



International Listening Association

**Listening in Healthcare Settings:
New Perspectives on Challenges and
Opportunities**

Wednesday, June 20, 2018

9.00am – 5.30pm

*Trinity College
Dublin, Ireland*

Listening in Healthcare Settings: New Perspectives on Challenges and Opportunities

A day of professional development brought to you by the International Listening Association

9:00 – 9:30
30 min
Registration

Trinity College Convention Centre Lobby Registration
Pick Up Your Registration Packet and Proceed to Room 3051

9:30 – 9:40
10 min

Welcome to Listening in Healthcare Settings: New Perspectives and Opportunities

Elaine O’Mullane RGN RM PG Dip Adv HCP (Open) MSc Adv HCP (Open)
Tallaght University Hospital and Discipline of Paediatrics, Trinity College Dublin, Ireland

Jennifer Grau MA, CLP Grau Interpersonal Communication, President
ILA Convention Planner 2018, USA

9:40 -10:20
40 min

Opening Keynote Address: Listening: A Key to a Healthy Society

Professor Jim Macnamara PhD, MAI, FAMEC, FAMI, CPM, FPRIA
Professor of Public Communication, University of Technology Sydney, Australia
Visiting Professor, the London School of Economics and Political Science, London, England

10:20 – 11:10
50 min

Lessons Learned about Listening Instruction: Teaching Effective Response Skills to Clinicians

Associate Professor Helen Meldrum, EdD, Associate Professor of Psychology & Director of Health and Industry Program, Bentley University, USA

COFFEE BREAK
11:10 – 11:30
20 min

Join us for coffee and biscuits outside room 3051

11:30 – 12:30
60 min

Reassembled, *Slightly Askew*: Post-Traumatic Brain Injury Experience and Implications for Medical Practitioners

Shannon Sickels Yee Writer, Producer, Award-Winning Playwright, Ireland

Fostering a culture of patient-centered care: A patient storytelling curriculum motivating listeners to reflect on practice with interactive dialogue

12:30 – 1:20
50 min

Lisa Hawthornthwaite - Patient and Family Engagement Professional
Associated Medical Services Phoenix Fellow, Western University, Canada

Lauren Lee - Patient Partner, London, Ontario, Canada

LUNCH BREAK
1:30 - 2:15
45 min

Join us for a light buffet lunch outside Room 3051

Close Listening to Stories of Health and Illness Workshop

2:15 – 4:35

Including COFFEE
BREAK

2 hrs 20 min

Corine Jansen Member of the International Listening Association and co-founder Narrative Healthcare Network, The Netherlands

Irene Göttgens PhD Researcher at Primary & Community Care Department Radboudumc, Co-founder Narrative Healthcare Network, The Netherlands

4:35 – 4:45

STRETCH BREAK

10 min

Stretch, Reflect, Mingle

4:45 – 5:25

40 min

Closing Keynote Address: What Patients Say, What Doctors Hear

Danielle Ofri, MD, PhD, D.Litt (Hon), FACP Associate Professor of Medicine, New York University School of Medicine, Editor-in-Chief, Bellevue Literary Review, Author of *‘What Patients Say; What Doctors Hear’*, USA

5:25 – 5:45

20 min

Closing Discussion, Reflections, Feedback, Celebration

Jennifer Grau MA, CLP Grau Interpersonal Communication, President ILA Convention Planner 2018, USA

6:00 – 8:00

2 hrs

You are welcome to register now for additional listening and healthcare related programs June 21-23, 2018 as part of the ILA 39th Annual Convention **Listening Beyond Boundaries**, Dublin, Ireland www.listen.org/convention.

The Convention opens now with a Welcome Tapas Reception with cash bar at KC Peaches 27-29 Nassau Street, Dublin

Session Descriptions

*1 Welcome to Listening in Healthcare Settings: New Perspectives and Opportunities

The International Listening Association (ILA) is pleased to bring you this unique professional development day at the forefront of research and development in the field of Listening in Healthcare Settings. Today’s program introduces the 39th Annual International Listening Association Convention ‘Listening Beyond Boundaries’. Boundaries have always existed in healthcare: between professionals and patients; between wellness and illness; between caregivers and service providers. The challenge for all of us is how we can listen beyond these boundaries. We are privileged to welcome experts in listening from throughout the world to share with us their expertise and experience of ‘Listening Beyond Boundaries’.

