



# PBI Elevating Civility and Communication in Health Care Course

Facilitated Live, Intensive, Small Group Format  
*Remedial and Interventional\**

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In Joint Providership with the University of California, Irvine School of Medicine

**UCI** School of Medicine



30 CME Credit Hours\*\*

*Approved for AMA PRA Category 1 Credits™*

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## **\*Note:**

This comprehensive course addresses communication related deficiencies to fulfill educational recommendations or requirements. Course faculty review each participant's pre-course assignment submissions, including referral documentation, to personalize instruction and address specific concerns or practice gaps.

Clinicians who wish to take the course solely for CME credit are welcome to enroll.

## **\*\*Extended Edition - Post-Course Follow-Up:**

The Extended Edition provides a longitudinal educational experience, offering continued accountability and 12 additional CME credit hours. See page seven for details.

## Summary

This course is grounded in the premise that everyone has the potential to improve their communication skills. The course addresses and remediates a broad range of unproductive, uncivil, or challenging communication behaviors. Breakdowns in communication, within teams or with patients, can occur in many ways. Common examples include outbursts of anger, misunderstandings of tone or volume of voice, cultural differences, inappropriate humor, the use of touch, and others. All of these breakdowns can result in stressful work environments, costly turnover in staff, and poor clinical outcomes. Through the comprehensive pre-course, participants become versed in the damage done when these lapses in proper communication occur and initiate the process of self-assessment. Participants arrive at the seminar primed to examine their infractions.

The course is facilitated in a highly interactive, small-group format and taught by one primary faculty member who reviews each participant's pre-course assignment submissions. This pre-review allows faculty to be aware of each participant's unique background and cause(s) for referral and use this information to structure and personalize their facilitation of each course. Participants are guided to see where they initially went astray, gain critical insight into why it happened, and are held accountable to prevent future missteps by creating and presenting a Personalized Protection Plan®. This novel framework for remediation is known as the PBI Method®, a process-oriented approach to achieve impactful and lasting educational intervention.

## Course Objectives

Upon completion, participants should be able to:

- Explain how incivility and inappropriate communication can adversely impact clinical care
- Employ heightened self-awareness and empathy to improve their professional interactions
- Demonstrate that civility and professional communication practices are instrumental in attaining greater meaning in their work, reducing frustration, and counteracting feelings of burnout
- Formulate and implement a tiered Protection Plan to maintain civility and professional communication in the workplace and to include relapse prevention strategies
- Detect the early warning signs indicative of potential communication and professionalism breakdowns in themselves and others
- Create systems to support ongoing and widespread civility and professional communication practices in their workplace

## Faculty

Faculty for this course are selected by PBI and approved by the University of California, Irvine School of Medicine Office of Continuing Medical Education.

## Pass/Fail Criteria

This interactive course has specific objectives to accomplish within the designated time frame. Participation in discussions is required throughout. To pass and qualify for the CME credit hours, attendees must be present and participate for the full duration of the course.

Upon conclusion of the course, pass/fail determinations are made on an individual basis, at the discretion of PBI and in accordance with course accreditation standards. Determinations are based on the following:

- Demonstrated understanding of educational content
- Demonstrated ability to achieve the learning objectives
- Compliance with course requirements including submission of pre-course assignments, adherence to participation and engagement standards, and passing the final oral examination at the conclusion of the course (i.e., presentation of a comprehensive Personalized Protection Plan©).

*An additional graded, written final examination can be made available upon request when required by a regulatory agency, board, or college. Requests must be made in writing to PBI Education **prior** to course commencement.*

## Content Timeline

### Overview:

The course begins each day at 8:00 AM and concludes each day at 5:00 PM. Lunch and break times may vary as needed. Please make arrangements accordingly.

- Pre-course Assignments: Seven and a half (7.5) hours of pre-course reading and written assignments submitted prior to the course

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### Day One

8:00 AM to 8:30 AM

Introduction, Goals, and Objectives

- Check-in and course overview
- Review of ACCME protocols and UCI CME accreditation
- Faculty financial disclosure and introduction
- Defining the objective and goals for the course

8:30 AM to 10:00 AM

### The Importance of this Course

- Changing milieu - Changing expectations
- Why civility matters and its relationship to clinical outcomes
- Who defines civility?
- Expanding our concepts of professional boundaries
- Communication within the professional lines

10:00 AM to 10:15 AM

Break

10:15 AM to 12:00 PM

### Introduction to the Four Laws of Civility

- Everyone has an Incivility Potential (IP): The PBI Incivility Formula©
- Perception is 9/10 of the law
- Protect yourself at all times - maintaining privileges, licensure, and trust
- Every conversation has TIMERS©

12:00 PM to 1:00 PM

Lunch

1:00 PM to 3:00 PM

Class discussion of participants' retrospective reflections of individualized civility and communication issues identified through the pre-course assignments. Through the group discussions, participants are introduced to the concept of Bifurcated Ethics - how ethics, conduct, and communication shift from cold into hot states due to emotional shifts.

