Curriculum Development Centers Program

Awardee of The Office of the National Coordinator for Health Information Technology

HEALTH IT WORKFORCE CURRICULUM
COMPONENT BLUEPRINT
Version 3.0/Spring 2012

Component Number: 16
Component Title: Professionalism/Customer Service in the Health Environment

Component Description: This component develops the skills necessary to communicate effectively across the full range of roles that will be encountered in healthcare and public health settings.

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Workforce Roles:
- Implementation Manager
- Practice Workflow and Information Management Technology Specialist
- Technical/Software Support
- Trainer

Component Objectives:
At the completion of this component, the student will be able to:
1. Explain key elements of customer service in health IT.
2. Demonstrate appropriate behaviors in simulations of health IT customer service.
3. Demonstrate effective written and oral communication approaches to common communication interactions.
4. Identify core elements of effective communication and techniques to resolve conflicts.
5. Identify ethical and cultural aspects of communication.

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Component Units with Objectives and Topics

Unit 1: Customer Service in Healthcare IT

Description:
This unit describes Customer Service in Healthcare IT.

Objectives:
1. Describe the definitions of customer service.
2. Identify customers' needs based on context.
3. Discuss different metrics to measure customer service in Healthcare IT.

Topics:
1a.1 Customer Service in Healthcare IT, Definitions of Customers and Customer Service
1a.2 What is customer service?
1a.3 A service culture
1a.4 Who are healthcare IT customers?
1a.5 What do customers want?
1b.1 Customer Service in Healthcare IT, Measurement Challenges in Customer Service
1b.2 The challenge
1b.3 EHR customer service implementation success factors
1b.4 Meaningful use perspective
1b.5 Balancing customer demands

Unit 2: Professional Behavior in the Healthcare Environment

Description:
This unit describes Professional Behavior in the Healthcare Environment.

Objectives:
1. Define contextual norms expected in healthcare organizations.
2. Discuss the importance of dress, deportment, demeanor, and grooming.

Topics:
2.1 Contextual norms
2.2 Contextual norms: defined
2.3 Norms and professional role
2.4 Norms and organizational setting
2.5 Contextual norms: what they mean for you
2.6 Deportment, behavior for the part

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2.7 Professional deportment: defined
2.8 Purpose and goal of professional deportment
2.9 Unprofessional deportment
2.10 Understanding the deportment of healthcare professionals
2.11 Professional appearance
2.12 Purpose and goal of having a professional appearance
2.13 Hair, clothing, makeup
2.14 Scented hygiene products and perfumes
2.15 Fitting in the healthcare environment
2.16 Information technology staff responsibilities
2.17 Summary

Unit 3: Overview of Communication Relevant to Health IT

Description:
This unit describes the Overview of Communication Relevant to Health IT.

Objectives:
1. Explain the purpose and goal of professional communication.
2. Describe what is meant by effective communication.
3. Discuss what is meant by ineffective communication.
4. Identify communication needs of common roles in healthcare.
5. Describe Disability Etiquette's contribution to professional communication.

Topics:
3.1 Overview of communication relevant to Health IT
3.2 Unit 3: Objectives
3.3 Professional communication: purpose and goal
3.4 Effective communication
3.5 Ineffective communication
3.6 Communication and healthcare roles
3.7 Description of different professional roles in healthcare
3.8 Communication guidelines: face-to-face, electronic, phone
3.9 Disability etiquette and professional communication
3.10 Summary

Unit 4: Key Elements of Effective Communication

Description:
This unit describes Key elements of effective communication.

Objectives:
1. Discuss the definition of communication.

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2. Discuss assumptions used in communication.
3. Discuss the communication models from general to health-specific.
4. Discuss variables used in communication.
5. Define nonverbal communications.
6. Describe how nonverbal communication functions in the human communication process.
7. Describe specific dimensions and give examples of nonverbal communication.
8. Discuss communication in paper-based and electronic formats.
9. Discuss personal communication in the work setting.
10. Understand the importance of listening skills.
11. Understand the role of diversity.

Topics:
4a.1 Lecture 1, Key elements of effective communication, verbal communication
4a.2 Learning objectives
4a.3 Communication defined
4a.4 Assumptions of human communication
4a.5 Communication models
4a.6 Common health-specific communication models
4a.7 HIT communication
4a.8 Communication variables in healthcare
4a.9 Summary
4b.1 Lecture 2, Key elements of effective communication, nonverbal communication
4b.2 Nonverbal communication
4b.3 Learning objectives
4b.4 Nonverbal communication defined
4b.5 Importance of nonverbal communication
4b.6 Functions of nonverbal communication
4b.7 Dimensions of nonverbal communication
4b.8 Components of kinesics
4b.9 Components of proxemics
4b.10 Components of paralinguistics
4b.11 Summary
4c.1 Lecture 3, Key elements of effective communication, using media for communication
4c.2 Using media for communication

Unit 5: Regulatory Issues: HIPAA and Standard Precautions

Description:
This unit describes Regulatory Issues: Standard Precautions and HIPAA.

