



COMMUNICATION BIOHAZARD



ABSTRACT

The laboratory plays an invaluable and enormously significant role in health care. Laboratory professionals possess highly specialized expertise, experience, and skills, which are the cornerstone of optimal patient care. Approximately 75 to 85 percent of the diagnostic information used in treating a patient during an episode of care comes from laboratory information; this same data comprises 90 to 95 percent of the patient's medical record. Amazingly, the laboratory provides this tremendous contribution to patient care for only 3 to 5 percent of the total health care cost. There is no greater, more cost-effective service being provided in health care today. The laboratory provides the greatest value proposition, meaning the relationship between quality and price, in health care.

Considering the impact of the laboratory's value contribution to patient care, awareness of communication issues is more important than ever. Laboratory professionals are experts in their field; however, at times the delivery, or packaging, of their expertise can sabotage the actual value. This training session engages participants with an energetic, focused, interactive, and humorous approach, which uncovers and explores some of the communication biohazard that can be pervasive within any laboratory. Attendees will have the opportunity to identify some of the communication pitfalls that occur all too frequently while developing appropriate communication strategies to align their communication delivery methods with the value of their expertise.

LEARNING OBJECTIVES

After completing the course, participants will be able to:

- Deliver more effective communication that better represents their experience and expertise.
- Uncover improved approaches for delivering routine and redundant information to common customer groups.
- Recognize the impact that poor communication has on the laboratory.



WHAT DOES COMMUNICATION BIOHAZARD SOUND LIKE?

- “Oh, you sent in the wrong sample, so we just cancelled the order.”
- “I know. I know. You’re looking for your results! Man, it’s just crazy down here! We’ve got a couple of people out today and have been running short-staffed for weeks. Let me look at the computer to see about that sample. Oh, it looks like we haven’t even received it yet.”
- “Look, you didn’t label the sample correctly. We can’t run the test until you submit another sample that’s done right.”
- “Our instrument’s down right now. I’m doing my best to fix it, but every time this phone rings with someone asking me about it, it just takes me that much longer to get it back up and running, so the sooner you guys stop calling, the sooner you’ll get your results.”
- “Sorry, the last guy you spoke with didn’t know what he was talking about. Sometimes I think we hire the most incompetent people we can find.”
- “Boy, I can’t find that sample anywhere. We must have lost it. No big deal; we’ll just order a recollect.”
- “Yeah, those results are delayed because the client didn’t use the appropriate tubes. Just tell the client they’ll have to aliquot the serum into the right tubes since they’re the only ones that fit our instrument. If they don’t use them, we’ll have to do everything manually.”
- “Let’s see. You ordered a culture, right? Oh, yeah, we received it like 20 minutes ago. I’ll go look and see if anything’s grown yet. Hold on a second.”

Course duration: one hour

Note: This course is P.A.C.E.® eligible.





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