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# Strategies to improve communication in clinical imaging in Manaus during Covid-19 pandemic

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# Introduction

Communication problems: cause of

**70%** of adverse events

(Joint Commission, 2022)

**81%** communication and  
empathy

(Kwee; Kwee, 2021)



# Purpose

Report the experience of implementing an effective communication model applied in imaging clinic to improve practical situations in daily routine.



# Methods

- Cross-sectional study (theoretical-practical training).
- Approved by Ethics Committee of the Federal University of Amazonas.
- From 2020 to 2021 in an imaging Clinic in the North of Brazil.
- Tools: AIDET (Acknowledge, Introduce, Duration, Explanation, Thank You); SBAR (Situation, Background, Assessment and Recommendation).



# Results

111 employees (82% of the staff)



Source: Personal archive (2020).

Professionals were individually evaluated



Source: Personal archive (2020).

# Results

<b>S</b>	<b>Situation</b> Name and birth / Type and site exam
<b>B</b>	<b>Background</b> Complaint, time and treatments
<b>A</b>	<b>Assessment</b> Previous history and exams Prepare of the exam
<b>R</b>	<b>Recommendation</b> Ask a question. For exemple: "Will we do this exam with contrast?"



# Results

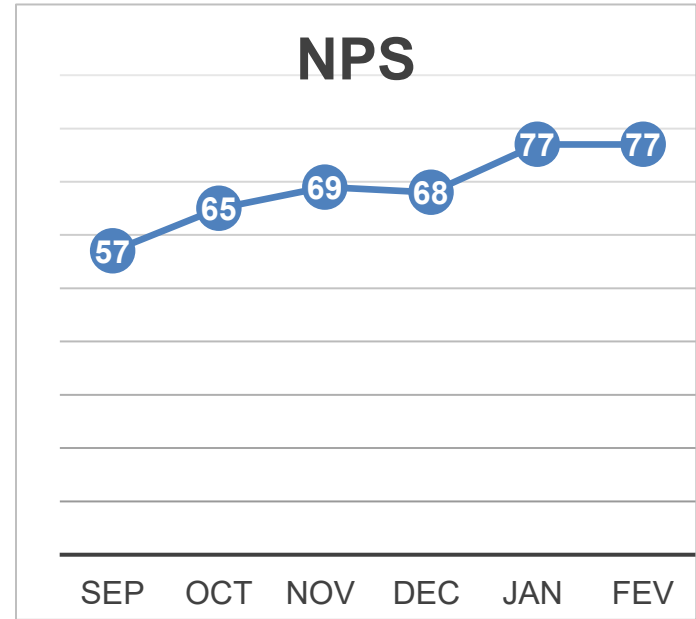
<b>A</b>	Acknowledge
<b>I</b>	Introduce
<b>D</b>	Duration
<b>E</b>	Explain
<b>T</b>	Thank you

## Evaluated items

Sanitized hands before the service  
Used Personal Protective Equipment appropriately  
Made eye contact and smiled  
Greeted the patient, saying name and fuction  
Said the duration of the service and explained what will be done  
Asked if the patient has any questions  
Performed the checkback with the patient  
Listened to the patient and acted with respect  
Informed the next steps  
Thanked the patient

# Discussion

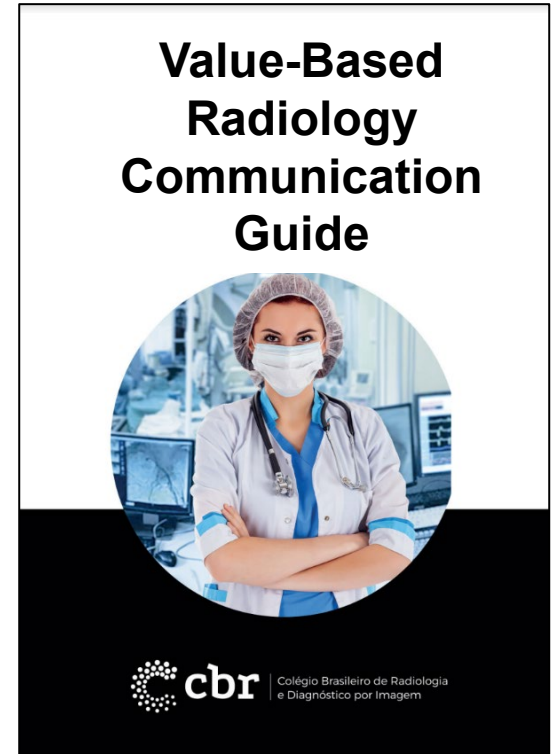
- Increment of 20 points in Net Promoter Score (NPS)(57 into 77).
- Protocols improved communication between healthcare teams and patients/families.
- Despite the difficulties imposed by the COVID-19 pandemic, the training had significant adherence.





# Discussion

- The e-book can encourage professionals in the field to adopt a new behavior, with **patient-centered approach**.
- Further studies are needed to evaluate the effectiveness in developing specific communication skills for radiology.





Thank you



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