

Implementation of Effective Communication as an Effort to Improve The Quality of Service in North Sumatra University Dental and Oral Hospital

Implementasi Komunikasi Efektif Sebagai Upaya Peningkatan Kualitas Pelayanan Rumah Sakit Gigi dan Mulut Universitas Sumatera Utara

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ABSTRACT

Communication is the most important aspect of collaboration between professionals consisting of doctors, nurses, pharmacists, medical records, and patients. In fact, 70–80% of errors in health services are caused by poor communication and a lack of understanding between team members or between professionals. Lack of communication can also cause delays in serving patients and errors in handling patients. One of the ways to provide Effective Communication training is through using the Situation Background Assessment Recommendation (SBAR) method. The purpose of this study was to create and correct effective communication to improve service quality and patient safety at the Dental and Oral Hospital of North Sumatra University. The research method used a qualitative approach, and the informants were all the staff or employees at the Dental and Oral Hospital of North Sumatra University. Methods of data collection were carried out by direct observation and giving questionnaires before and after the communication training. The changes observed or measured in the research were before and after the SBAR training, that is the increase and the change in the behaviour of the officers. The result of this study shows that respondents had fairly good percentage results, with knowledge of 73.65% and applying effective communication with the SBAR method of 57.49%. Concluded that Therefore, effective communication is one of the indicators for monitoring hospital quality and patient safety.

Keywords: Effective communication, *SBAR* Training, Quality of service

ABSTRAK

Komunikasi merupakan aspek terpenting dalam kolaborasi antar profesi yang terdiri dari dokter, perawat, apoteker, rekam medis, dan pasien. Faktanya, 70–80% kesalahan dalam pelayanan kesehatan disebabkan oleh buruknya komunikasi dan kurangnya pemahaman antar anggota tim atau antar profesi. Kurangnya komunikasi juga dapat menyebabkan keterlambatan dalam melayani pasien dan kesalahan dalam menangani pasien. Salah satu cara pemberian pelatihan Komunikasi Efektif melalui metode Situation Background Assessment Rekomendasi (SBAR). Tujuan penelitian ini adalah menciptakan dan membetulkan komunikasi yang efektif untuk meningkatkan mutu pelayanan dan keselamatan pasien di Rumah Sakit Gigi dan Mulut Universitas Sumatera Utara. Metode penelitian menggunakan pendekatan kualitatif dan informannya adalah seluruh staf atau karyawan Rumah Sakit Gigi dan Mulut Universitas Sumatera Utara. Metode pengumpulan data dilakukan dengan observasi langsung dan pemberian angket baik sebelum maupun sesudah pelatihan komunikasi. Perubahan yang akan diamati atau diukur dalam penelitian adalah sebelum dan sesudah pelatihan SBAR yaitu peningkatan dan perubahan perilaku petugas. Hasil penelitian ini menunjukkan perubahan yang akan diamati atau diukur dalam penelitian adalah sebelum dan sesudah pelatihan metode SBAR, responden mempunyai hasil persentase yang cukup baik, yaitu dengan pengetahuan sebesar 73,65% dan menerapkan komunikasi efektif dengan metode SBAR sebesar 57,49%. Disimpulkan bahwa komunikasi efektif merupakan indikator pemantauan kualitas rumah sakit dan keselamatan pasien.

Kata Kunci: Komunikasi Efektif, Pelatihan SBAR, Kualitas Pelayanan

INTRODUCTION

Complete health services include promotive, preventive, curative, and rehabilitative services. Health services in hospitals are services from various health professions that collaborate to optimize health services. Collaboration between professions requires cooperation, communication, and certainty so that the care provided can be optimal. Communication in collaboration is important for improving service quality and patient safety. Hospitals are categorized into required to improve the quality of services through hospital accreditation at least once every three years. One of the six patient safety goals in hospital accreditation standards is an increase in effective communication.¹

