

# DEVELOPMENT PROGRAMME IN CUSTOMER-CENTRED HEALTH CARE FOR NURSES



The programme has been developed in cooperation between two high-qualified Finnish higher education organisations: JAMK University of Applied Sciences and Karelia University of Applied Sciences.

## Benefits for nurses

- Enhanced professional competencies and skills in following themes
  - meaning and implications of customer-centred care in depth
  - applying customer-centred approach in practice
  - applying evidence-based and critical thinking in nursing practice

## Benefits for community and teams

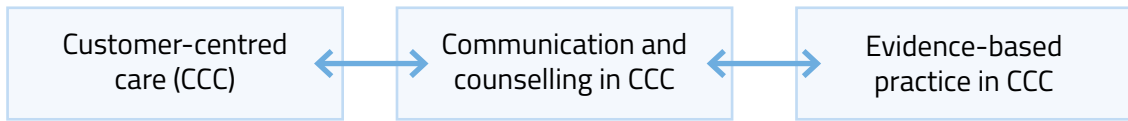
- Strengthened nurse community's/teams' capacity to learn as a community and in teams
- Harmonized behaviour and operations of nurses in accordance with set goals towards customer-centred care
- Ensured shared collective intent for best patient comfort and convenience

## Benefits for the hospital

- Further developed professional work community culture
- Improved quality of patient experience and satisfaction for service
- Supported cost-effectiveness of the hospital by improved co-operation in teams

# Modules of the programme and content areas

The programme consists of the modules:



## **Module I: Customer-centred care (CCC)**

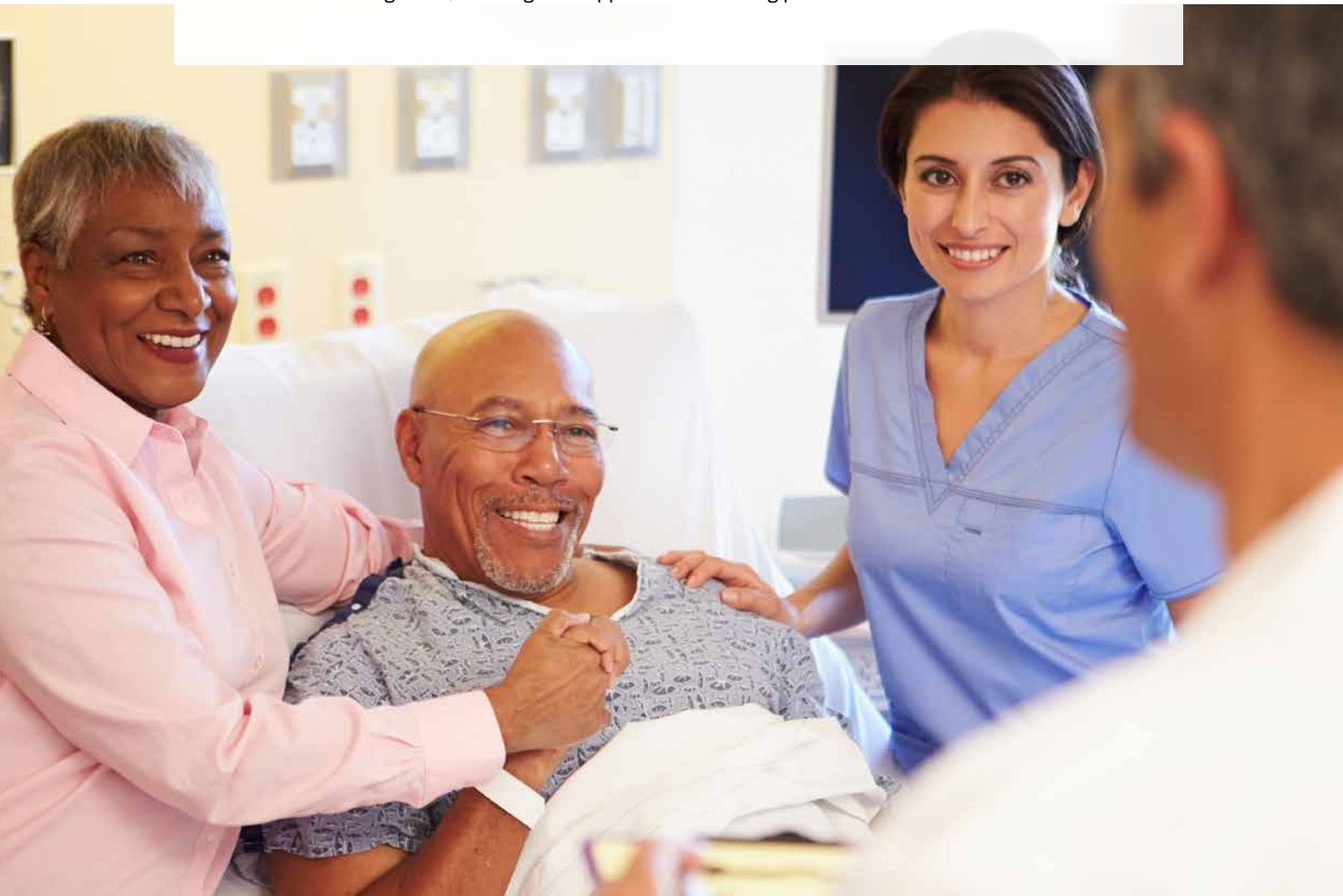
- Patient centred care as advanced nursing orientation
- Patient comfort and convenience and safety in the focus of care
- Patient experience as premise of health service; Service users' expectations of nursing
- Values-based nursing practice; Ethical Considerations in Nursing Care
- Family and Community Focused Nursing Care