Objectives:
1. Characterize the importance of and guidelines associated with infection control.

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2. Relate protecting yourself and others with standard precautions.
3. Explain HIPAA and communication.

Topics:
5.1 Regulatory issues: HIPAA and standard precautions
5.2 Infection control
5.3 Standard precautions
5.4 HIPAA
5.5 Important components of HIPAA
5.6 HIPAA and communication
5.7 Guidelines for communication
5.8 Summary

Unit 6: Team and Small Group Communication
(All materials for this unit are the same as those for Component 18/Unit 7)

Description:
This unit describes Team and Small Group Communication.

Objectives:
1. Explore the phenomena of teams in our culture and look at the popularity and necessity of teams in delivering quality healthcare services
2. Define a team as compared to a group
3. Identify the stages of team development
4. Identify the characteristics of successful teams and team members
5. Analyze team conflict and performance
6. Define what we mean by virtual teams
7. Explore the guidelines for building and leading successful teams

Topics:
6a.1 Lecture 1: Characteristics of Teams and Small Groups
6a.2 Learning objectives
6a.3 Teamwork is essential to healthcare
6a.4 Benefits of teams
6a.5 Distinguishing teams from groups
6a.6 Stages of team development
6a.7 Characteristics of successful teams
6a.8 Summary
6b.1 Lecture 2: Managing Teams
6b.2 Teams in healthcare
6b.3 Being a “team player”
6b.4 Team conflict and performance
6b.5 Virtual teams
6b.6 Team building and leadership

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6b.7 Summary

Unit 7: Conflict Resolution
(All materials for this unit are the same as those for Component 18/Unit 8)

Description:
This unit describes Handling Conflict.

Objectives:
1. Define conflict.
2. Explore historical views of conflict
3. Explore conflict as a positive/negative force
4. Study various styles for handling conflict.
5. Review ways to promote positive conflict in a group.

Topics:
7a.1 Lecture 1: Definitions of Conflict
7a.2 Conflict defined
7a.3 Healthcare context
7a.4 Transitions in ideas about conflict
7a.5 Conflict good and bad
7a.6 Types of conflict
7a.7 Conflict resolution
7a.8 Summary
7b.1 Lecture 2: Managing Conflict
7b.2 Handling conflict
7b.3 Conflict handling styles
7b.4 Individual preferences in conflict situations
7b.5 Conflict intensity continuum
7b.6 Results of conflict
7b.7 Promoting positive conflict
7b.8 Summary

Unit 8: Ethical and Cultural Issues Related to Communication and Customer Service

Description:
This unit describes Ethical and Cultural Issues Related to Communication and Customer Service.

Objectives:
1. Characterize dimensions of ethics.
2. Identify major characteristics of culture.
3. Distinguish elements in intercultural communication.

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4. Perform effective intercultural communication.

Topics:
8a.1 Lecture 1: Ethical Issues
8a.2 Learning objectives
8a.3 What are ethics?
8a.4 Approaches in ethical decision making
8a.5 Medical ethics committees
8a.6 Ethics and cultural issues related to communication
8a.7 Summary
8b.1 Lecture 2: Cultural Issues
8b.2 Learning objectives
8b.2 Diversity and healthcare
8b.3 Diversity and cultural differences
8b.4 Dimensions of diversity
8b.5 Potential benefits of workforce diversity
8b.6 Ethnocentrism and intercultural relationships
8b.7 Cultural differences that may affect communication
8b.8 Equal Employment Opportunity laws
8b.9 Implications of diversity for healthcare delivery
8b.10 Cultural competency
8b.11 Summary

Unit 9: Personal Communications and Professionalism

Description:
This unit describes Personal Communications and Professionalism.

Objectives:
1. Describe appropriate use of personal communication devices in the healthcare workplace.
2. Discuss the impact of inappropriate use of personal communication devices in the healthcare workplace.
3. Identify the differences between personal and professional communications.

Topics:
9.1 Learning objectives
9.2 Definitions
9.3 Business communications
9.4 Personal communications during work hours
9.5 Text messaging and email
9.6 Social media
9.7 Internet use
9.8 Communication devices

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9.9 Special concerns in healthcare
9.10 Summary

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