Curriculum Development Centers Program

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

HEALTH IT WORKFORCE CURRICULUM
COMPONENT BLUEPRINT
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Component Number	**16**
Component Name	**Professionalism/Customer Service in the Health Environment**
Component Overview	**This component develops the skills necessary to communicate effectively across the full range of roles that will be encountered in health care and public health settings.**
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Workforce Roles:	**Core; Technical Software Specialist (IT and Health Care) and Trainer (IT and Healthcare); Secondary: Implementation Managers (IT and Health Care) and Practice Workflow and Redesign Specialists(IT and Health Care)**

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.

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
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
2.18 - Contextual norms
2.19 - Professional demeanor
2.20 - Fitting in

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.
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. Discuss listening skills.
11. Discuss 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
4c.3 - Paper based communication
4c.4 - Email communication
4c.5 - Email communication do's and don'ts
4c.6 - Maintaining records of electronic communications
4c.7 - Business phone and other real-time communications
4c.8 - Personal phone and other real-time communications
4c.9 - Tone of voice and language
4c.10- Listening skills
4c.11- Listening components
4c.12- Diversity issues
4c.13- Summary

Unit 5 Regulatory Issues: HIPAA and Standard Precautions

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

Objectives:

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

Description: This unit describes Team and Small Group Communication.

Objectives:

1. Define Group communication definition and tiered characteristics.
2. Categorize Goals, norms, and cohesiveness of groups.
3. Explain Stages of team communication.
4. Understand Communication networks and sociograms.

Topics:

6.1 - Definitions
6.2 - Characteristics of Groups
6.3 - Factors contributing to group cohesiveness and outcomes
6.4 - Factors of effective group goals
6.5 - Small group norms
6.6 - Leadership communication
6.7 - Group member roles
6.8 - Team stages
6.9 - Summary

Unit 7 Handling Conflict

Description: This unit describes Handling Conflict.

Objectives:

1. Describe Dimensions of conflict.
2. Define conflict.
3. Explain approaches used in conflict resolution.
4. Discuss conflict resolution styles.
5. Describe communication strategies to resolve conflict.
6. Discuss sources and strategies addressing technical implementation conflict.

Topics:

7.1 - Dimensions of Conflict
7.2 - Conflict Defined
7.3 - Major Distinctions of Conflict
7.4 - Healthcare IT Context
7.5 - Theoretical Perspectives of Conflict
7.6 - Conflict Models
7.7 - Conflict Resolution
7.8 - Individual Level Conflict Styles
7.9 - 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.
4. Perform effective intercultural communication.

Topics:

8a.1 - What are ethics?
8a.2 - Approaches in ethical decision making
8a.3 - Medical ethics committees
8b.1 - Diversity and health care
8b.2 - Diversity and cultural differences
8b.3 - Dimensions of diversity
8b.4 - Potential benefits of workforce diversity
8b.5 - Ethnocentrism and intercultural relationships
8b.6 - Stereotypes and intercultural communication
8b.7 - Cultural differences that may affect communication
8b.8 - Equal Employment Opportunity Laws

8b.9 - Implications of diversity for health care 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 - Definitions
9.2 - Business Communications
9.3 - Personal Communications During Work Hours
9.4 - Text Messaging and Email
9.5 - Social Media
9.6 - Internet Use
9.7 - Communication Devices
9.8 - Special Concerns in Healthcare
9.9 - Summary