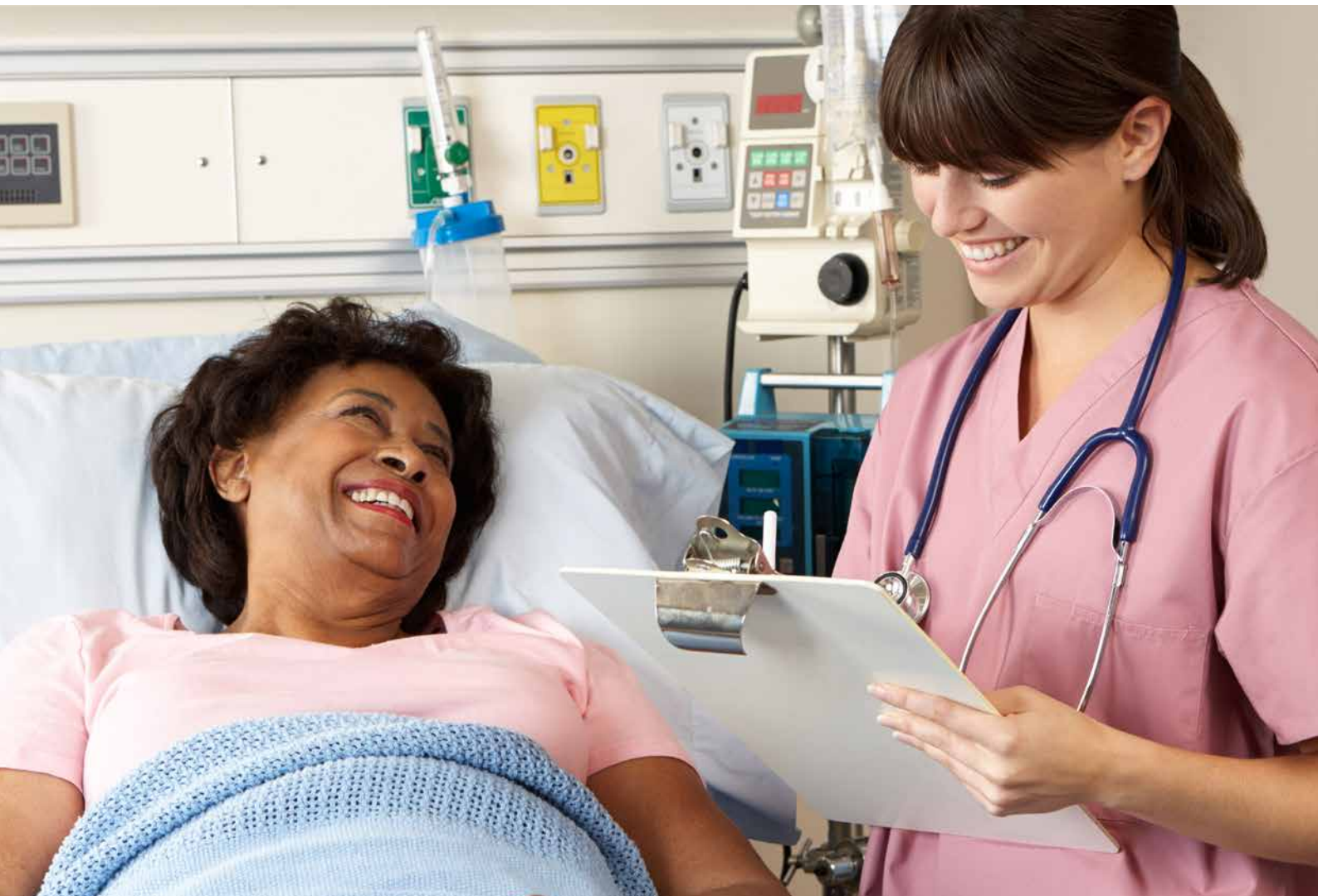
## **Module II: Communication and counselling in CCC**