***2 Opening Keynote Address: Listening: A Key to a Healthy Society**

Extensive investments are made worldwide in public communication to improve health including campaigns to reduce smoking and obesity, increase cancer screening, promote immunization and combat illicit drug taking. Contemporary approaches to health communication highlight the importance of audience understanding and engagement with citizens and communities, including marginalized groups, through consultation, collaboration and co-production. This requires a shift from 'speaking' to 'listening'. Professor Macnamara outlines methods for organizational listening as an essential element of two-way communication, including dialogue and engagement for government, corporate, and non-government organizations.

Learnings / takeaways:

- An understanding of the concept and practices of organizational listening
 - The key role of listening in social ecology and culture-centered approaches to health
 - Key methods for effective organizational listening in a health context
 - Benefits of improved and expanded organizational listening
-

***3 Lessons Learned about Listening Instruction: Teaching Effective Response Skills to Clinicians**

The definition of what constitutes effective, patient-centered care is changing, and investments in improving human relations in medical settings are being undertaken on a large scale. Communicating empathy is recognized as essential to establishing trust, the foundation of a good clinician-patient relationship. This forum will share lessons learned and techniques for helping healthcare professionals to master the process of empathic reflective listening in a brief, yet effective, manner. Humanistic methods of patient counselling will be demonstrated and used to reveal how this type of deep listening can open the door to healing for both patients and practitioners.

Learning/takeaways:

- Formulate effective responses to patients adjusting to a change in medical status
 - Apply the skills of humanistic empathic counselling with patients facing serious health issues
 - Identify benefits of using reflective listening in working with colleagues suffering from burnout
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***4 Reassembled, *Slightly Askew*: Post-Traumatic Brain Injury Experience and Implications for Medical Practitioners**

How does one truly listen to build empathy within the challenges of a medical setting? *Reassembled, Slightly Askew* is an innovative audio artwork that has been used to address this dilemma using sonic arts technology and drama to immerse audiences in Shannon's near-death experience of a rare brain infection and rehabilitation with an acquired brain injury. It creates visceral responses in its audiences to help build empathy and an embodied first-person experience of an invisible disability. During this one-hour session Shannon will share responses and lessons learned from medical professionals who experienced this work, answer questions about the show's creative process, and explore future possibilities for professional development. As it is not possible to recreate the full 48 minute audio experience in this conference setting, participants are strongly encouraged to sample the work prior to the workshop at: <https://soundcloud.com/paul-stapleton/reassembled-slightly-askew-audio-trailer> Please note this audio experience must be listened to on headphones that cover the entire ear. Additional information about the show, its development and accolades can be found at www.reassembled.co.uk.

Learnings / takeaways:

- Understand how an immersive audio artwork can facilitate opportunities to increase empathy
 - Explore the impact of 'Reassembled, Slightly Askew' on healthcare professionals in the past
 - Notice the use of binaural microphone technology and psycho acoustics to create visceral responses in audiences and the power of artistic methods to stimulate understanding and learning
 - Reflect on how the learning from 'Reassembled, Slightly Askew' can be applied
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***5 Fostering a culture of patient-centered care: A patient storytelling curriculum motivating listeners to reflect on practice with interactive dialogue**

As healthcare organizations seek to cultivate patient and family-centered care, patient storytelling has emerged as a valued educational resource. However, repeatedly asking patients to share their stories with health care professionals may have consequences. We need robust insight into what it means to be a patient storyteller in order to ensure ethical and appropriate engagement with patients as an educational resource. Investigating how health professionals hear patient stories can lead to a better understanding of how to apply this resource to promote stronger relationships with patients and improve the culture of care. The results of two parallel studies reveal the experience of both patient-storytellers and health professional listeners involved in a storytelling curriculum which was explored as part of hospital staff continuing education.