Effective communication is the basis for providing education to patients and their families so they can understand their health conditions, participate in the care provided, and make decisions about their care. Communication is the most important aspect of collaboration between professions and patients. The collaboration of medical personnel, consisting of doctors, nurses, pharmacists, medical records is an absolute form of interprofessional collaboration that ultimately produces competent health services. However, in practice, 70–80% of errors in health services are caused by poor communication and a lack of understanding between team members or professionals. Communication that does not go well between nurses and doctors can impact patient death. An example of an error that often occurs in communication is verbal miscommunication between doctors and nurses. Lack of communication can also cause delays in serving patients and errors in handling processing information, conveying messages, and facilitating discussions with doctors. Individual and team training in various aspects of the SBAR technique has had the impact of reducing the number of incidents related to communication failures and evaluating long-term patient outcomes, thereby providing safe and quality care to patients.³

Health institutions are also required to be able to provide hospital patient satisfaction. Satisfaction is not only seen from the physical side or existing facilities but also from the services provided. For this reason, feedback is

general and special hospitals based on the type of services provided. One of the special hospitals is the Oral and Dental Hospital (RSGM). Oral and Dental Hospital (RSGM) is a teaching hospital that serves as a forum and facility for education, research, integrated health services, continuing education, multi-professional health education, the development of science and technology, as well as a means of referral efforts. Based on Law No. 44 of 2009 concerning Hospitals, it is explained that hospitals in Indonesia are patients.

Error in communication is the number one cause that can harm the patient. Communication errors arise when important patient information is incorrect, lost, or misinterpreted. So, communication failure has a major influence on patient safety and the quality of hospital services.²

According to the Institute of Medicine report, doctors and other health workers lack the ability to convey information due to the lack of training provided. One of the effective communication training methods using the Situation Background Assessment Recommendation (SBAR) approach can be used to develop critical thinking skills and save time during the patient care process. The SBAR approach has proven to be an effective communication tool in the acute care setting at the urgent level. The SBAR communication method consists of situation, background, assessment, and recommendation, is an effective communication framework established as a communication standard between health workers that focuses on patients. An example of the SBAR method in the service sector is to assist nurses in compiling ways of thinking, needed, especially from patients as service users. It is hoped that this will positively impact improving the quality of hospital services and ultimately increase patient satisfaction.⁴ Based on this background, effective communication in the health sector is the main pillar in improving the quality of service in hospitals, so the author wants to know about the description of the implementation of effective communication as an effort to improve the quality of service in the Dental and Oral Dental Hospital, University of North Sumatra.

METHODS

The research method used in this research is descriptive research with a qualitative approach. This research was conducted at the Dental and Oral Hospital of the University of North Sumatra (*RSGM USU*), with the population being all staff or employees at the Dental and Oral Hospital of the University of North Sumatra. The sampling technique uses total sampling. The data was collected prior to the Effective Communication training, which took place from 01 to 20 November 2022, and after the Effective Communication training, which took place from 17 to 31 January 2023, with a total sample of 48 respondents.

The data collection method was carried out by observing (direct observation) and giving questionnaires before and after the Effective Communication training. The questionnaire contains questions or written statements in the form of knowledge, compliance, and the ability to act to communicate effectively. Questionnaires were compiled and distributed to obtain respondent information. The type of questionnaire given is a combination of closed and open questionnaires, which means questions that have been provided with answers and then given questions in which the respondent is free to give answers.⁵ The measurement of the questionnaire score was the correct answer given a score of 1 and an incorrect answer given a score of 0. The interpretation of the results of the questionnaire measurements is categorized according to Machfoedz⁵, namely:

1. Good, if the subject is able to answer correctly (76-100%)
2. Enough, if the subject is able to answer correctly (56-75%)
3. Less, if the subject is able to answer correctly (<56%)

The research design was to prepare a questionnaire to collect data before and after the Effective Communication training. To assess the level of knowledge, compliance, and ability to engage in successful communication, fill out a questionnaire, with correct answers receiving a score of 1 and incorrect responses receiving a score of 0. The questionnaire to collect data both before and after training as preparation for effective communication training the communication training uses the SBAR method.

The training aims to improve the quality of knowledge and skills of all employees in providing health services at the Dental and Oral Hospital of the University of North Sumatra. The resource person was asked to provide training materials for as many as two people, with the following material: Professional Communication of Care Providers (PPA) with Patients and Families, Inter-professional communication of care providers (PPA), Communication between work units Caregiver Professional Communication (PPA) with Management Hospital Communication with the Community.

