

## Communication In Health And Social Care

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## Introduction

Communication and language is an important means of exchanging one's opinions and views with other people. It is necessary for an individual to follow certain codes and ethics while communicating with others as what one says might hurt or affect the other people while communicating with them (Kurtz *et al.*, 2016). It is, therefore, important for any individual to understand the essentials and basics of the communication ethics and values, while communicating. For those involved with the profession of health and social care, it is crucial for them to possess efficient and effective communication skills has would enable them to communicate with the care patients, as there might be individuals who would require special attention and care and effective communication is the key way to understand their needs and other issues. The following essay is a discussion regarding the same.

## Task 2 -

### Values and Cultural Factors in Communication Process:

Various values and cultural factors play an influential role in the process of communication in the settings of health and social care. It is the duty of the care practice workers to be ready for assessing their client's values, so that any conflicts that may arise due to improper and poor communication can be avoided. Effective communication plays an important role in the spiritual assessment at the settings of health and social care (Riley, 2015). Irrespective of one's cultural backgrounds, the care worker must be able to balance the hope of health and social care user with their honesty. The effective communication of any care worker must not be influenced by the issue of their diversity in culture. It is also necessary for the care worker to have experience with various multicultural aspects as these would make communication with clients belonging to other cultural backgrounds much easier. When working in any multicultural environment of health and social care, the care practitioner must bear in mind that they need to respect the various cultural values and beliefs associate with that culture and must also possess knowledge regarding their lifestyle cultures as well (Levinson *et al.*, 2010, p. 1310). The care worker must be well-trained in regards to the application of the knowledge regarding the various cultures and lifestyles of the people using the facilities of health and social are, and must be apply these knowledge regarding the multicultural lifestyles of these clients to communicate effectively with them. The care practitioner must also respect all those traditional practices of health care that would influence and enable the acceptance of the treatment methods by the clients. It is the responsibility of the care practitioner to explore the religious and cultural beliefs of the clients. When any care worker follows the practice of open communication, it becomes easier for them to address the cultural differences that may exist, and also helps to enhance the practices of the health and social care.

### legislation, charters and codes of practice:

The efficacy of the communication procedure at any health and social care is heavily influenced by the legislation, charters and codes of practice. It is the duty and responsibility of the health and social care practitioner to realise the roles of these charters and codes of practice in the settings of health and social care. The care practitioner must also comply with these established regulations and laws that are aimed towards promoting the various rights of clients, which also includes their confidentiality (Entwistle *et al.*, 2010, p. 741). The influences of the key legislations are not only on the rights of the clients of health and social care, but also impact the rights of the care practitioners. The main purpose of these legislations, charters and codes of practices is to prevent all sorts of abuse and discrimination that one may take advantage of. It is the responsibilities of the staff members of the health and social care, towards conveying respect and using appropriate strategies for promoting the rights of the users of their care services. Attention must be given specially to professional values, opportunities policies, policies of training and supervision as well as the codes of practice, which affects the views of the care practitioners regarding the client's rights (Jagosh *et al.*, 2011, p. 369). Therefore, legislations, charters and codes of practices which are to be used for communication procedure in the settings of health and social care, enable them to develop a quality service.

### **Organisational systems and policies and its impact on promoting good practice:**

Different factors are involved in the efficiency of the promotion of good communication practices by the organisational policies and systems of the settings of health and social care. It is the responsibility of the care practitioner in recognition of appropriate communication and its encouragement (Ha, and Longnecker, 2010, p. 38). The systems developed by the settings of health and social care organisation, should be effective enough in promoting the various kinds of communication that are effective in addressing the needs of the clients of utilising the health and social care. These organisational systems should include written communication practises such as developing care plans, oral communication practises including speaking and listening, use of electronic communication like emails, and the proper utilization of the techniques of body language and the other special types of communications that are appropriate for the settings of health and social care.

### improving the communication process:

Since communication is an important concern and has become an issue to debate with regards to the future development in the fields of health and social care, it is essential to encourage the care practitioners to properly use these strategies which are aimed to improve the communication process with the clients. There are various ways for developing a more efficient relationship with the users of care services and all those involved with the profession of health and social care must work together towards it jointly (Brock *et al.*, 2013, p. 414). It is essential towards promoting openness in the practices of communication, transforming the nature of different relationships, participating in the various partnerships and interactions, addressing the problems affecting the teamwork within the professional, facilitating teamwork interventions and making the communication procedure more interesting and informative as well as less interruptive. It is also suggestive to promote the sharing of assessment to create awareness and understanding regarding the results related to improvements in the communication practices and enhancements in the patient satisfactions regarding the health and social care centre (Haluza, and Jungwirth, 2014, p. 298). Case scenarios and real-life scenarios enable towards supporting the practical interpretations and improvements regarding the communication systems and appropriate following of the established legal guidelines related to the settings of health and social care.

