

HEALTH JOURNALISM - HEALTH COMMUNICATION STRATEGY

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Abstract

Health is an important topic for the media. Every press consumer is concerned about his health and those close to him, and more than 60 million people work in the healthcare industry, which is a business worth more than \$ 5 billion a year. Health communication is extremely important for both physicians and patients. In this paper we talk about how we communicate effectively in health and what is the role of the health journalist.

Keywords: journalist, health, communication, strategy

Introduction

Health communication can take many forms, both written and verbal, traditional and new media outlets. While you might be excited to get started with your new program, you must first develop a sound strategic plan. All strategic communication planning involves some variation on these steps.

Knowledge dissemination among healthcare stakeholders has been greatly facilitated thanks to the remarkable progress of information and communication technology.

Health Communication is the study and use of communication strategies to inform and influence decisions and actions to improve health.

The health communication and social marketing practices at CDC draw on the work of scholars and practitioners in a wide range of sciences and disciplines. Having a science-based strategic communication process helps us address public health challenges. The process includes using multiple behavioral and social learning theories and models, then identifying steps to influence audience attitudes and behavior.

Health communication is necessary but not enough to generate the impacts on associated societal and political elements which impact every aspect of human life and well-being [6,7]. The challenges encountered by healthcare institutions are multifaceted and extraordinarily complicated which necessitates an integrated public health by integrating cross-disciplinary expertise, coordination, and policymaking. To this end, national governments have to focus on developing policy capacity by incorporating health journalism and stakeholder communications across various sectors of health research.

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Health communications professionals include:

Health communications in the public health sector encompasses marketing, public relations, advertising, and journalism, so the professionals that work in this capacity include journalists, writers, editors, communications directors, and public health information officers, among others.

Their work includes being aware of new public policies, changes to public health efforts, and any other changes that affect a population's health status. They must then decide which information is shared with the public and when; how the information is to be disseminated; and how to relay the news to the proper audience.

The major responsibilities of these health communications professionals include:

- Analyzing public policy at its highest level through constant awareness of policy changes and trends
- Understanding when a specific segment of the population is affected by a particular public health policy and making appropriate decisions about how to best inform and approach the intended audience
- Designing printed materials that educate populations about health issues
- Issuing press releases about public health emergencies or about issues in public health
- Analyzing current marketing and advertising programs and initiatives and determining how communication efforts can be modified to produce better results
- Measuring the overall outcome of communications efforts

Health communication includes some essential aspects in the medical system: doctor-patient communication, communication between professionals, communication with the outside, which is often done through mass media and online communication that is gaining more ground lately and health education. and health promotion.

Communication, the key to trusting the doctor

Declarative, often the authorities, the representatives of the professional associations and even the doctors support the doctor-patient communication as being an essential element of the health system. Words have great power in doctor-patient communication, to increase adherence to treatment, reduce mistakes and even save lives. Communication is inextricably linked to the quality of the medical act and the safety of patients. Basically, unfortunately, most of the time, there is not enough time for communication or there is no emphasis on communicating with the patient.

Countless studies from Australia to the US, from the UK to Brazil show the link between communication and adherence to treatment. A fact so simple and so logical: the patient must understand what his treatment entails, how to proceed in detail and, especially, what consequences there are if he does not take his treatment. Once the patient has understood exactly what to do, it appears in his mind that his doctor is a good one. From here until the appearance of his confidence in the doctor is one step.

At the opposite end, a patient who comes home with a "handful" of pills, which he does not know how to take, is a patient at risk of either not taking the right treatment or giving up because it is too complicated for him. And often the patients, especially the chronic ones, are old, with a low level of education and find it difficult to deal with the complexities of a complicated treatment scheme.

Of course, when explaining these issues, the doctor should be supported by the assistant, who will explain in detail how to take the treatment or even the psychologist, who will support the patient and his family in more difficult situations. In fact, in a few cases this is the case.

Doctors and patients an alliance for health

In this regard, I will play a model of medical communication marketing project.

Doctors and patients an alliance for health, is a topic I think about for the doctors' union medical Promedica.

Studies conducted over the past three decades show that the clinician's own ability to explain,

listening and empathizing can have a profound effect on the biological and functional results of health, as well as the satisfaction of the patients but also of the attending physician caring experience.

Moreover, the communication between the members of the healthcare team influences the quality work relationships, professional satisfaction, avoidance of malpractice and also has a profound impact on patient safety.

Clinicians and other members of the healthcare team are highly trained great interactions with patients and their caregivers, probably of the order of thousands over the course one year career, depending on the specialization. The medical faculties in Romania did not grant, over time, too much attention is paid to the training of physicians regarding the physician relationship. patient, training in the field of communication being almost non-existent.

