

Cultural Humility in Physician Communication

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Cultural humility is the “ability to maintain an interpersonal stance that is other-oriented (or open to the other) in relation to aspects of cultural identity that are most important to the [person]” (Hook et al., 2013, p. 2). By 2060, approximately 60% of the U.S. population will be members of underrepresented groups. Patient satisfaction & clinical outcomes benefit from physician consideration of social & cultural factors (Chang, Simon, & Dong, 2010).

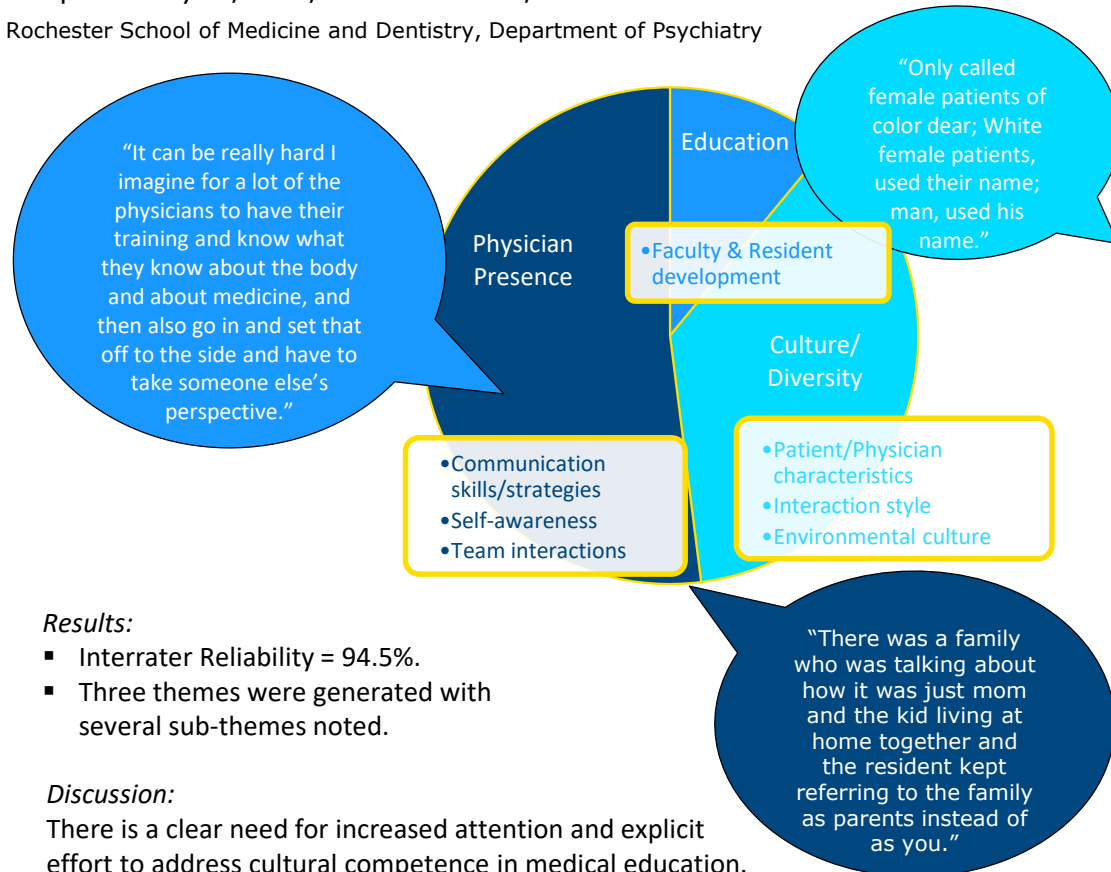
Study Aim: Explore coaches’ views regarding the Coaching Program’s role in supporting hospital culture providing more equitable & effective care.

Participants: Communication coaches are medical educators who specialize in behavior change & observe physicians during patient interactions and provide feedback on communication behavior (McDaniel et al., 2020).

- N = 15 including faculty & postdoctoral fellows
- 87.5% female & Caucasian

Methods:

- All Communication Coaches were invited to 1 of 3 zoom recorded focus groups, facilitated using a semi-structured approach.
- Questions focused on: experiences observing physicians working with diverse patients & how the program could support education regarding cultural competence.
- Each focus group was later independently coded by two of the investigators.



Results:

- Interrater Reliability = 94.5%.
- Three themes were generated with several sub-themes noted.

Discussion:

There is a clear need for increased attention and explicit effort to address cultural competence in medical education. Coaches commented on their own process of observation and teaching (e.g., “Will I as a coach be more attuned now that we have had this conversation?”). Specific items to trial for coding were identified; future directions include piloting and evaluating these items.

Special thanks to Susan McDaniel, PhD and the URM Communication Coaching educators for their support and collaboration around this important work.

MEDICINE of THE HIGHEST ORDER



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