The training was carried out for one day, held on Saturday from 8:00 a.m. to 4:00 p.m. WIB at the Dental and Oral Hospital of the University of North Sumatra. The changes that will be observed or measured in the research are before and after the Effective Communication training, namely changes in the behaviours and skills of officers and how officers deliver them. Then, the data is processed, analyzed, and compared before and after the effective communication training to be used as a basis for drawing conclusions. The data analysis used in this study was an analysis using SPSS.⁶

RESULTS

The results of the research that has been done are displayed in some tables. Table 1. explains that officers or employees of the *RSGM USU* had good knowledge of effective communication prior to the training, with an average percentage of 73.65%. However, after the Effective Communication training, officers or employees of the *RSGM USU* experienced an increase in knowledge to reach an average percentage of 80.53%. Table 2. explained that the officers or employees of the *RSGM USU* were quite good at implementing effective communication with the SBAR method at the *RSGM USU*, even though they had never conducted effective communication training.

From the results of the research that has been done, Table 1. explains that officers or employees of the *RSGM USU* had quite good knowledge of effective communication prior to the training, with an average percentage of 73.65%. However, after the Effective Communication training, officers or employees of the *RSGM USU* experienced an increase in knowledge to reach an average

percentage of 80.53%. Table 2. explained that the officers or employees of the RSGM USU were quite good at implementing effective communication with the SBAR method at the RSGM USU, even though they had never conducted effective communication training.

However, after the Effective Communication training was carried out, the officers or employees of the RSGM USU experienced an increase in implementing Effective Communication with the SBAR Method with an average percentage of 80.53%.

Table 1. Respondents Based on Knowledge Before and After Effective Communication Training

Respondent		Knowledge	
		Before Training	After Training
Direct Patient-Facing Services	27	73,1%	83,3%
Direct Services Not Facing Patients	21	74,2%	77,4%
Total	48	73,65% (Enough)	80,53% (Good)

Table 2. Compliance Implementing Effective Communication with the SBAR

Compliance Implementation	N	Effective communication	
		Before Training	After Training
Direct Patient-Facing Services	27	58,2% (Enough)	77,09% (Good)
Direct Services Not Facing Patients	21	56,79% (Enough)	76,05% (Good)
Total	48	73,65% (Enough)	80,53% (Good)

Table 3. The Behaviour of Hospital Officers/Employees Based on Five Principles of Effective Communication

Indicator	N	Behavior	
		Before Training	After Training
Direct Patient-Facing Services	27	83,1% (Good)	89,78% (Good)
Direct Services Not Facing Patients	21	78,9% (Good)	82,57% (Good)
Total	48	81% (Good)	86,17% (Good)

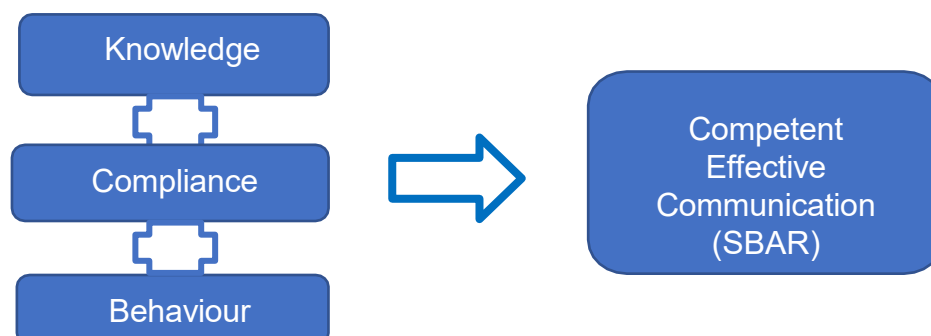


Figure 1. Relationship between knowledge and behavior in creating effective communication services to become competent

DISCUSSION

The relationship after training in effective communication with the SBAR method in terms of the knowledge and compliance aspects of SBAR implementation is revealed. Both had good percentage results, with knowledge of 80.53% and implementing compliance with good, effective communication using the SBAR method at 76.57%. Meanwhile, respondents who had not received training in effective communication using the SBAR method had fairly good percentage results, with knowledge of 73.65% and applying effective communication with the SBAR method of 57.49%. According to Notoatmodjo⁷, the higher the level of one's knowledge, the easier it is to receive information about objects or related knowledge. Education is one of the most basic human needs needed for self-development. This research is also in line with research conducted by Kusumaningsih and Monica⁸ regarding the relationship between SBAR communication and the implementation of knowledge handover, which has a considerable influence on creating good performance.

