

Time to Talk **CARDIO**

Why is Effective Communication So Important?

It has been estimated that a primary care physician will conduct between 120,000 and 160,000 patient visits over a 40-year professional career. While the specifics of care vary widely, the one common activity to all visits is communication.

Health care providers and patients may be able to build and maintain stronger and more trusting therapeutic relationships by addressing education and adherence challenges through communication skill building.

The Time to Talk **CARDIO** communication skill-building tool was modeled after an evidence-based communication framework. LEAPS, an acronym developed to assist health care providers and patients, addresses five key areas:

- LISTEN**
- EDUCATE**
- ASSESS**
- PARTNER**
- SUPPORT**

Studies find that patient recall of instructions, satisfaction with care, adherence to medical recommendations and appointment keeping are consistently related to communication skills.

Effective communication is good for health care providers, too. Research shows that skilled communication may help physicians have greater professional satisfaction.

Time to Talk **CARDIO** Network Partners include:

- American Academy of Family Physicians Foundation
- Canyon Ranch Institute
- RIASWorks

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A Health Care Challenge

Estimates suggest that nearly one in every two chronic disease patients has been nonadherent with some aspect of their treatment regimen. In fact, according to the American Heart Association, “deaths, increased hospitalizations and delays in recovery from illnesses occur each year because patients don’t properly follow their doctor’s advice.”

There are many reasons that patients give for this, for instance, inconvenience or forgetfulness. Sometimes, however, nonadherence may be inadvertent as a result of misunderstanding or confusion.

Fortunately, the strategic use of targeted communication approaches that foster an effective working partnership with patients and health care providers may help make a difference in the successful management and control of cardiovascular disease.

About Time to Talk **CARDIO**

Time to Talk **CARDIO – Creating A Real Dialogue In the Office** – is dedicated to advancing cardiovascular health by helping to enhance the dialogue between patients and health care providers.

The program offers many free communication- and cardiovascular-focused resources, including patient and provider brochures, posters and goal setting work sheets, at www.timetotalkcardio.com.

A key component of Time to Talk **CARDIO** is an online communication skill-building tool for patients and providers. The site offers more than 550 videos of simulated office visits demonstrating key communication skills that can be customized based on an evaluation to determine communication challenges or viewed through a video library.

Time to Talk **CARDIO** is committed to:

- Raising awareness of the clinical impact of the current dialogue between patients and health care providers on cardiovascular disease management
- Engaging patients and health care providers in a solution to help improve the dialogue through skill-building training
- Helping to impact cardiovascular disease patient health outcomes

Time to Talk **CARDIO** is an educational program underwritten by Merck/Schering-Plough Pharmaceuticals working to develop a national network of health care organizations, patient advocacy groups and professional societies collaborating to promote awareness and solutions around communication and cardiovascular disease management.

To learn more, visit: www.timetotalkcardio.com