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Research Article

“STEAL THE SHOW”: COMMUNICATION THE HUMAN CONNECTION

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ABSTRACT

Nursing plays a dynamic role in patient satisfaction. Communication is key to foster and improve the therapeutic relationship. Effective communication, like any other nursing skill needs to be practiced and honed. Every act of communication is an opportunity to touch a life. Communication elevates i.e. if we change the way we communicate, we can change the perception of society regarding our profession. Nurses are at the centre of the healthcare communication chain and poor communication skills are a recipe for disaster leading to process and care lapses, failures and poor perceptions. To enhance communication skills among Nursing Team, which will enable and equip them to handle patient and professional transactions effectively, a clinical campaign named “Steal the Show: Communication- the Human Connection” was implemented across all Apollo group of Hospitals in the month of October 2018. The campaign implementation in Indraprastha Apollo Hospital, New Delhi (India) is discussed in this article. The objectives were to establish English as the official language of communication, to change perceptions about the nursing workforce and to earn respect that nurses so richly deserve. By the end of the campaign there was transition into an English speaking culture. As a result of the campaign the NPS has improved and there was a mass reduction in patient complaints which amplified the result. Relying on frameworks like the Net Promoter Score of Apollo, the campaign has helped staff to get more WOW cards from the patients)

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INTRODUCTION

Nursing plays a vital role in patient care and satisfaction and professional communication is the key to foster and improve this therapeutic relationship. Effective communication, like any other nursing skill needs to be practiced and honed. Every act of communication is an opportunity to touch a life. Communication elevates i.e. if we change the way we communicate, we can change the perception of society regarding our profession. Communication is a work of art, the art form being crafting conversations. Words are the voice of the heart and it is said that heartfelt communications has the power to heal. Communication is key to personal and professional success and enable an individual to express his thoughts with clarity and confidence. Communication is what makes a team strong – Words bind people together. Effective communication differentiates confusion and clarity.

It is important to bridge the big gap between the real life scenarios and expectations of patients & other healthcare team members in terms of communication. Nurses are at the centre of

the healthcare communication chain and poor communication skills are a recipe for disaster leading to process and care lapses, failures and poor perceptions. Nurses are the voice of the patients and communication skills will help them care with confidence and build our own image

Effective communication directly impacts the health and satisfaction of patients. It also indicates that most barriers to effective communication are associated with the characteristics of healthcare providers and patients. More trainings need to be organised to educate nurses about professional communication; awareness of nurses own characteristics and strategies to understand patient's cues and characteristics¹

Nursing realises the need for dialogue and a good interpersonal climate that develops personally with each sick person, especially in this complex milieu. The best expertise training and continuing education of nurses in matters relating to the proper technique of communication will enable them to respond adequately and humanely to the expectations of patients.²

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Experimental Section

To enhance communication skills among Nursing Team, which will enable and equip them to handle patient and professional transactions effectively, a clinical campaign titled

“Steal the Show”: Communication the Human Connection

was implemented across the Apollo Group of Hospitals in the month of October 2018. The implementation of the campaign in Indraprastha Apollo Hospitals, New Delhi (India) is presented in this article. The campaign was conceptualized by The Group Director Nursing.

The objectives of the campaign are

- To establish English as the official language of communication
- To change perceptions about the nursing workforce
- To earn the respect that we so richly deserve

The measureable outcomes are

- Communication related patient complaints & compliments
- Communication related Doctor Complaints & compliments
- Staff feedback & overall improvement in VOC & NPS

A detailed customised Tool kit was designed to implement the campaign.

The theme of the “steal the show” are presented in 5 ‘Cs, as follows

- C1 - Crusading for change
- C2 - Competing with clinical colleagues
- C3 - Caring for the caregivers
- C4- Carving careers
- C5 - Creating a culture of communication

The executives appointed for the effective implementation of the campaign were as follows

- **Commander** – Nursing Head – Responsible for owning the entire campaign and outcomes.
- **Chief Campaigner** – The SPOC for the campaign – Similar to SLL from our other campaigns
- **Craftsmen** were selected from nursing leadership team. Each craftsman was given specific responsibilities e.g. Decoration, Seating, Crowd control, F&B, Audio Video Mike, Handling judges, Gifts & Prizes, Handling guests, Photography etc.
- **Custodian** – To be selected from Nursing Leadership Team- Will be in charge of 1 team & will mentor, guide and be a participant along with the team
- **Champions** – Nominated staff nurses who will represent their respective unit in the campaign
- **Crusaders** – Final winners to be crowned crusaders who will lead organizational change along with the commander

Activities of the campaign

Let’s Catch the Buzz

Announcement regarding the campaign was done in huddle and departmental meeting, PC desktops and via mail. Invitation for

the Launch and Closing Ceremony was sent to all relevant stakeholders. The Judges were selected from HOD’s, Doctors and top management. The judging criteria was finalized in discussion with the judges by each unit

Let’s find our Champions

The staff nurses were selected as champions based per the criteria as follows. It was ensured that the patient care was not compromised.

Champion 1: Staff nurse with less than 1 Year of experience

Champion 2: Staff nurse with more than 1 year and less than 2 years of experience

Champion 3: Staff nurse with more than 2 years of experience
Candidate selection was done by means of staff voting democratically as per the consensus of all staff nurses. Depending upon the care unit and manpower numbers a minimum of 1 to maximum 3 number of staff nurses were nominated. Suitable shift for champions was decided as per the discretion of the units so that they can come 1 hour early daily and for all events.

Commander’s Call

The Commander addressed the Champions, Custodians, Craftsmen and Chief Campaigner on the aims and objectives, Impact expected and with motivational talk
The champions were distributed in to 4 to 10 or more teams depending on their number.