Learning/takeaways:

- Research and practices give insight into what it means to be a patient storyteller
- Program format co-developed with patients, and evaluated by the listening audience, to help ensure ethical and appropriate engagement of stories for education.
- Highlight nuances and tensions with sharing, facilitating and receiving patient stories in healthcare environments
- Story structure tools to help identify moments of patient/family care experiences that provide insights and lessons about vital behaviours

***6 Close Listening to Stories of Health and Illness Workshop**

While clinical medicine draws on science, medicine is also an ethical practice asking what is best for each patient in a particular set of circumstances. Including a narrative component is essential in order to understand the lived experience of a person. The ability to listen to stories of health and illness is a cornerstone for the patient-professional relationship. Close Listening involves using all our senses and interpretive awareness. Close Listening refers to the type of attention that healthcare professionals need to pay to the information that a person is transmitting. Drawing from literature, philosophy and the arts, participants will be introduced to the concept of narrative based healthcare and will practice the narrative skills of Close Listening.

Learning/takeaways:

- Explore the concept of narrative based healthcare
- Expand knowledge about, and experience of, Close Listening
- Experience learning to reflect on our own narrative as well as those of others
- Explore how to transfer these forms of practice into professional practices

***7 Closing Keynote: What Patients Say, What Doctors Hear**

Despite modern medicine’s infatuation with high-tech gadgetry, the single most powerful diagnostic tool in the medical armoury is the caregiver-patient conversation. However, what patients say, and what caregivers hear, are often two vastly different things. Patients feel an urgency to ‘make their case.’ Caregivers multi-task while patients speak, and miss key elements. Add in stereotypes, unconscious bias, conflicting agendas, and fear of lawsuits, and the risk of misdiagnosis and medical errors multiplies. This presentation examines whether refocusing the caregiver-patient conversation can lead to better health outcomes.

Learning/takeaways:

- Understand the elements of good communication.
- Discuss how both caregivers and patients contribute to breakdowns in communication.
- Explore ways that better communication might improve health outcomes.

***8 Closing Discussion, Reflections, Feedback, Celebration**

An opportunity to reflect and synthesize today's experience, learning and consider future application. Please provide your program evaluation and be sure to receive your certificate of completion.

Session Presenters (listed by session speaking order)

***1**

Jennifer (Jennie) Grau, For the past two years, Jennie has served as the International Listening Association's



Convention Planner for the **39th Annual Convention, *Listening Beyond Boundaries***. For more than twenty years, Jennie's work as a consultant, trainer, coach, facilitator, and presenter, has changed the way people work by changing the way they listen, speak, and resolve conflict. Her creative and interactive programs develop leaders, strengthen teams, build capacity, support organizations, and drive innovation. Jennie is President of **Grau Interpersonal Communication** whose clients include Fortune 500 corporations, non-profit organizations, educational institutions, and government entities. Her work catalyzes change in organizations.



Elaine O'Mullane is a member of the Discipline of Paediatrics, Trinity College, Dublin whose role involves working in many different areas. She works as a clinical trial coordinator and research assistant on several paediatric research projects in the Tallaght University Hospital, AMNCH, Tallaght, Dublin. Within the discipline of Paediatrics she is a clinical lecturer for the undergraduate medical students and a facilitator on the 4th Year medical student Professionalism and Scientific Module for undergraduate medical students. One of her main areas of interest is in the subject of listening. This includes regular acts of listening, research in several aspects of listening and education on the subject of listening. Elaine is a member of the International Listening Association (ILA) and

Chair of the Association's Healthcare Committee.

***2**



Jim Macnamara PhD, FAMI, CPM, FAMEC is Professor of Public Communication at the University of Technology, Sydney and a Visiting Professor at the London School of Economics and Political Science, Media and Communications Department. He is internationally recognised for his research into the evaluation of public communication and for his work on organizational listening, receiving the 2017 Don Bartholomew Award from the London-based International Association for Measurement and Evaluation of Communication (AMEC) for his contribution to the industry and the 2017 Pathfinder Award from the Institute for Public Relations (IPR) in the US, its

highest academic honour for research in the field. Professor Macnamara is the author of 16 books including *Organizational Listening: The Missing Essential in Public Communication* (Peter Lang, New York, 2016) and *Evaluating Public Communication: Exploring New Models, Standards, and Best Practice* (Routledge, 2017).

