kelly, MS, MSW
1:00-2:00 pm	Health Behavior Change/Motivational Interviewing with Skill Practice Kathy Cole-Kelly, MS, MSW
2:00-2:15 pm	Narrative Assignment Kathy Cole-Kelly, MS, MSW
2:15-2:30 pm	Break
2:30-3:45 pm	Using Motivational Interviewing Skills Simulation Simulation Center Staff
3:45-4:15 pm	Video Self-Assessment Simulation Center Staff

Thursday

7:30-8:00 am	Registration and Continental Breakfast
8:00-8:45 am	Saying No Patrick Runnels, MD
8:45-9:15 am	De-escalation Techniques for Medical Practice Theodore Parran, MD
9:15-10:00 am	Dealing with the Angry Patient Theodore Parran, MD
10:00-10:30 am	Break and Simulation Scenario Development Simulation Center Staff
10:30-11:15 am	Screening Skill Practice Theodore Parran, MD
11:15-12:15 pm	Risk Management Raymond Krncevic, JD
12:15-12:45 pm	Lunch
12:45-1:45 pm	Story Hour Kathy Cole-Kelly, MS, MSW
1:45-3:00 pm	Dealing with Difficult Interactions Simulation Simulation Center Staff
3:00-3:30 pm	Video Self-Assessment and Debrief Simulation Center Staff
3:30-3:45 pm	Break
3:45-4:15 pm	Continuous Quality Improvement (CQI) Project Review & 360 Discussion Theodore Parran, MD

Friday

7:30-8:00 am	Registration and Continental Breakfast
8:00-10:00 am	Difficult Talks: The Medical Legal Perspective John Irwin, JD, MD, FCLM
10:00-10:15 am	Break
10:15-11:00 am	Giving Bad News Theodore Parran, MD
11:00-11:45 am	Narrative Review Kathy Cole-Kelly, MS, MSW
11:45-12:15 pm	Lunch
12:15-12:45 pm	Giving Bad News Simulation Simulation Center Staff
12:45-1:15 pm	Video Self-Assessment and Evaluation Simulation Center Staff

FACULTY

Co-Director

Theodore V. Parran, Jr., MD

Carter and Isabel Wong
Professor of Medical Education
Case Western Reserve University
School of Medicine

Co-Director

Kathy Cole-Kelly, MS, MSW

Professor of Family Medicine
Case Western Reserve University
School of Medicine

John R. Irwin, JD, MD, FCLM

Attorney at Law

Raymond Krncevic, JD

Counsel, Tucker Ellis LLP

Patrick Runnels, MD

Program Director, Public and Community
Psychiatry, UH Cleveland Medical Center
Medical Director, Ambulatory Psychiatry,
UH Cleveland Medical Center
Associate Professor of Psychiatry
Case Western Reserve University
School of Medicine

John Wood, MD

Assistant Professor of Orthopedics
Case Western Reserve University
School of Medicine
Chief of Orthopedics
VA Northeast Ohio Healthcare System

Accreditation

Case Western Reserve University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Case Western Reserve University School of Medicine designates this live activity for a maximum of **19.25 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Location and Hotel Accommodations

The course will be held at the Health Education Campus, 9501 Euclid Avenue. For detailed information on location and hotel accommodations visit our website <http://case.edu/medicine/cme/courses-activities/intensive-course-series/>

For More Information

Call Case Western Reserve University, Continuing Medical Education Program, phone (216) 983-1239 or (800) 274-8263 or visit <http://case.edu/medicine/cme/courses-activities/intensive-course-series/>

R E G I S T R A T I O N

Registration Information

The registration fee for this course is \$1800. Fees include tuition, educational materials, breakfast, lunch and breaks. An administrative fee of \$250 will be deducted from fees for cancellations made after May 6 (for May course) or November 11 (for November course). All requests for refunds must be made in writing. Class size is limited to 12.

Four Ways to Register

1. Register online at <http://bit.ly/CWRUCommunications>
2. Mail this completed form with a check payable to Case Western Reserve University for \$1800 or complete the credit card information and send to:
Continuing Medical Education Program
10524 Euclid Avenue
Cleveland, Ohio 44106-6026
3. Fax this form with your credit card number to (216) 201-6749
4. Phone (216) 983-1239 or (800) 274-8263 with the information requested below and your credit card number.

Registration Form

May 13-15, 2020 CID #2677

November 18-20, 2020 CID #2678

Managing Inappropriate Communications in Medical Practice

Name _____ Degree _____

Specialty _____

Address _____

City _____ State _____ Zip _____

E-mail _____

Phone _____

In case of emergency _____

Dietary restrictions? _____ I will need parking

Make checks payable for \$1800 to: *Case Western Reserve University* or complete credit card information.

MasterCard Visa Discover

Credit card # _____ Expiration date _____

Signature _____ Date _____

Happenings in Cleveland

Cleveland Orchestra
www.clevelandorchestra.com

Cleveland Museum of Art
www.clevelandart.org

Playhouse Square Center
www.playhousesquare.org

Cleveland Play House
www.clevelandplayhouse.com

Rock and Roll Hall of Fame and Museum
www.rockhall.com

Great Lakes Science Center
www.greatscience.com

Jack Cleveland Casino
www.jackentertainment.com

Or for more Cleveland activities
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