

# Communication in the NHS isn't just about WHAT is said, but HOW it's said



Every  
**36 hours,**  
**1 million+**  
patient-staff interactions  
occur in the NHS

NHS

Over  
**50%**  
of patients and staff  
experienced **poor** NHS  
communication  
in the past  
**5 years**

Demos, the Patients Association,  
and the PMA

## Poor Communication Causes:



Joint Commission, 2015



UK Parliamentary Ombudsman

### Why it Fails:



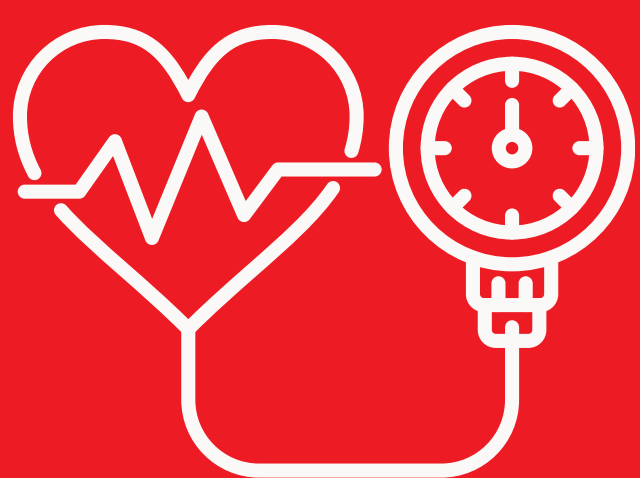
**Unclear and  
unstructured  
communication**

### Use Think on Your Feet® to:



Structure what you say for clear, logical and effective verbal  
communication

Reduce jargon, making conversations more direct, understandable  
and impactful



**Time pressures  
and overload**



Convey key information concisely and clearly, even when  
under pressure

Prioritise and organise thoughts on-the-spot



**Lack of patient-  
centered  
communication**



Actively listen and respond empathetically to patient concerns

Explain medical information in simple, structured and  
engaging ways



**Fragmented and  
poor team  
communication**



Present ideas and updates clearly and persuasively in  
meetings and handovers

Improve team collaboration by using adaptable,  
structured conversation techniques

Effective  
communication

Improves patient  
safety and trust



BMJ Quality & Safety, 2020

**Think on Your Feet®** – effective communication skills for safer  
care, stronger teams and a more efficient system:

- Easily structure your messages
- Boost your confidence
- Ensure brevity and focus
- Be listener aware

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CLARITY | BREVITY | IMPACT®