

# Interdisciplinary Communications

Facilitating fluency in Laboratory Regulations

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# Objectives

- ▶ Examine basic components of communication
  - How to manage successful communications
- ▶ Examine four Regulatory Information Interfaces
- ▶ Identify & discuss challenges
- ▶ Present and discuss Best Practices in sharing Regulatory facts and interpretations...while remaining compliant yourself

# Background

- ▶ Managing complex communications can be challenging
- ▶ Successful management can be described by an equation with multiple variables:
  - Management Style
  - Personality Style
  - Prior Experience/Seasoning
  - Managing Perception
  - Risk Assessments
  - Communication Strategies.....

# Interfaces: Regulatory Information Transfer

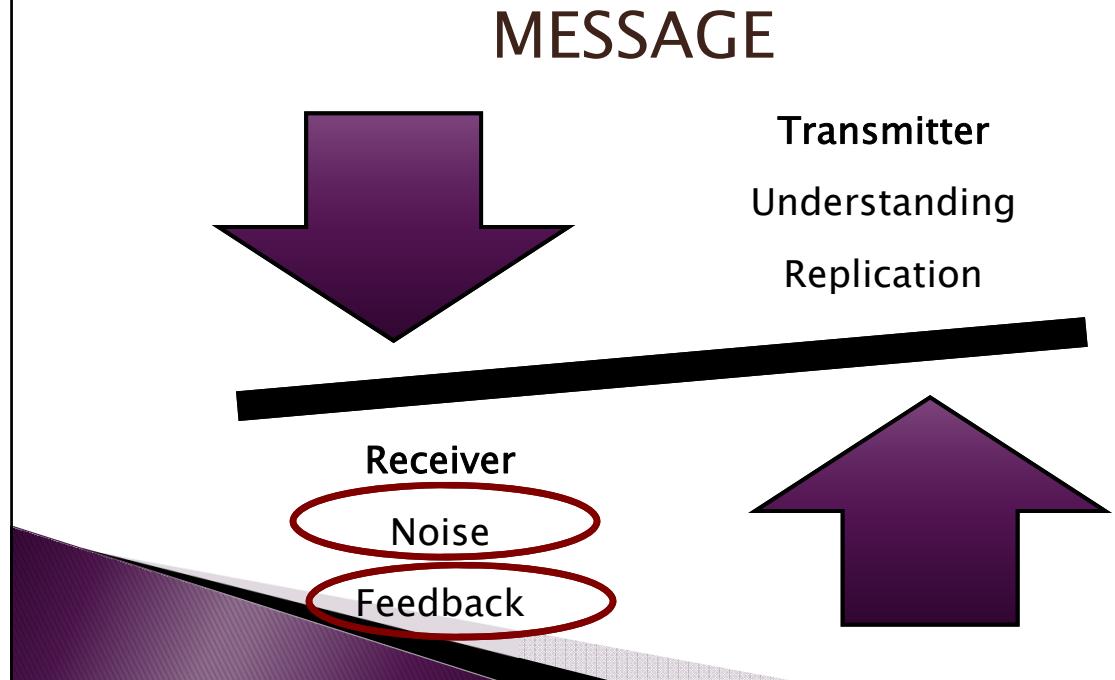
## ► Communications between you and:

- Managers
- Peers within the Laboratory
- Other Healthcare Industry Workers
  - Clinical
  - Non Clinical
- Regulatory Authorities



# Components of Communication

**Effective Communication ≈ Effective Listening**



# Integrating Listening into the Equation



“I know that you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant!”



Quote from a U.S. government official

Reproduced from *50 Communications Activities, Icebreakers, and Exercises*, by Peter R. Garber.  
Amherst, MA, HRD Press, 2008.

<https://www2.cortland.edu/dotAsset/c1a635f6-a099-4ede-8f15-79b86e315088.pdf>

## Other Variables

- ▶ Differences in scope of practice (expertise & subject matter)
  - Across Laboratory Departments
  - Between Laboratory and other Patient Care Specialties
  - Across (and within) Regulatory Agencies

## Examples of Noise

- ▶ Personal Opinions
- ▶ “Personalization”
  - E.g. “You.....
- ▶ Emotions
- ▶ Lack of objective evidence to support communication
- ▶ Citing regulations w/o clear understanding of context and/or effective risk management

# Managing Feedback

- ▶ Don't take or direct personally
- ▶ Leverage open ended statements to make a point
- ▶ Leverage influence management (versus your opinion)...provide examples
- ▶ Breathe (and plan ☺)

# Deliverer Checklist

▶ <http://www.kevinhogan.com/communication-influence-persuasion.htm>

## Outcome Based Thinking:

- ▶ What precisely do I want out of the process?
- ▶ What does the other person want?
- ▶ How do I transmit **relevance** to the other party?
- ▶ If I don't know, what are they likely to want?
- ▶ What is the least I will accept out of the process?
- ▶ What problems could come up in the process?
- ▶ How will I deal with each one, and if possible, use the problem as a **BENEFIT** for the other person?
- ▶ How will I bring the process to a conclusion?