*3



Dr. Helen Meldrum, is an Associate Professor of Psychology at Bentley University in Waltham, Massachusetts, USA. Prior to joining the Bentley faculty, she was an associate professor of psychology and communication at the Massachusetts College of Pharmacy and Health Sciences. Dr. Meldrum has a particular strength in teaching “teaching skills,” having facilitated many train-the-trainer programs in the USA, Canada, Europe and Israel. Her articles, interviews, editorials and reviews have appeared in a wide variety of publications. Her newest book is titled “Characteristics of Compassion: Portraits of Exemplary Physicians”. Active as a consultant, clients have included: Vanda Pharmaceuticals, The Pharmaceutical Society of Australia, Florida Association of Family Physicians, Blue Cross, Walter Reed Medical Center, Saatchi & Saatchi, Aetna, Academy of Oncology Nurse & Patient Navigators and

Pfizer. Dr. Meldrum received her doctorate from The Hiatt School of Psychology and Education at Clark University in Worcester, Massachusetts. She holds a Master’s in Counseling and Consulting Psychology from Harvard University, where she also did advanced graduate work in human development. Her B.S. is from Emerson College in Boston, where she concentrated in Communication Education and Psychology.

*4



Shannon Sickels Yee (Writer & Producer) is an award-winning playwright and producer, based in Northern Ireland www.s-yee.co.uk. Her *Reassembled, Slightly Askew* immerses audiences in her first-hand experience of nearly dying and her subsequent acquired brain injury. *Reassembled...* www.reassembled.co.uk has received numerous accolades (5 stars, The Stage; 4 stars, The Guardian, Evening Standard, The Arts Review, Time Out London, Now Toronto; Dublin Fringe Festival Nominee - Judges’ Choice, Best Design, First Fortnight; Contra Guys Award for New Performance Text) and has been touring the UK, Ireland, USA and Canada since its premiere at the MAC (Belfast) in 2015. Shannon continues to create interdisciplinary work to challenge herself, the field, and audiences.

*5



Lisa Hawthornthwaite has a rewarding career in healthcare spanning over twenty-five years. She began her career as a Certified Child Life Specialist, supporting paediatric patients and their families in the stress and anxiety of illness and hospitalization. Years at the frontline in a hospital, providing psychosocial care prepared her well for a Family Centered Care Specialist role in a children’s hospital and as a Senior Patient Experience Specialist with one of Canada’s largest acute care teaching hospitals. Working closely with leaders, staff teams, and many patient and family advisors, Lisa has brought forward a better understanding of the patient and family experience and made significant changes towards patient and family-centered care across the hospital. Lisa is most proud of her Fellowship work with Associated Medical Services: Bringing Compassion to Healthcare

Phoenix Project - a prestigious award targeted at individuals with strong leadership abilities who are committed to devoting time to further understanding new approaches to educational and clinical practice to advance humane, compassionate, person-centered care. As a Fellow, Lisa co-developed an in-depth patient experience curriculum centered on using a cadre of patient storytellers to engage healthcare providers in self-reflection about the centrality of compassion to effective patient and family-centered care (PFCC). This work has been presented internationally and nationally, and is currently in press to be published. She is a co-author of two research articles "Three Sides to every story: preparing patient and family storytellers, facilitators and audiences" and, "Beyond Catharsis: the nuanced emotion of patient storytellers in an educational role".