- Motivational Interviewing
- Empowering counselling
- Solution-Focused approach in interaction
- Risk prevention and risk management in challenging encounters
- Communication skills among team members; Empowering way to communicate
- Dialogical Empowering Conversational Skills in Communication and Co-operation in Nursing Care and Nursing Environments

## **Module III: Evidence-based practice in CCC**

- Evidence based practice in advanced Nursing – meaning and implications
- Critical Thinking Skills; Investigative approach on nursing practice





## Training activities



### Approach

- The programme is based on customer-centred approach.
- As a professional learning process the programme is based on contemporary understanding of learning in teams and organisations.
- Community learning and team work philosophies are considered as an essential and practical part of the organisational learning culture.
- The underlying pedagogical approach of the programme is "learning by doing and developing".

### Methods of work

- Each study module includes learning assignment(s).
- Assessment of trainees' professional development and assignments completed by them will be done by the Finnish trainers, colleagues and trainees' themselves. In general, all forms of assessment are criteria-based and assessment is done with regard to the set goals with purpose to develop trainees as health care professionals.
- Recording nurses work in the context of customer service in hospital, and analysis of video material is regarded as a pedagogical method and as a tool for systematic quality development.

# University certificate

All trainees participating actively in the programme and completing all given assignments will be awarded with university certificate.



## Strengths of Finnish Nursing Education

### **Evidence-based practice:**

The basis for nursing education in Finland is in the international standards for nursing. The content of the education is based on the latest research evidence in medical, nursing and other supporting sciences.

### **Highly competent nurse teachers:**

Requirements addressed to teachers ensure that all nursing teachers are highly competent to deliver evidence-based and practically-oriented HE, which is based on modern pedagogical thinking and taking place in clinical settings.

### **Pedagogy and learning environments:**

Pedagogical approach and learning innovations constitute the key elements of the high quality nursing education. The nursing education programmes are competence-based and student-centred.

### **Competence-based education:**

Competence-based assessment is based on the idea that assessment methods and practices are aligned with the intended learning outcomes. The validity is the key issue, so that the assessment methods really catch the competences comprehensively.



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