Good performance depends on one's level of knowledge, according to the theory put forward by Notoatmodjo⁷, which explains that knowledge is related to many factors, including internal ones such as health, intelligence, attention, and interest, and external ones such as family, learning methods, community, experience, and length of work. While those who have less or good enough knowledge with the less effective implementation of SBAR communication can be caused by a lack of information obtained, such as training, training is one way to increase knowledge in the form of knowledge transformation so as to improve employee skills in implementing SBAR communication. This can be seen from the data obtained that all nurses have never attended training. The results of the study show that good knowledge of the implementation of effective SBAR communication is influenced by the level of professionalism in providing health services, including the behavior toward communicating effectively. Table 3 shows that the officers or employees of RSGM USU had properly applied ways of behaving in effective communication based on the 5 principles of effective communication; –respect, empathy, audibility, clarity, and humility. After the effective communication training, the officers or

employees of RSGM USU experienced an increase in behavior change to become better at communicating effectively based on the five principles of effective communication, as can be seen from the increase in the average percentage to 86.17%.

According to Priantoro⁹, the factors forming behaviors are strong experience, the influence of other people who are considered important, the influence of culture, mass media, educational institutions, religious institutions, and the influence of emotional factors. Research conducted by Wardhani¹⁰ on the effect of the level of knowledge and behaviors of officers or employees on the application of standard operating procedures (SOP) found that they would be more rational and creative, as well as open to various reform efforts and able to adapt to change. The better the behavior, the better the implementation of SBAR communication, and all aspects will be out if an officer or employee shows a positive work behavior.¹¹ This can be seen from the research results, which show that respondents with positive behavior also effectively apply SBAR communication. In contrast, the habitual factors of the respondents can influence the negative behavior associated with the less effective implementation of SBAR communication. Research conducted by Rezkiki and Utami¹² found that behavior is significantly related to nurse behavior in implementing patient safety, which shows that the better a person's behavior or environment, the better the nurse's behavior in implementing patient safety will be.^{12,13}

Research conducted by Rachmah¹⁴ on optimizing patient safety through SBAR communication. According to the theory expressed by Hariyanto¹⁵, the impact of cognitive activities that a person obtains through training is in the form of a better decision-making process so that a person avoids making mistakes. Collaboration between healthcare providers is necessary in any healthcare setting, as no single profession can meet the needs of all patients.¹⁶ Consequently, good service quality depends on professionals working together in interprofessional teams. Effective communication between healthcare professionals is also essential to providing efficient and comprehensive treatment.¹⁷

In addition, there is growing evidence that poor communication between healthcare professionals' harms patients.¹⁸ Interprofessional

collaboration is working across healthcare professions to cooperate, collaborate, communicate, and integrate services in teams to ensure continuous and reliable care. Increasing knowledge and collaboration can lead to better mutual understanding and more effective collaborative relationships.¹⁹

They must be able to build communication skills and practical skills so that they can function effectively in carrying out care with other interprofessional teams, encourage open communication, demonstrate mutual respect, empathy, understandability, clarity, and humility, and be involved in joint decision-making to achieve quality care.²⁰ For this reason, it is necessary to have effective communication in the practice of interprofessional collaboration in order to improve the quality of service and patient safety.^{21,22}

Increasing knowledge, compliance, and the ability to communicate effectively can improve quality and service quality and patient safety due to the existence of a good collaborative relationship between nurses, doctors, and other health workers. Furthermore, it can be minimizes instructional errors, delays in serving patients, and mistakes in handling patients and helps to communicate in a timely, accurate, complete, clear, effective, and efficient manner, which ultimately results in competent health services.^{4,23}

CONCLUSIONS

Based on the research result, effective communication can improve the quality of service and patient safety at the Dental and Oral Hospital of the University of North Sumatra. Effective communication is monitored regarding complaints or conflicts and patient safety.

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