

Understanding the motivational needs of patients and their communication preferences are the keys to establishing relationships and providing improved service and patient care. Judith Ann Pauley and Joseph F. Pauley the well know authors of "Here's How to Reach Me" wrote a new book about Healthcare and Process Communication describing communication and motivation strategies to enable you to establish relationships so that patients and staff will be happier and more satisfied.

In mid-July 2011, the American Society for Quality published "Establishing A Culture of Patient Safety: Improving Communications, Building Relationships and Using Quality Tools" by Judith Ann Pauley and Joseph F. Pauley. The book provides a road map to help healthcare professionals apply the concepts of Dr. Taibi Kahler's internationally acclaimed and scientifically based Process Communication Model to establish a "culture of patient safety" in their facilities and practices, provide high quality healthcare, and increase patient and staff satisfaction by improving communication among staff members and between medical staff and patients. The book achieves this by describing what each of six types of people will do in distress, by providing strategies that will allow healthcare professionals to deal more effectively with staff members and patients in distress, and by showing healthcare professionals how to keep themselves out of distress by getting their motivational needs met positively every day.

The book explains the concepts and contains many true stories describing how healthcare providers have applied the concepts in dealing positively with patients and colleagues to get them to stop their distress behaviors. Patient satisfaction at one hospital in Alabama was very low. After the entire staff began applying the concepts in dealing with their patients and with each other, patient satisfaction rose to 94,8%. Staff members also credit the concepts with their ability to increase staff productivity at a time when the size of the staff was being reduced. In another instance, the staff of an 80 hospital system in the U.S. used the concepts to reduce medical errors, including accidental deaths, below what they thought possible.

One of the high points of the book is a chapter giving healthcare professionals an opportunity to use the concepts to develop strategies to resolve true life distress situations. The authors provide 13 true stories of healthcare providers in distress. After describing the situation, the authors ask the reader six questions to help them decide how they would apply the concepts to resolve the situation. The authors then detail what the healthcare professional actually did and the result so that the reader can compare what they would have done with what actually happened.

The concepts of Process Communication also can be used proactively to encourage patients to lose weight and lead healthy life styles. Chapter 10 in the book provides specific strategies for accomplishing this.

Dr. Kahler called the book "Superb". Dr. Mark Weinert, an anesthetist in Germany, said that the book was "terrific". Dr. Spencer W. Beasley, a Professor of Pediatric Surgery in the Christ Church School of Medicine, University of Otago, and the Former Chair of the Board of Surgical Education and Training in the Australasian College of Surgeons, in a foreword in the book wrote "Here we have a tome that reminds us that perhaps the most effective way to minimize medical error is to study how well-intentioned and committed health specialists function and

communicate. Additionally, it encourages us to adopt some very specific tools to influence this behavior in a way that eliminates many of the human factors that contribute to the high incidence of medical error that plagues our health services." Hugh Tappan, the CEO of Wesley Medical Center in Wichita, Kansas, wrote in a foreword to the book, "This book is a welcome addition to the medical literature because it outlines the concepts of a tool that provides the ultimate safety. Listen to what people say and how they say it. Respond not only with empathy, but with words and phrases that resonate with your listener."

The Authors

Judith Ann Pauley, PhD is the CEO of Process Communications Inc. in Washington, D.C. She worked as a research chemist for the Naval Ordnance Laboratory and developed the batteries used in the anti-submarine missile system SUBROC. She also taught chemistry and physics for 42 years in colleges, universities, and high schools in the United States and Asia, and was named science teacher of the year three times.

Joseph F. Pauley is the President of Process Communications Inc. and the Vice President for Education of Kahler Communications Inc. headquartered in Little Rock, Arkansas. Pauley served in the navy during the Korean War and lived in Asia for 21 years where he became an authority on communicating with and motivating people from other cultures. He has held a variety of management and executive positions in his career, and is highly regarded as an improvement agent in various organizations. In all he has had more than 50 years management and leadership experience.

The Pauleys were awarded the 2008 Individual Crystal Star Award for their success in helping teachers individualize the way they teach so that they reach every student, thereby reducing the number of students who drop out of school without graduating from high school.