### Task 3

#### standard ICT software packages:

With the advent of modernisation, the care practitioners have realised the effective use of standard ICT software packages that are to be used for supporting the work in the settings of health and social care. The utilisation of ICT in the context of health and social care includes a varied range of ICT applications, which ranges from e-therapy, decision support, mobile health care software apps, clinical imaging processes and ambient assisted living. One of the standard ICT software packages that are being used is the Web 2.0 sociable technology, which is social software and is apt for application in the fields of health and social care (Usher, 2012, p. 31). This ICT application includes collaborative filtering, folksonomies, file sharing and tagging, online multi-player games, social networking services, social bookmarking, instant messaging, social search engines, and mash-ups. The Web 2.0 technologies enable in managing online knowledge sources and information such as research and clinical information in the health and social care fields. Yet, the health and social care practitioners face various challenges regarding the efficacy of the utilization of ICT. Where software packages are specifically designed for the workers of health and social care to have stringent requirements like usability, performance and reliability, there are many professionals of health and social care, who are not able to trust the results that are provided by these ICT applications, such as data security, certain diagnosis-related issues, and the accuracy of appropriate medical data (Haluzá, and Jungwirth, 2014, p. 298). But in practice, the professionals of health and social care are to be able to perform the standard processes for meeting the requirements of the ICT applications.

### using ICT in health and social care:

Many benefits are associated with the usage of ICT in health and social care for the clients of services, the care professionals and the care organisations. The usage of ICT contributes towards improving the provisions and outcomes of the health and social care, through efficient monitoring practices. The special initiatives and policies have been developed for addressing the requirements of care professional and care service using clients (Perron *et al.*, 2010, p. 67). A few of these benefits are:

- Improvement in the quality of the services of the health and social care; the usage of ICT has guaranteed the support for the practices of care professionals in the settings of health and social care, which includes the improvement in the communication and efficient management of recordings and transitions of the quality outcomes.
- Enhancement in the coordination between the practices of health and social care which enables in the reduction of potential failures that may be caused due to errors in medications; for instance the integrated information system and electronic health records can be utilised for collecting, monitoring and sharing of information related to the needs of the health and social care of the client and would thereby be improving the communication between the organisation and the groups of stakeholders, involved in the delivery of care (Yip *et al.*, 2014, p. 52).
- Improvement in the living standard of individuals who are involved with the health and social care, thereby reducing any probable risks associated with health and safety via efficient utilisation of latest technologies like video-monitoring systems, social alarm systems and the various kinds of electronic sensors (Mohamadali, and Garibaldi, 2010, p. 392).



### legal considerations in ICT:

There are some legal considerations with regards to the use of ICT impact on health and social care. It has been established that the success of any technology or ICT, is fundamentally dependent on the cultural significance of their application. The professionals of health and social care should be able to support this evolution of ICT via the specific cultural practices and understandings. Not every culture is comfortable incorporating the ICT in the fields of health and social care (Gagnon *et al.*, 2012, p. 241).

Although ICT is beneficial to the fields of health and social care, these benefits are dependent on the broader “adoption of technology” and not merely by those who are technologically aware or super-users. Special attention must be given to the health monitoring and diagnostics areas, which requires the applications of ICTs. Due to budget cuts in the fields of health and social care, there has arisen a considerable gap in the development of what is being used and what is possible. Apart from this, several professionals of health and social care fail to realise the actual possibilities of ICTs due to the existing governmental concerns (Hanseth *et al.*, 2012). Basically, the legal considerations in the utilisation of ICT impact on the settings of health and social care can be able to provide wit positive results due to enormous impacts of ICTs on all the various aspects of health and social care, starting from the delivery of information that are required by the people for leading a healthy lifestyle, to providing latest tools for designing the medicines of tomorrow. These also aim to make the healthcare system more effective and responsive in providing mobile as well as “in house” healthcare technologies.

Additionally, the professional of health and social care, must take under consideration the legal and ethical issues related to the use of ICTs in the settings of health and social care. They should be able to guarantee the privacy of the patient records and medical data (Wang *et al.*, 2015, p. 38). As ICTs are able to provide greater possibilities for using the technology as learning tools, there must be adequate control of ICTs in the settings of health and social care. This problem can be addressed in the following ways:

- Identification of the major needs of ICTs in the health and social care fields
- Developing some standards for integrating ICTs
- Facilitating the planned access of information and its sharing practices, which would model a system trust, which would provide the patients with an active partner while establishing the policies based on consideration of all the interest of the patients.

## Conclusion

It can thus be established that effective communication system is essential for maintenance of the quality of services of the health and social care centres. Communication is necessary for improving the interpersonal relationship which is crucial for providing the professionals involved with the health and social care centres with appropriate communication skills that would efficiently support their service users and clients. Communication is an effective tool in building a relationship between the care practitioner and the client. It is important for the clients of health and social care to perceive their care practitioners as responsible, empathetic, caring, reliable and emotionally supportive beings. Any barriers of effective communication procedure can be removed by developing efficient communication strategies, by placing emphasis on the client's cultural beliefs, values and other related cultural factors. Care practitioners must also utilise the standard "ICT software packages" for supporting and enhancing the work in the settings of health and social care. The learner has come to this conclusion by carrying out a detailed research and utilising various secondary sources like journals, articles and books.

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