

## Health communication gets its due at CAHOCON 2015

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Wolters Kluwer, a global market-leading information services company has launched their healthcare communication course at CAHOCON 2015, a recent path breaking conference in the Delhi attended by the country's leading doctors and healthcare professionals. Launched by Dr Devi Shetty, chairman and founder, Narayana Health, this unique course on communication was hosted at Lippincott Gurukul, an eLearning platform to cater to the educational and training needs of healthcare professionals such as doctors, nurses and healthworkers.

Present on the occasion at the launch on April 25, were other healthcare dignitaries such as Dr Somil Nagpal, senior health specialist, South Asia Region, The World Bank, Dr Arati Verma, senior VP-Medical Quality, Max Healthcare, Dr Alexander Thomas, executive director at Association of Healthcare Providers of India (AHPI) and Dr Girdhar Gyani, director general, AHPI.

Speaking on the occasion, Mr Shireesh Sahai, CEO, Wolters Kluwer India, mentioned, "We are pleased to announce the launch of Lippincott Gurukul, an eLearning platform and first course on healthcare communication. Studies show that given a chance patients would speak about their problem for 55 seconds, but on average physicians interrupt 18 seconds into the interview.

This online course is designed to develop a culture of smooth and effective communication in healthcare set-up. It is the first of its kind in India and has been developed in collaboration with the Consortia of Accredited Hospitals (CAHO) and Baptist Hospital, Bangalore. The course aims to improve communication in healthcare organizations and thereby directly impact patient safety and the quality of care delivered."

Lippincott Gurukul's relevance and ease of access is undoubtedly superior to other traditional solutions in the market such as face to face workshops and books. It features 24x7 cloud-based learning, an easy-to-use learning management system and a robust administrative functionality to help the users monitor training and assess staff competency.

The eLearning course "Healthcare Communication: For Better Care and Cure", has been curated with course material by industry experts from Baptist Hospital, Bangalore and is based on national training workshops on healthcare communication which have been endorsed by NABH, NBE, INC, AHPI and Govt. of Karnataka and the highly successful book, Communicate.Care.

Cure by Dr Alex Thomas. Following a straight forward approach, it provides direct action steps to communicate effectively with colleagues, patients and patient's family. The course uses tools like story-based learning employing real-life examples from healthcare professionals, videos, animations, quizzes and assessments which make learning engaging. After completing the learning modules, the users can assess their competency using the inbuilt online tests. It removes the need to hold or attend expensive training conferences, as the content can be delivered straight to the learners. Certificates will be awarded from Lippincott Gurukul and CAHO.

Dr Alex Thomas said "It is 30,000 times more likely for people to die because of medical errors than aviation errors and 60-70% of preventable medical errors occur as a result of poor communication. Effective communication in the hospital setting has a direct impact on patient safety and the quality of patient care. This is a high-quality course that aims to improve communication in the healthcare sector."

Healthcare professionals and leading doctors present at CAHOCON 2015 were appreciative of Healthcare Communication and lauded Wolters Kluwer's efforts in developing timely and state of the art tools that are indispensable to ongoing professional development.