**Continuing Medical Education Program**

10524 Euclid Avenue
Cleveland, Ohio  44106-6026

**Intensive Course in**

**Managing Difficult Communications in Medical Practice**

March 16-18, 2016
November 16-18, 2016

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### Registration Information

The registration fee for this course is $1600. Fees include tuition, educational materials, breakfast, lunch and breaks. An administrative fee of $175 will be deducted from fees for cancellations made after March 2 (for March course) or November 2 (for November course). All requests for refunds must be made in writing. Class size is limited to 16.

### Four Ways to Register

1. Register online at [http://casemed.case.edu/cme/](http://casemed.case.edu/cme/)
2. Mail this completed form with a check payable to Case Western Reserve University for $1600 or complete the credit card information and send to: Continuing Medical Education Program
   10524 Euclid Avenue
   Cleveland, Ohio 44106-6026
3. Fax this form with your credit card number to (216) 844-8133
4. Phone (216) 983-1239 or (800) 274-8263 with the information requested below and your credit card number.

### Registration Form

March 16-18, 2016 CID #2527
November 16-18, 2016 CID #2528

<table>
<thead>
<tr>
<th>Name</th>
<th>Degree</th>
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<th>Address</th>
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<th>SSN (last 4 digits)</th>
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<th>Fax</th>
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In case of emergency

Make checks payable for $1600 to: Case Western Reserve University or complete credit card information.

- [ ] MasterCard
- [ ] Visa
- [ ] Discover

Credit card #: Card expiration date: Date:

Signature: Date:

[ ] Dietary restrictions?

[ ] I will need parking

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**Happenings in Cleveland**

- Cleveland Orchestra: [www.clevelandorchestra.com](http://www.clevelandorchestra.com)
- Cleveland Museum of Art: [www.clevelandart.org](http://www.clevelandart.org)
- Playhouse Square Center: [www.playhousquare.org](http://www.playhousquare.org)
- Cleveland Play House: [www.clevelandplayhouse.com](http://www.clevelandplayhouse.com)
- Rock and Roll Hall of Fame and Museum: [www.rockhall.com](http://www.rockhall.com)
- Great Lakes Science Center: [www.greatscience.com](http://www.greatscience.com)
- Horseshoe Casino Cleveland: [www.horseshoecleveland.com](http://www.horseshoecleveland.com)
- Or for more Cleveland activities visit Positively Cleveland at [http://www.thiscleveland.com](http://www.thiscleveland.com)
**Managing Difficult Communications in Medical Practice**

**Who Should Attend?**
The Intensive Course in Managing Difficult Communications in Medical Practice: Controlling Anger, Avoiding Outbursts, Communicating Appropriately is designed for physicians in all specialties who wish or need to pursue further training in health communications and managing conflict and strong emotion in medical practice.

**Statement of Need**
Communication skills are the foundation of effective clinical practice. They are utilized on a daily basis throughout the career of all physicians. Health communication is categorized into three domains: 1) communication with patients and families, 2) communication about patients with colleagues and staff, and 3) communication about health and disease with the greater community. Lack of appropriate communication skills results in patient dissatisfaction, poor adherence, increased incidence of malpractice claims and suboptimal health outcomes. Non-physician clinical staff, medical malpractice companies and state medical societies all report that some physicians have difficulties in the area of giving bad news, managing frustration and avoiding angry outbursts.

**Participant Learning Objectives**

*After attending this course, participants will be able to:*

- Demonstrate effective and efficient interviewing techniques (effective questioning, agenda setting and patient education)
- Practice higher level health communication skills (giving bad news, empathic response and dealing with angry patients or colleagues)
- Outline the liability for institutions and health care organizations from angry interpersonal episodes
- List multiple strategies to minimize physician demonstration of anger and other disruptive behavior
- Rehearse and model techniques to avoid anger when challenged by difficult scenarios

**Educational Design and Methodology**
The course combines a personal case-based reflective essay, a pre and post-course assignment, a CQI health communication project for your practice, lectures and participative discussions, skill practice sessions, and daily simulations with standardized patients.

