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## Internal Medicine &amp; Hospital Medicine

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**Patient-centered care- How to convert your practice into a patient-centered care facility?**

The doctor-patient relationship has transitioned throughout the ages. Was the doctor-patient relationship paternalistic and vertical prior to the last two decades, the doctor ordered and the patient obeyed silently, has it changed over the last 20 years into a more patient-centered and horizontal approach where *“the physician tries to enter the patient's world, to see the illness through the patient's eyes”*. The evidence, which documents a wide range of strategic benefits of a patient-centered approach, is numerous, but number one reason cited by physicians for not implementing it into their work is the lack of communication skills and know how. Doctors aren't trained in entering the patient's world, and to see the illness through the patient's eyes. On the contrary, many patients irrespective of their health literary skills, feel unable to access, understand and utilize health information. The benefits of a horizontal approach remain. Improved quality of health, improved compliancy, improved active management of diseases by patient, and reduce of costs. If patients are to be actively encouraged and engaged in understanding, achieving and maintaining good health, physicians must be trained in communication skills to ensure that health information is clear and easy to access for patients. Questions that will be addressed: How can we utilize effective interpersonal communication? How to identify stress key words? Three approaches of tone; aggressive, nonassertive and assertive. How to implement the three basic models proposed by Szasz and Hollender (1956) into the doctor-patient relationship to find the right communication model for different situations.

**Biography**

Inka Nisinbaum has completed her diploma in Psychology from Heinrich-Heine University in Düsseldorf/Germany. She holds an MSc from the University of Vienna/Austria, and a MS from the University of Austin/Texas/USA. She is a published author, public speaker, cystic fibrosis patient, double lungs and liver transplant recipient since 2002, and the only woman worldwide who gave birth to a child after receiving a double lungs and liver transplant.

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