

# Patient and Family-Centered Care Program to Enhance Relationship-Centered Communications (PERCC)

**Session Time: 8 am–3 pm**

## Program Overview & Features

This facilitated learning program teaches practical skills to strengthen relationships as you engage with patients and their families. The program builds upon the strong clinical skills you already possess and is designed for all levels of clinical experience and specialties.

- Small group learning format
- Interactive, skills-based training
- Skills that are immediately useful
- Led by expert facilitators
- Qualified by The Academy on Communication in Healthcare\*

## Workshop Content Includes:

- The importance of effective communication
- Building rapport/relationships
- Acknowledging communication barriers
- Negotiating an agenda
- Recognizing patient perspectives
- Eliciting the patient's story
- Listening reflectively
- Responding with empathy
- Collaborating on a plan

## Target Audience

This activity is planned for Atrium Health Wake Forest Baptist physicians, fellows, residents, PAs, NPs and all other clinical staff.

As part of our commitment to diversity and inclusion, the Northwest AHEC provides compassionate education and respectful care for all, regardless of socioeconomic status, race, ethnicity, language, nationality, sex, gender identity, sexual orientation, religion, geography, disability and age.

This activity is only open to employees of Wake Forest University School of Medicine / Atrium Health Wake Forest Baptist.

## Credit

The Wake Forest University School of Medicine designates this live activity for a maximum of 6.25 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Accreditation: Wake Forest University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.



Photo by Colleen Urquhart

Register online at [www.nwahec.org/percc](http://www.nwahec.org/percc)

## For Information and Registration

Go to [www.nwahec.org/PERCC](http://www.nwahec.org/PERCC)

## Disclosure

None of the speakers or planning committee members have any relevant conflicts.

All facilitators have all completed an intensive training program with the ACH.

\*The Academy on Communication in Healthcare (ACH), a non-profit organization originally founded in 1978 as a task force of caring physicians, is comprised of clinicians and medical educators representing a variety of professions and specialties. ACH's mission is to improve healthcare by enhancing communication skills among clinicians and across healthcare teams and systems. Inspired by a commitment to relationships as the fulcrum of healthcare delivery, ACH faculty devote time outside their regular positions as clinicians and medical educators to conduct on-site training for institutions, community health clinics, large medical centers, and private practice groups. [www.achonline.org](http://www.achonline.org).

## Location

PERCC workshop  
Atrium Health Wake Forest Baptist  
Piedmont Plaza II  
2nd Floor Conference Room 2100  
2000 West First Street  
Winston-Salem NC 27104



**Wake Forest University**  
**School of Medicine**

**NORTHWEST AHEC**  
PART OF NC AHEC



## Workshop Facilitators

**Peter Lichstein:** Professor, General Internal Medicine. Clinician-educator practicing in both ambulatory and hospital setting. Teaches communication skills, professionalism, bedside clinical skills and team-based care. Co-directed the ACH faculty training program; Served as Governor of the North Carolina Chapter of the American College of Physicians 2015-2019.

**Andora L. Bass:** Section Chief for Pediatric Critical Care and Assistant Professor of Anesthesiology and Pediatrics. Serves as the Medical Director for Brenner Children's Hospital Pediatric Intensive and Intermediate Care Units and for Wake Forest University Baptist Respiratory Care.

**Gregory Waters:** Associate Professor, General Surgery at Wake Forest University School of Medicine.

**Marcia Wofford:** Pediatric Hematologist Oncologist actively involved in medical education and student support through her role as Associate Dean for Student Affairs at the Wake Forest University School of Medicine. Her clinical experiences have led to an awareness of the importance of clear and empathic provider-patient communication.

**Raghava Nagaraj:** Medical Director of Hospital Medicine at Lexington Medical Center and a Faculty of the Academy of Communication in Healthcare. Raj is engaged in exploring the utility of relationship centered communication in all aspects of healthcare including healthcare equity.

**William Y. Rice III:** Associate Professor, General Internal Medicine; Medical Director for University Internal Medicine Country Club practice; Internal Medicine faculty at Wake Forest University School of Medicine.

**Jennifer Helderman:** Associate Professor of Pediatrics, Neonatology at Wake Forest University School of Medicine. She is the Program Director for the Neonatal-Perinatal Medicine training program, Medical Director for the Neonatal Intensive Care nursery and Associate Chief Medical Officer for Brenner Children's Hospital. She is interested in providing improved quality and safety of patient care through improved communication with patients and providers.

**Debbie Smothers:** Manager for BestHealth for Business. Debbie leads a team of APPs and nurses who are providing onsite care at employer worksites across the region. She is passionate about sharing how relationship centered communication improves experiences for patients, their families and our teammates.

## Participant Testimonials

"As expected, the program provides useful and practical tips on patient-centered communication. But the unexpected also occurred: the program gave me the confidence and competence to take control over the communication, including time elements, that has resulted in my ability to better focus my patient visits. With a "game plan" created by both me AND my patient at the beginning of the visit, we alleviate the pressure from the very start, and are on equal footing for visit expectations. Thank you!" **Karen Gerancher, MD**

"It is not really a "bag of tricks," but a thoughtful way to understand our communication with patients from the perspective of how they hear what we say." **John K. Petty, MD, FACS**

"This was a very useful day. I saw patient interactions from perspectives I had not previously considered."

**Russell M. Howerton, M.D., FACS, Chief Medical Officer, VP Clinical Operations**

"Thank you so much for this workshop. This workshop was enjoyable, and now I know how to model the techniques we are teaching our students. I am amazed how much better I can manage a visit with the techniques I learned, and it doesn't take excess time!!! Wow." **J. Wayne Meredith, MD, FACS**

## Additional Information

For questions and special needs: We want to assure that all participants can benefit from our program. If you need auxiliary aids or special services to attend this program, please call Lisa Thomas at least five working days prior to the program at 336-713-7729.

Registering for and attending this program authorizes Northwest AHEC/Wake Forest University School of Medicine to take pictures to be used for the Center's publications, website (including social media sites) and presentations.

For more information, please contact Lisa Thomas at 336-713-7729 or emailing [lisathom@wakehealth.edu](mailto:lisathom@wakehealth.edu).