# Patient-Centered Communication Excellence for Healthcare Training Course



22 - 26 Nov 2026

Doha

5500 € (Per Person)

Ref: #HOS7405_228578

## Course Introduction / Overview:

This comprehensive training course is designed to transform healthcare interactions by embedding the principles of patient-centered care into every aspect of communication. In today's healthcare landscape, technical proficiency alone is insufficient; the quality of patient outcomes, satisfaction, and safety is intrinsically linked to the effectiveness of communication. This program moves beyond basic pleasantries, delving into the evidence-based frameworks that foster trust, empathy, and mutual understanding. We will explore the pioneering work of figures like Dr. Lucian Leape on patient safety, demonstrating how communication breakdowns are often the root cause of medical errors. Participants will dissect complex scenarios, learning to navigate difficult conversations and manage patient expectations with compassion and clarity. Drawing from concepts discussed in texts such as "Patient-Centered Communication in Cancer Care," this course provides a structured pathway to mastering therapeutic communication. BIG BEN Training Center has developed this curriculum to equip medical staff with the sophisticated skills needed to build strong therapeutic alliances, promote shared decision-making, and ultimately enhance the human experience of care for every patient. This is a journey towards becoming a more effective, empathetic, and patient-advocating healthcare professional.

## Target Audience / This training course is suitable for:

- Physicians and Consultants.
- Registered Nurses and Nurse Practitioners.
- Physician Assistants and Medical Assistants.
- Pharmacists and Pharmacy Technicians.
- Physical, Occupational, and Speech Therapists.
- Hospital Administrators and Clinic Managers.
- Patient Experience and Patient Advocate Officers.
- Medical Students and Residents.
- Allied Health Professionals.
- Healthcare Customer Service Representatives.

## Target Sectors and Industries:

- Hospitals and Medical Centers.
- Private Clinics and Group Practices.
- Long-Term Care and Assisted Living Facilities.
- Home Healthcare Agencies.
- Rehabilitation Centers.
- Public Health Organizations.
- Governmental Health Ministries and Agencies.
- Pharmaceutical and Medical Device Companies.
- Health Insurance Providers.
- Academic Medical Institutions.

## Target Organizations Departments:

- Clinical Services and Medical Affairs.
- Nursing Departments.
- Patient Experience and Guest Relations.
- Quality Improvement and Patient Safety.
- Outpatient and Inpatient Departments.
- Human Resources and Staff Development.
- Pharmacy Services.
- Rehabilitation Services.
- Emergency Medicine.
- Customer Service Departments.

## Course Offerings:

By the end of this course, the participants will have able to:

- Apply the core principles of patient-centered care in daily clinical practice.
- Utilize advanced active listening and empathetic response techniques to build rapport.
- Communicate complex medical information clearly and concisely, ensuring patient understanding.
- Effectively manage difficult conversations, including breaking bad news and handling complaints.
- Implement shared decision-making models to involve patients in their own care plans.
- Demonstrate cultural competency and sensitivity in interactions with diverse patient populations.
- Navigate ethical dilemmas in communication with professionalism and integrity.
- Use non-verbal cues to enhance communication and build trust.
- Develop strategies for improving team communication to ensure continuity of patient care.
- Evaluate and improve personal communication skills through reflective practice.

## Course Methodology:

The training methodology for this course is dynamic, interactive, and centered on practical application. BIG BEN Training Center believes that mastering communication skills requires active participation, not passive listening. The program is built upon a foundation of experiential learning, incorporating a rich blend of high-fidelity role-playing simulations that mirror real-world clinical challenges. Participants will engage in structured case study analyses, dissecting complex patient interactions to identify best practices and potential pitfalls. Facilitated group discussions will encourage peer-to-peer learning and the sharing of diverse perspectives. We will utilize video-based scenarios to analyze both effective and ineffective communication techniques, followed by expert-led debriefs. Interactive workshops will provide hands-on practice with specific skills, such as motivational interviewing and conflict resolution. Throughout the course, participants will receive constructive, personalized feedback from facilitators and peers in a supportive environment, enabling them to refine their approach and build confidence. This immersive methodology ensures that learning is not just theoretical but is translated into tangible skills that can be immediately implemented in the workplace to improve patient outcomes and satisfaction.

## Course Agenda (Course Units):

### Unit One: Foundations of Patient-Centered Communication

- The Evolution of Patient-Centered Care.
- Core Principles and Dimensions of Patient-Centeredness.
- The Link Between Communication, Patient Safety, and Clinical Outcomes.
- Understanding the Patient's Perspective and Experience.
- Models of Healthcare Communication (Paternalistic vs. Collaborative).
- Building Rapport and Establishing a Therapeutic Alliance.
- Ethical Considerations in Medical Communication.

### Unit Two: Essential Verbal and Non-Verbal Skills

- The Art of Active and Reflective Listening.
- Developing and Expressing Empathy Authentically.
- Mastering Open-Ended and Closed-Ended Questioning Techniques.
- Decoding and Utilizing Non-Verbal Cues (Body Language, Tone).
- Paraphrasing and Summarizing for Clarity and Validation.
- Avoiding Communication Barriers and Medical Jargon.
- Techniques for Providing Clear and Effective Patient Education.

### Unit Three: Navigating Challenging Clinical Conversations

- A Structured Approach to Breaking Bad News (e.g., SPIKES protocol).
- Managing Angry, Anxious, or Distressed Patients and Families.
- De-escalation and Conflict Resolution Strategies.
- Discussing Treatment Options and Obtaining Informed Consent.
- Addressing Patient Non-Adherence and Ambivalence.
- Handling Medical Errors and Disclosing Adverse Events.
- End-of-Life Discussions and Palliative Care Communication.

## Unit Four: Cultural Competency and Health Literacy

- Understanding the Impact of Culture on Health Beliefs and Behaviors.
- Strategies for Communicating with Diverse Patient Populations.
- Working Effectively with Medical Interpreters.
- Assessing and Addressing Low Health Literacy.
- Using Teach-Back Methods to Confirm Patient Understanding.
- Creating Patient-Friendly Educational Materials.
- Recognizing and Mitigating Unconscious Bias in Communication.

## Unit Five: Shared Decision-Making and Patient Engagement

- Principles and Models of Shared Decision-Making.
- Eliciting Patient Values, Preferences, and Goals.
- Tools and Aids for Facilitating Patient Choices.
- Strategies for Activating and Engaging Patients in Their Own Care.
- Collaborative Goal Setting and Action Planning.
- Leveraging Technology for Enhanced Patient Communication.
- Developing a Personal Action Plan for Continuous Improvement.

# FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

How can healthcare systems structurally embed patient-centered communication as a core quality metric rather than just an individual skill?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the theoretical to focus on the behavioral science and psychological underpinnings of effective medical communication. While many programs teach what to say, we concentrate on how to listen, perceive, and respond with genuine empathy, grounded in evidence-based models of therapeutic communication. Our curriculum is uniquely structured around high-fidelity simulations of the most challenging clinical scenarios—from breaking bad news to navigating cultural misunderstandings—providing a safe and controlled environment for participants to practice and receive expert, actionable feedback. We place a significant emphasis on self-reflection and the mitigation of unconscious bias, recognizing that a provider's internal state directly impacts patient interaction. Furthermore, the course integrates modules on health literacy and shared decision-making not as afterthoughts, but as central pillars of ethical and effective care. The focus is less on scripts and more on developing an adaptable communication toolkit, enabling professionals to build authentic therapeutic alliances that respect patient autonomy, improve adherence, and ultimately elevate the standard of care.