## Receiver Checklist

- ▶ What am I hearing?
- ▶ Is the information in context to what I asked?
- ▶ If it doesn't make sense, might I be applying a bias (e.g. "what do I really want to hear")

## Scenario 1: Communication with Manager (& Regulatory Agency)

- ▶ Example 1:
  - Calibration Verification rollout (Manager & Regulatory Agency)
- ▶ Example 2:
  - Employee returns from a meeting and informs manager that the term MSDS no longer exists and they are now called an SDS
  - [http://www.msdsone.com/blog/compliance-education/2012/08/20/from-msds-to-sds](http://www.msdsonline.com/blog/compliance-education/2012/08/20/from-msds-to-sds)

## Communication with Manager SWOT

STRENGTHS	OPPORTUNITIES
Employee Development	Risk based planning to address new requirements
WEAKNESSES	THREATS
Lack of appropriate scope or unclear scope	Noise as it relates to your particular need
Lack of data driven statements	Confusion; ineffective implementation

## Scenario 2: Communication with Peer(s)

Example 1:

- ▶ Disagreement with interpretation within a department on a process

Example 2:

- ▶ Exchange of patient Information—Have I stepped over the HIPAA/HITECH line?

# Email and HIPAA/HITECH

The screenshot shows the HealthIT.gov website's "Providers & Professionals" section. The main heading is "Can you use texting to communicate health information, even if it is to another provider or professional?". A question mark icon is next to the question. The answer starts with "It depends." and explains the security concerns of text messaging. It also mentions that organizations can approve texting after performing a risk analysis or implementing a third-party messaging solution.

HealthIT.gov > For Providers & Professionals > Frequently Asked Questions

Print | Share

Can you use texting to communicate health information, even if it is to another provider or professional?

?

Can you use texting to communicate health information, even if it is to another provider or professional?

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It depends. Text messages are generally not secure because they lack encryption, and the sender does not know with certainty the message is received by the intended recipient. Also, the telecommunication vendor/wireless carrier may store the text messages.

However, your organization may approve texting after performing a risk analysis or implementing a third-party messaging solution that incorporates measures to establish a secure communication platform that will allow texting on approved mobile devices. Read more about [the five steps organizations can take](#) to manage mobile devices when they are used by health care providers and professionals.

<http://www.healthit.gov/providers-professionals/faqs/can-you-use-texting-communicate-health-information-even-if-it-another-p>

## Communication with Peer(s) SWOT

STRENGTHS	OPPORTUNITIES
Requires data and risk management	Consultant and Mentor
	Planning
	Expansion of Knowledge base
	Clarification of processes
WEAKNESSES	THREATS
Noise from point of familiarity	Inappropriate Resources
Lack of data driven examples	Specified timelines for rollout
	Noncompliance with other regulations

## Scenario 3: Communication with other HealthCare Worker

### ▶ Situation typical of Consultative Situation

Example 1 (historic):

Laboratory informing peer of updated requirements,  
e.g. POCT

Example 2:

Laboratorian generating proposal in response to  
Clinical Research group interested in IVD  
development

Example 3: Consultation on LDT development for  
particular patient population

# Regulatory Communication to Healthcare Worker SWOT

## STRENGTHS

Consulting Opportunity  
Subject Matter Expert/Owner

## OPPORTUNITIES

Promote the role of Clinical Laboratorian in patient care spectrum  
  
Motivate ongoing consultation to help in effective process roll out

## WEAKNESSES

New implementation of regulations includes inherent noise  
  
Conversation while change is in progress

## THREATS

Non compliance  
  
Risk to Patient

## Scenario 4: Communication with Regulatory Authority

- ▶ Example 1:
  - Laboratorian following up with State Authority post inspection
- ▶ Example 2
  - Unscheduled visits

# Regulatory Authority SWOT

## STRENGTHS

Subject Matter Experts

Process Owners

## OPPORTUNITIES

Manage the Situation

## WEAKNESSES

Interpretations by those with badges

Lack of Experience w/certain Agencies

## THREATS

Lack of clarity on process

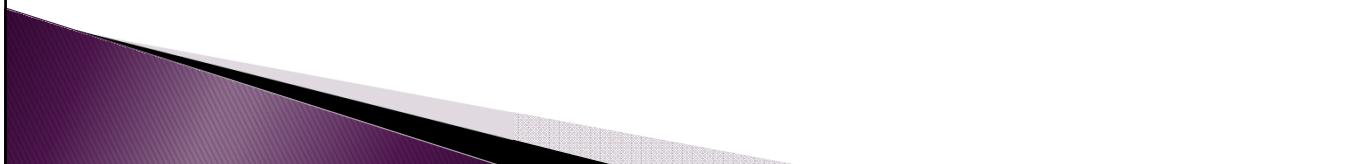
Excess noise in Communications

## Forbes: The 8 Powerful Communications Secrets Every Person Can Use

- ▶ You must be fully comfortable within yourself before you can be effective in communicating with others.
- ▶ Take the time to increase your awareness.
- ▶ True integrity requires learning to be yourself – the same self – at all times and with all people.
- ▶ Help is only “help” in the eye of the receiver.
- ▶ Be aware of your emotional level before you respond.
- ▶ Trust, loyalty, faithfulness and honesty are the cornerstones to resolving misunderstandings and lies.
- ▶ Fear is the enemy of communication.
- ▶ Blame is an irresponsible attitude.
- ▶ <http://www.forbes.com/sites/cherylsnappconner/2014/03/15/the-8-powerful-communications-secrets-every-person-can-use/>

