

GEN97 Communicate effectively in a healthcare environment

OVERVIEW

This standard is about communicating effectively with individuals in a healthcare environment. You will be expected to communicate effectively with a number of people in a variety of situations. You will be expected to use your initiative and follow organisational procedures in times of crisis. Version No 2

KNOWLEDGE AND UNDERSTANDING

You will need to know and understand:

1. the importance of responding promptly and appropriately
2. the importance of:
 - focusing on the individual
 - space and positioning when communicating
 - body language and eye contact when communicating
 - giving individuals sufficient time to communicate
 - using the individual's preferred means of communication and language
 - checking that you and the individuals understand each other
 - adapting your communications to aid understanding
 - active listening
3. the difficulties that can arise as a result of specific situations in your area of work and how and where to seek advice when faced with situations outside your sphere of competence
4. methods of working with, and resolving conflicts or barriers that you are likely to encounter when communicating with individuals
5. methods and ways of communicating that:
 - support equality and diversity
 - support the rights of people to communicate in their preferred method, media and language
 - are effective when dealing with, and challenging discrimination when communicating with individuals
6. the principles of confidentiality, security and sharing of information for the environment

- in which you work
7. how to adapt communication styles in ways which are appropriate to the needs of the individual
 8. how your communication skills reflect on you, your organisation and/or workplace

PERFORMANCE CRITERIA

You must be able to do the following:

1. acknowledge and respond to communication promptly
2. communicate with the individual and key people at a pace, in a manner and at a level appropriate to the individual's understanding, preferences and needs
3. select the most appropriate method of communication for the individuals
4. ensure that the environment for communication is as conducive as possible for effective communication
5. adapt your communication style to suit the situation
6. identify any communication barriers with the individuals and take the appropriate action
7. clarify points and check that you and others understand what is being communicated
8. actively listen and respond appropriately to any questions and concerns raised during communications
9. establish lines of communication which enable you to communicate with individuals in other locations in times of need or emergency
10. maintain confidentiality of information where appropriate to do so

ADDITIONAL INFORMATION

This National Occupational Standard was developed by Skills for Health. Final version approved March 2021