*5



Lauren Lee obtained her Master's degree in Journalism from the University of Western Ontario and has been recognized nationally and internationally with awards relating to her career as a magazine feature writer. She worked for 10 years with The Canadian Sportsman, Canada's oldest magazine, until its closing in 2014. She is an experienced copy writer, reporter and editor who continues to enjoy her work on freelance projects in the fields of sport and law. Lauren has combined her professional background with her personal experience as a cancer survivor to help expand and support healthcare patient storytelling programs and workshops. She has written about her cancer experience for *Chatelaine*, a magazine of women's lifestyles and the number one magazine in Canada in paid circulation. In her patient advisor role, Lauren shares her story with a variety of audiences in service of a patient experience

curriculum, including hospital board of directors' presentations, university lectures on global health, patient safety conferences, Canadian Foundation of Healthcare Improvement webinar, and Surgical Grand Rounds. She is co-author of two published research articles on the impact of patient and family storytelling and provides coaching to other patient storytellers.

*6



Corine Jansen is bent on humanizing healthcare, and is convinced that listening is an enormously powerful art. She sees "live care" as embodying the quality of being human, and listening as a key means of fortifying that sense of humanness - something that often seems under attack in 21st century medicine. She says "Real contact is about listening to the other person; seeing this person as a person - who happens to be ill, but is still 'a person'". Her work has been noted in *Trouw*, *Zorgvisie*, *Zorg en Welzijn* and in the *British Medical Journal*. Corine Jansen is co-founder of the Narrative Healthcare Network, a platform that explores and

cultivates the application of narrative practices within healthcare. A narrative practice within healthcare promotes a critical and skilled attention to people's narratives in the healthcare setting and encourages creativity and reflection. She was Chief Listening Officer for Radboud University Nijmegen Medical Center in the Netherlands for five years. She listened closely to patients and their caregivers, gave them the sense that their concerns, their questions matter, because they really do. She treated each patient as a human being and not only as patient. In 2013 she became a Certified Listening Professional (CLP™) with the curiosity to explore and cultivate the narrative and listening process within healthcare. Corine is member of the International Listening Association (ILA) and won the ILA Business Sector Award in 2017.

6*



Irene Göttgens is a health scientist, researcher, social design thinker, narrative healthcare scholar and unwavering optimist dedicated to connecting stories in healthcare. In studying the fields of design thinking and narrative in healthcare, Irene is drawn to the connecting concepts of understanding and transforming narratives with creative and reflective skills. Seeing design as a social art, she sees the power of the design process and the narrative practice as instruments to improve our organization of care and human well-being.

*7



Danielle Ofri, MD, PhD is an Associate Professor of Medicine at New York University School of Medicine but her clinical home is at Bellevue Hospital, the oldest public hospital in the USA. She is a founder and Editor-in-Chief of the Bellevue Literary Review. Her newest book is “What Patients Say; What Doctors Hear,” an exploration of doctor-patient communication and how refocusing the conversation between doctors and patients can improve health outcomes. Danielle Ofri has authored four other books about life in medicine and is editor of the medical textbook - The Bellevue Guide to Outpatient Medicine - which won a Best Medical Textbook Award.

Danielle Ofri writes regularly for the New York Times and Slate Magazine about medicine and the doctor-patient relationship. Her essays have also appeared in the Los Angeles Times, the Washington Post, the Atlantic, the New England Journal of Medicine, the Lancet, CNN and on National Public Radio. Her essays have been selected twice for Best American Essays and also for Best American Science Writing. She is the recipient of the McGovern Award from the American Medical Writers Association for “preeminent contributions to medical communication.”

She has given TED talks on Deconstructing Perfection and Fear: A Necessary Emotion for Doctors and has also performed stories for the Moth. She is featured in the upcoming documentary: “Why Doctors Write.” Danielle Ofri lives with several unfinished novels in various states of disrepair under her bed, three kids and a husband, and the forever challenges of the cello in a singularly intimate Manhattan-sized apartment.

**Listening in Healthcare Settings: New Perspectives on Challenges and Opportunities
Organizing Committee (in alphabetical order)**

Jennifer (Jennie) Grau, Corine Jansen, Helen Meldrum, Elaine O'Mullane

**You are also welcome to register for more
healthcare programs and learning over the next 3 days
39th ILA Convention *Listening Beyond Boundaries*
www.listen.org/Convention
* register now on the ground floor or online**

The International Listening Association is grateful to our donors for their generous sponsorship of today's program

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