## Assessment-Question 1

- ▶ When asked “Do you have the time?” by a regulatory authority, the correct answer is:
- ▶ A. The appropriate time
- ▶ B. “Yes”
- ▶ C. It depends on why you want to know
- ▶ D. The Answer depends on the situation



## Assessment-Question 2

Challenges with the Implementation of New Regulations includes:

- ▶ A. Inherent noise for the receiver of the information
- ▶ B. Inherent noise associated with any change
- ▶ C. Changes in implementation planning as others attempt to implement
- ▶ D. A and B
- ▶ E. All of the above

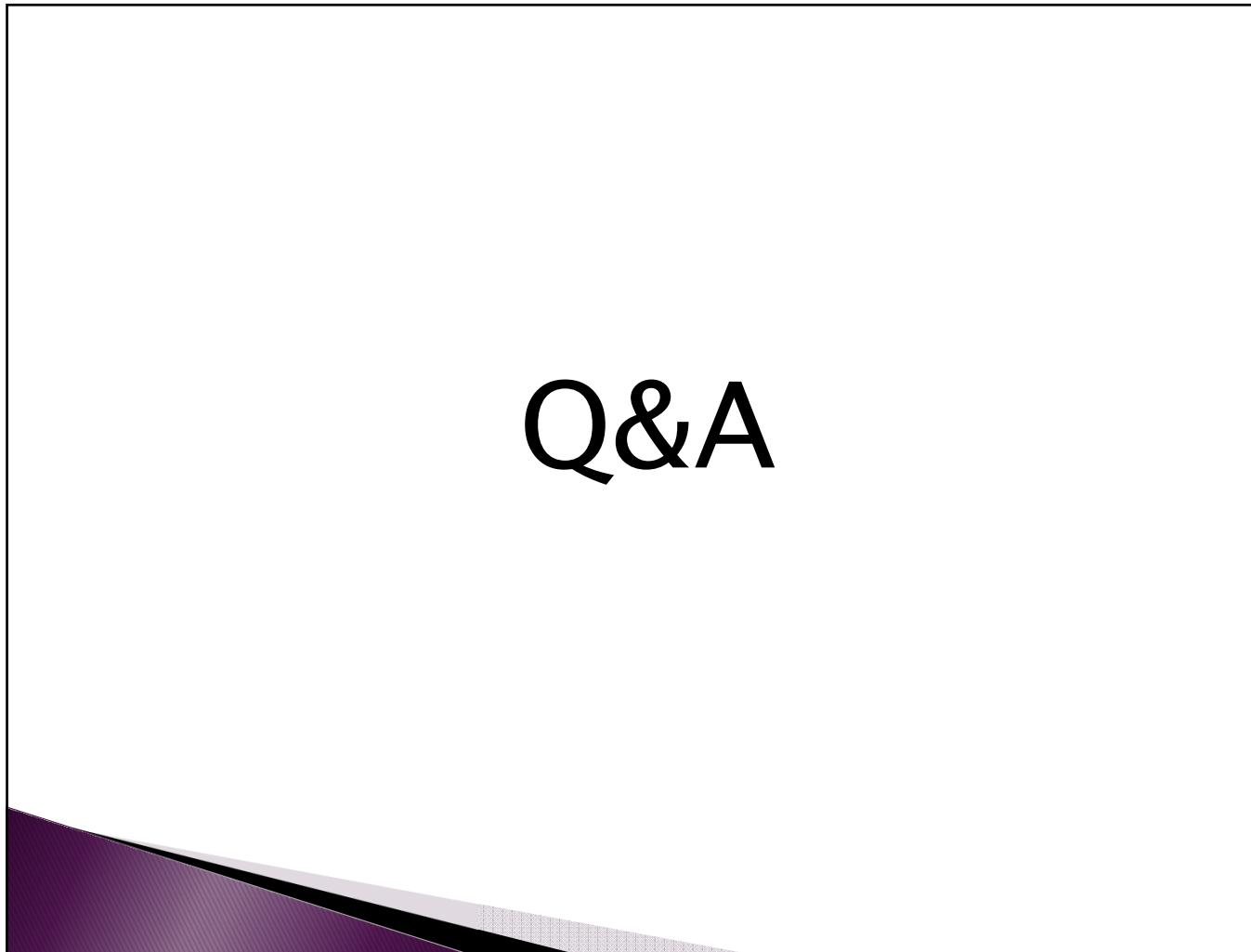
## Assessment-Question 3

Conversations on Regulations should keep in mind:

- ▶ A) Potential Perceptions (helper/business partner versus enforcer)
- ▶ B) Solution/Data driven versus Mandate driven communications
- ▶ C) The appropriate channel for communication for conversation
- ▶ D) All of the above



# Q&A



**THANK YOU!**