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**AGENDA**

### Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>7:30-8:00 am</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00-9:30 am</td>
<td>Overview of Medical Interview/Health Communication Skills Theodore Parran, MD</td>
</tr>
<tr>
<td>9:30-11:00 am</td>
<td>Effective Questioning, Elliciting Patient’s Perspective and Skill Practice Theodore Parran, MD</td>
</tr>
<tr>
<td>11:00-12:00 pm</td>
<td>Introduction to the Genogram: Elliciting the Important Family History Kathy Cole-Kelly, MS, MSW</td>
</tr>
<tr>
<td>12:00-12:30 pm</td>
<td>Narrative Assignment</td>
</tr>
<tr>
<td>12:30-1:00 pm</td>
<td>Kathy Cole-Kelly, MS, MSW</td>
</tr>
<tr>
<td>1:00-1:15 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:15-2:15 pm</td>
<td>Patient Education, Shared and Informed Decision Making with Role Play Kathy Cole-Kelly, MS, MSW</td>
</tr>
<tr>
<td>2:15-3:30 pm</td>
<td>Health Behavior Change/Patient Readiness with Role Play Kathy Cole-Kelly, MS, MSW</td>
</tr>
<tr>
<td>3:30-4:30 pm</td>
<td>Break</td>
</tr>
<tr>
<td>4:30-5:30 pm</td>
<td>Smoking Cessation/Readiness for Behavior Change Simulation Kathy Cole-Kelly, MS, MSW</td>
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### Thursday

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30-8:00 am</td>
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<tr>
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<td>Introduction to CQI &amp; Skill Practice Theodore Parran, MD</td>
</tr>
<tr>
<td>10:00-10:15 am</td>
<td>De-escalation Techniques for Medical Practice Theodore Parran, MD</td>
</tr>
<tr>
<td>10:15-11:15 am</td>
<td>Dealing with the Angry Patient Theodore Parran, MD</td>
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<tr>
<td>11:15-12:15 pm</td>
<td>Risk Management</td>
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<tr>
<td>12:15-12:45 pm</td>
<td>Lunch</td>
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<tr>
<td>12:45-2:15 pm</td>
<td>Story Hour</td>
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<tr>
<td>2:15-3:30 pm</td>
<td>Kathy Cole-Kelly, MS, MSW</td>
</tr>
<tr>
<td>3:30-4:30 pm</td>
<td>Continuous Quality Improvement (CQI) Project Review &amp; 360 Discussion Theodore Parran, MD</td>
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</tbody>
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### Friday

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30-8:00 am</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00-10:00 am</td>
<td>Difficult Talks: The Medical Legal Perspective John Iwan, JD, MD, FCLM</td>
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<tr>
<td>10:00-10:15 am</td>
<td>Break</td>
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<tr>
<td>10:15-11:00 am</td>
<td>Giving Bad News</td>
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<tr>
<td>11:00-12:00 pm</td>
<td>Theodore Parran, MD</td>
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<td>12:00-12:30 pm</td>
<td>Narrartive Review</td>
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<td>12:30-1:30 pm</td>
<td>Lunch</td>
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<tr>
<td>1:30-2:30 pm</td>
<td>Giving Bad News Simulation and Closing</td>
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<tr>
<td>2:30-3:30 pm</td>
<td>Simulation Center Staff</td>
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INTENSIVE COURSE IN
Managing Difficult Communications in Medical Practice

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10:15-11:15 am Screening Skill Practice Role Play
Theodore Parran, MD
11:15-12:15 pm Risk Management
Raymond Krtinevic, JD
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Kathy Cole-Kelly, MS, MSW
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Theodore Parran, MD

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John Irwin, JD, MD, FCLM
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10:15-11:00 am Giving Bad News
Theodore Parran, MD
11:00-12:00 pm Narrative Review
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AGENDA FACULTY

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<thead>
<tr>
<th>Program Co-Director</th>
<th>Theodore V. Parran, Jr., MD</th>
<th>Carter and Isabel Wong</th>
</tr>
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<tbody>
<tr>
<td>Theodore V. Parran, Jr., MD</td>
<td>Professor of Medical Education</td>
<td>Case Western Reserve University School of Medicine</td>
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<tr>
<td>John R. Irwin, JD, MD, FCLM</td>
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<tr>
<td>Attorney at Law</td>
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<td>Raymond Krnecic, JD</td>
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<tr>
<td>Associate General Counsel</td>
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<tr>
<td>University Hospitals Health System</td>
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Accreditation
Case Western Reserve University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. Case Western Reserve University School of Medicine designates this live activity for a maximum of 21.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Location and Hotel Accommodations
The course will be held at the Mt. Sinai Skills & Simulation Center, 1551 East 105th St., Cleveland, OH 44106. For detailed information on location and hotel accommodations visit http://casesmed.case.edu/cme/ for More Information

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☐ MasterCard ☐ Visa ☐ Discover

Credit card # __________________________ Card expiration date __________

Signature __________________________ Date __________________________

☐ Dietary restrictions? __________________________ ☐ I will need parking

REGISTRATION

Happenings in Cleveland

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Rock and Roll Hall of Fame and Museum www.rockhall.com
Great Lakes Science Center www.greatscience.com
Horseshoe Casino Cleveland www.horseshoe-cleveland.com

Or for more Cleveland activities visit Positively Cleveland at http://www.thisiscleveland.com

Sponsored by

Continuing Medical Education Program

Case Western Reserve University

University Hospitals Case Medical Center

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