Lack of training of health personnel regarding communication, but also poor education about the health of the Romanians, the material conditions offered by the state hospitals, the lack of information correct and coherent about

the realities of a system often labeled as near collapse, not determined to design a pilot project in the counties in the south of the country, to have as an aim to improve the relationship between doctors and patients.

For this reason, it is designed to address both physicians and patients alike, so that it spreads collaboration of physicians to divide physicians' unions with the medical care needed for care affirmative this initiative.

The healthcare system will be able to help, beyond the limited financial resources (even at the limit the decency and dignity of the medical professions), by appealing to human resources, the attention being focused this time not on "technological" competences, but on communication optimal between the doctor (the therapeutic team) and the patient.

The project aims to bring together training courses and then in groups of work, doctors and representatives of patient associations, so that at the end of the program he can provide a model for achieving a proper therapeutic communication relationship.

General objective and specific objectives

Increased level of communication of physicians as a result of acquiring and practicing skills necessary in establishing a good therapeutic relationship and an optimal collaboration relationship within the framework to the medical team, as a strategy for resolving disputes in the health system.

The most skilled doctor, the most perfect technician, the most knowledgeable practitioner will not make one quality medical act in the absence of this non-medical ingredient - communication. Even in the era

Robotics and speed Practical medicine remains an art of communication. A communication generated by suffering and which gives rise to a special form of positive complicity between the patient and the doctor.

Malpractice cases are increasingly common. Hundreds of doctors are sent annually to the front judges, for mischief. Over 90% of those who file complaints complain, in fact, the lack of communication between doctors and patients, as well as caregivers.

Therefore, effective doctor-patient communication will be able to greatly influence:

1. The personal and professional satisfaction of the doctor;
2. Avoidance of conflicts and cases of malpractice;
3. The degree of patient satisfaction regarding the treatment and the way of care
4. Increased adherence to treatment;
5. Reducing the costs of care.

SPECIFIC OBJECTIVES of the project are:

- Information on the importance of doctor-patient communication, doctor-management hospital, doctor - medical team;
- Development of communication skills through proposed training courses project participants (physicians and patient representatives);
- Educating the population on important aspects of health and disease, the description of the states and the expression of the emotions but especially of the expectations on them of the medical act;
- Reiterating the rights and obligations of the doctor and the patient from the perspective of the doctor-patient relationship, seen as a contractual, mutual relationship also accepted the method of communication within this report;
- Supporting a NEW LAW OF MALPRAXIS in the interests of both doctors and al patients, by formulating clear and coherent proposals that tend to

improve existing legal provisions; models of doctor-patient interaction will be proposed in the conflict situation, will be described intervention and resolution procedures based on friendly communication and accurate information on the medical act and competences specific to the doctor.

The intervention program

- communication training modules - modular communication course supported by experts College of Physicians; dispute resolution training supported by experts in solving disputes and psychologists;

- Information campaign about the importance of communication and the rules of effective communication in within the health system - meetings, debates, lectures, articles, posts in the online environmentline. They will be attracted to modular programs of educating the resident doctors, but also doctors specialists who will support small groups and communities, including patient associations with corneal diseases, regular meetings through which information about access will be disseminated medical services by population and health education (rural focus);

- In the work shops carried out in the project, the necessary information will be collected building some models of doctor-patient interaction (eg: LEARN model – guide practice of algorithmizing the doctor-patient relationship)

Expected results

- Increasing the level of communication and strengthening the doctor-patient relationship;

- Decreasing the number of cases of malpractice, reducing the number of disputes in which they are employ the two main actors: doctor and patient (+ owners);
- Creating a communication guide to be proposed to patient associations, associations professionals of doctors, managers of public and private health institutions;
- Preparation of a set of proposals aimed at improving the national regulations regarding medical malpractice;
- Video materials - useful in promoting optimal behavior in relation to health situations and disease.

Concluding remarks

Despite having made great leaps in science and technological terms, global healthcare industry of today is faced with host of policy infrastructure and management related conundrums. The persistent challenges in healthcare knowledge management stems from the oversight of the complexities system which necessitates contextualization of the underlying factors in a wider national development agenda. Healthcare is a continuum of structures and principles enshrined in a normative and operative framework aiming to interact in harmony, and attainment of which hinges on the mutual adaptation with other areas of the knowledge economy.

Mutual collaboration for wealth and knowledge creation and management within the healthcare industry can be greatly facilitated by the active involvement of health journalism which is still a largely unexplored domain in the context of developing countries. In addition, health journalism has a lot to contribute in bridging the gap between global north and south in

terms of cooperation in healthcare research and exchange of information and expertise which are fundamental to the advancement of knowledge economy.

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