

WEO Emerging Stars teaching model: an international communication training course to develop human skills in gastrointestinal endoscopy

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Background

Effective communication is crucial in healthcare, impacting both patient-doctor relationship and inter-physician interactions¹. Actually a “healthy” communication management and cooperation within a team of professionals reflects positively not only in reducing the risk of burn out but also indirectly improving patient satisfaction and safety^{2,3}. However, communication training is often absent in healthcare education. To fill this gap Dr. Ibrahim Mostafa, under the auspices of World Endoscopy Organization (WEO), developed the Emerging Stars Program directed to a group of doctors, aiming to become future leaders in gastrointestinal endoscopy. This course emphasizes developing soft skills essential to form a global network of expert endoscopists, thereby enhancing communication proficiency.

Design and methods

17 endoscopists under the age of 45 years were selected from different regions around the globe (Europe, USA, Latin America, Africa and Asia) based on a scoring system considering different aspects in leadership and professional development (Figure 1). The program comprises of three training modules within a period of 15-18 months. Each training module lasts for around a week and takes place in different cities around the world, with intensive face-to-face training which focuses on interpersonal soft skills (e.g. leadership, communication and presentation skills). “Process Communication Model” (PCM®) teaching path⁴ was applied to participants to enhance the capacity to form healthy relationships, manage perceptions, solve conflicts efficiently, understand different personality types, listen empathetically and speak intelligently, give and receive feedback properly. By identifying six distinct personality types (Figure 2) a practical training on adapting a personalized communication style using proper channel for people with different personalities to satisfy the psychological needs of our own interlocutors was developed; Hence, during the whole course trainers’ wealth of experience and engaging teaching style facilitated an environment conducive to the development of the following soft skills:



Figure 1. Geographical distribution of course participants

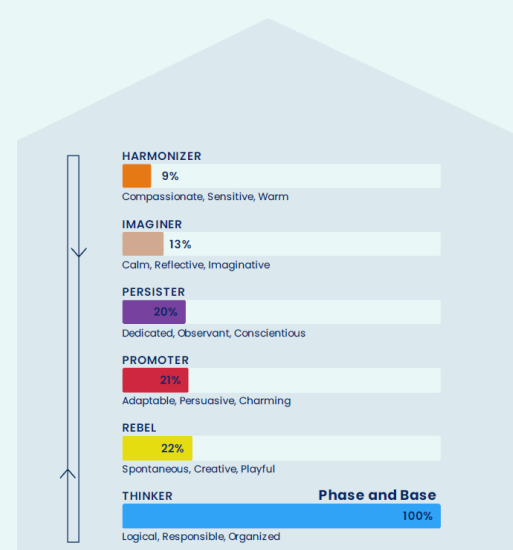


Figure 2. PCM condominium. The metaphor of an “elevator” illustrates the person’s ability to reach all of the floors and use all of their resources



Results

Till now 3 batches have been trained. All participants have benefited in their respective careers at local, national, and international level by using the soft skills learned. Participants could benefit from the power of transparency, open communication and psychological safety on their home town endoscopy teams shifting local traditional leadership models, dealing clever with stress behaviors and improving patient satisfaction and safety.

Conclusions

The “world-in-a-room” setting of this training experience is a crucial factor representing a fertile soil to grow the development of “human moments” and interpersonal connection. An authentic psychological encounter among members of the same team, based on emotional and intellectual attention, traduces into an objective improvement of performance data and personal satisfaction. By mixing together a scientific-based communication teaching program, international setting and soft-skills development, WEO Emerging Stars course is the first experience ever described in the field of gastrointestinal endoscopy.

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