All team selected a name and tag line names were started with “C” representing communication. The champions made 10 points for “Why Steal the Show” discussed with their teams and finalized top 10 points were compared against answer key. Top 3 teams who aligned to Why Steal the Show were awarded 30, 20 and 10 points respectively on their score board.

I am The Brand

Each champion created one tagline for themselves with 2 photos (1 in uniform and 1 in smart formals) and it was showcased during the Launch ceremony.

Time to Shine

The Calendar of Activities was showcased. The champions and custodians were showcased individually and then team with name and tag line.

Work Makes Dreams work

The units have organized activities to focus on team building.

Speech is Power

Extempore competition was conducted in each unit.

Let’s craft with our creativity

A logo making competition was conducted among the teams across the units on the theme of steal the show.

Where words fail music speaks

The teams composed their own song on the theme The Power of nursing. The winning song was played on the closing day.

Capture the Spirit

All the teams were made to create a video on communication how it heals, how people perceive based on the way we

communicate. The winning video was played on the closing day.

Unleash Your Potential

Each group have chosen one person who will represent the team. By a random the champions were given three tasks randomly by judges. The criteria were as below;

Clinical competence – Share an interesting case (4 min)

Communication – Share your dreams, you will achieve them and how will you contribute to change the culture in your unit (2 min) Calibre – Talent round (4 min)

Knowledge is power

A quiz competition has been conducted among the teams across the units

The World beyond Words

Role play competition was conducted to show the good and bad communication

Let the Change Begin

Champions took feedback from the staff in their unit about their visible transformation and what further they need to improve and prepared a list of communication barriers and errors for each nurse in their unit and prepared an action plan to improve and drive it in their units .

Let's Talk

A debate competition was organized by each units between doctors and nurses Topic was as per the preference of the team.

Seize the day

The closing of the steal the show campaign was conducted on a magnificent scale across all the units .Cultural programs were organized. Glimpse of the activities were showcased and the winners were awarded.

All Units took the opportunity to involve leadership teams. Craftsmen were selected as per their individual expertise .The senior team members, HOD's and Doctors acted as judges in different events. The designated Craftsmen handheld judges (Invitations, Tracking responses, ushering judges during events, briefing on judgment criteria, assisting during event, calculation of scores etc.). All the activities were well organized during the shift overlap/ handover time to minimize disturbance to units. Custodians met their respective team every day. Every day looked different with different decor, venue, menu, MC, dress code etc. and looked grand even on days of huddle activity. Lots and lots of pictures and videos were taken and memories were made. Snacks were provided to champions and custodians on all event days. For every competition the teams sent a fresh face .Teams decided their representatives for different events beforehand as per the talents and skills of individual team members e.g. different champions for extempore, unleash your potential etc.

For all activities the audience were different so that they experience and witness the campaign and get to learn. All the nurses were involved. Champions were ushered in for the event with pomp and show. The winners were announced on the day of competition. Prizes for the same was distributed on Closing Ceremony. Best champion, team and custodian were awarded at the closing ceremony.

RESULTS AND DISCUSSION

A score board was maintained on a daily basis for teams and individuals separately, withpoints updated every day and after each event for cumulative score. Team Score board - Top three teams in each competition was awarded 30, 20 & 10 points respectively .Individual score board – 3 outstanding champions to be scored 30, 20, 10 respectively for their performance on each day was decided on the basis of performance and participation in the activity, communication, team work, grooming, punctuality, discipline etc.

By the end of the campaign, there was transition into an English speakingculture.

This campaign gave an opportunity to the nurses to imbibe the key skills that will pave the way towards success and recognition. This acted as a compact leadership program that set them rolling in the direction of excellence.

As a result of the campaign the NPS score has improved and there was a mass reduction in patient complaints also, which amplified the result .Relying on frameworks like the Net Promoter Score of Apollo campaign has helped staff to get more WOW Cards from the patients.

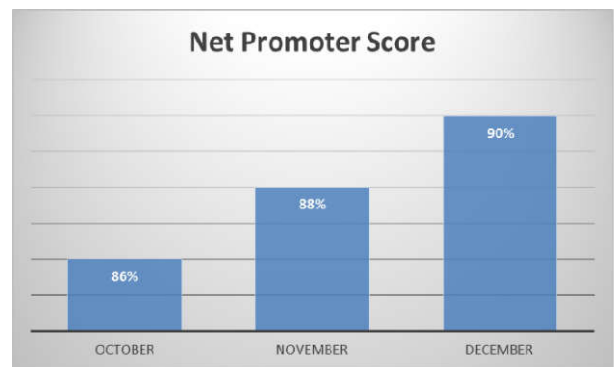


Fig 1 The bar graph depicts the increase in NPS score

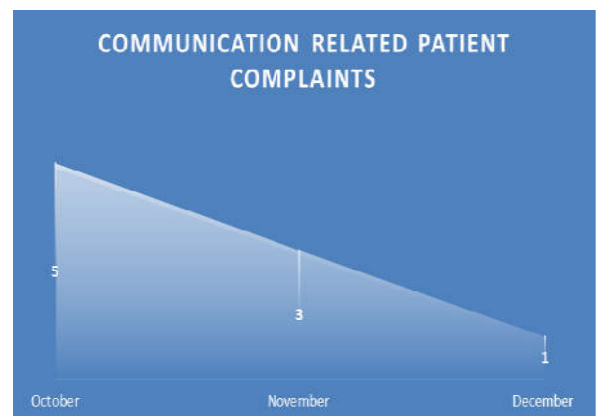


Fig 2 Area graph showing reduction in patient complaints

CONCLUSION

Nurses act as the hub of communication, relaying and interpreting information between physicians, caregivers, family members and patients. Effective communication in nursing is imperative in providing best nursing care.

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