3:00 PM to 3:15 PM

Break

3:15 PM to 5:00 PM

Continuation of class discussions - applying the Incivility Formula© to understand anger displays and other disruptions in the healthcare environment.

Introduction of TIMERS© conceptual framework and guide to modifications in behavior.

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## Day Two

8:00 AM to 10:00 AM

### Techniques for Improving Professional Communication

- Dealing with stressful work situations
- Dealing with stress at home
- Dealing with challenging personalities
- Dealing with differences (e.g., cultural, gender-based, political, etc.)

10:00 AM to 10:15 AM  
Break

10:15 AM to 12:00 PM  
Expanding one's repertoire: applying IP Formula© and TIMERS© to communication and conduct with:

- Patients
- Coworkers
- Administrators
- Families / loved ones

Identifying triggers (catalysts) that can propel a high IP into a violation or a complaint. Recognizing specialty specific risk factors and personal vulnerabilities that can elevate the IP. Discussion of codependency and counter-dependence.

12:00 PM to 1:00 PM  
Lunch

1:00 PM to 3:00 PM  
Small group break-out exercises: applying TIMERS© to case vignettes.

3:00 PM to 3:15 PM  
Break

3:15 PM to 5:00 PM  
Applying TIMERS© to participants' reasons for referral / attendance in the course. Reviewing Self-Assessment Tool for links to TIMERS© elements.

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### **Day Three**

8:00 AM to 10:00 AM  
Utilizing the IP Formula©, participants will develop their own stratified Personalized Protection Plans© that will incorporate new coping mechanisms and communication skills for maintaining civility and professionalism in the workplace.

Enumerating tools and tasks to apply to participants' situations.

10:00 AM to 10:15 AM  
Break

10:15 AM to 12:00 PM  
Revisiting participants' situations, rewriting the scripts: practicing with new tools and techniques.

12:00 PM to 1:00 PM  
Lunch

1:00 PM to 3:00 PM

Revisions and modifications to stratified Personalized Protection Plans© that will incorporate new coping mechanisms and communication skills for maintaining civility and professionalism in the workplace.

3:00 PM to 3:15 PM

Break

3:15 PM to 5:00 PM

Creating and Implementing Your Stratified Personalized Protection Plan©

- Class Exercise in PBI Workbook: Translating the Incivility Formula© and integrating course material into a Personalized Protection Plan©
- Reducing your violation potential by increasing accountability, confronting resistances, and managing catalysts
- Finalizing a multi-tiered, strategic plan outlining realistic protocols to protect patients, the workplace, and the professional from future breakdowns in communication or conduct
- Final Examination: Oral presentation of your Personalized Protection Plan©
- Feedback from classmates and faculty

## Extended Edition — Post-Course Follow-Up

### **Extended Edition Overview:**

The Extended Edition includes a longitudinal follow-up component for increased accountability and extended learning. Upon completion of the live portion of the course, participants enrolled in the Extended Edition attend a total of 12 Maintenance and Accountability Seminars. These seminars focus on implementation into practice of the Personalized Protection Plan©, developed in the live course. Through continuous, real-time faculty feedback and peer review, participants' potential for relapse is minimized. [PBI Maintenance and Accountability Seminars](#) consist of weekly, one-hour, faculty-led group teleconference seminars.

The Extended Edition confers a total of 42 CME Credit Hours (30 for the live course + 12 for post-course follow-up component).

### **Extended Course Timeline:**

1. Upon completion of the live course, Extended Edition participants will submit their Personalized Protection Plan© for faculty review.
2. Extended Edition participants will then select their preferred cohort and begin participation in Maintenance and Accountability Seminars one hour weekly for a total of 12 seminars. Cohorts are scheduled on weekday evenings and are subject to availability. This portion of the course takes approximately 12-14 weeks to complete.
3. Extended Edition participants receive a completion certificate upon finishing the live course and a second completion certificate upon finishing the extended component.

## Accreditation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the University of California, Irvine School of Medicine and Professional Boundaries, Inc. The University of California, Irvine School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

## Designation Statement

The University of California, Irvine School of Medicine designates these live activities for a maximum of 42 *AMA PRA Category 1 Credits*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## Disclosure Policy

It is the policy of the University of California, Irvine School of Medicine and the University of California CME Consortium to ensure balance, independence, objectivity and scientific rigor in all CME activities. Full disclosure of conflicts and conflict resolutions will be made prior to the activity in writing via handout materials, insert, or syllabus.

## California Assembly Bill 1195

This activity is in compliance with California Assembly Bill 1195, which requires continuing medical education activities with patient care components to include curriculum in the subjects of cultural and linguistic competency. For specific information regarding Bill 1195 and definitions of cultural and linguistic competency, please visit the CME website at [www.meded.uci.edu/cme](http://www.meded.uci.edu/cme).