

SUMMER 2016
COMMUNICATION SKILLS FOR TRANSLATIONAL SCIENTISTS (PGS 381V)

Lecture Schedule: Tuesday and Thursday, 9 am -12 noon, Room 3.544 (McDermott)

July 19th, 2016 – August 11th, 2016 – 8 class sessions

Student Feedback session: To be determined, after completion of summer 2015 courses

Course Coordinator: Jennifer Seltzer, Pharm. D.
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Office Hours: Call or e-mail for appointment

Lecturers

Faculty members from PERC at the University of Texas Health Science Center San Antonio Pharmacotherapy Education and Research Center and The University of Texas at Austin College of Pharmacy

Course Description

This course is designed to introduce students to skills necessary to successfully convey medication and healthcare-related data in a professional manner as well as refine student abilities to communicate effectively in oral and written formats.

Required Materials

Class handouts, no required text

Course Objectives

At the completion of this course, the student will:

1. have greater knowledge of skills necessary to deliver medical and health care-related information more effectively in both written and oral formats.
2. become more familiarized with available drug information resources and unique uses for selected resources.
3. have a clearer understanding of optimal uses of social networking in the professional environment.
4. acquire greater confidence in compiling data and creating venues (e.g., posters) to communicate medication and health care-related information clearly and succinctly.

Attendance Requirements

Daily class attendance is expected. Official course announcements will be made during class sessions. The student is responsible for all material covered and announcements made when absent from class.

Optional Attendance

Grants and Research Career Development Workshop – 2nd Thursday of each month from 4- 5:30 pm, UTHSCSA Dental School, 4.484T

Professionalism

As a health care professional, acting and dressing in a professional manner is expected at all times, including the classroom setting.

Examination and Grading Policy

Grades for this course will be generated through student completion of quizzes and projects. Grades will be determined as follows:

Thank you note comparative paragraph	10%
Public health alert	30%
Extemporaneous presentations	10%
Communicating the “pitch” to stakeholders	10%
Abstract	20%
Poster	20%

Final grades for this course will be based on the following scale:

- 90 -100 = A
- 80 - 89 = B
- 70 -79 = C

Scholastic Integrity

Students who violate University rules on scholastic integrity are subject to disciplinary penalties. Since dishonesty harms the individual, fellow students, and the integrity of The University and the College of Pharmacy, policies on scholastic integrity are strictly enforced. Please refer to the Student Judicial Services website (<http://deanofstudents.utexas.edu/sjs/>) for the official University policies and procedures on scholastic integrity.

Plagiarism

According to the Manual of Style, 10th edition, plagiarism is considered misappropriation and is defined as “an author presenting as his or her own ideas, language, data, graphics, or scientific protocols created by someone else, whether published or unpublished, without giving credit to the appropriate source. Plagiarism may include taking passages from a source verbatim without presenting the borrowed information in quotation marks and giving credit to the original author, intertwining original ideas and phrases with borrowed words and phrases without giving credit to the original author, restating words or phrases without giving credit to the original author or giving credit to the original author for only part of the borrowed passages/words/phrases”.

Plagiarism is considered scholastic dishonesty and will not be tolerated in this course. Any student submitting assignments containing plagiarized work will receive a grade of zero for the assignment. The course coordinator may opt to create a replacement assignment for the student to complete within a specified time period. The highest grade that the student can receive on the replacement assignment is 65%.

C.A.R.E. Program

If there is concern about the behavior of someone with whom the student interacts, the student may contact either UTHSCSA police (210-567-8911) for a situation in which there is imminent danger, or the Campus Awareness Requires Everyone (C.A.R.E.) program (210- 567-2273) for difficult and/or personal nonemergency situations.

Students with Disabilities

The University provides academic accommodations for qualified students with disabilities upon request. Students who need special arrangements or auxiliary aid due to physical ability should contact the School of Medicine Associate Dean for Student Affairs at 210-567- 4430.

Communication via Electronic Mail

Course information and announcements will be communicated through Canvas/e-mail. It is the student's responsibility to routinely check Canvas announcements and/or e-mail for course-related information, as well as provide the course coordinator with accurate e-mail addresses.

Questions posed to the course coordinator through e-mail will be answered within two business days.

Course Schedule

CLASS SESSION	DATE	LECTURE TITLE	INSTRUCTOR	ROOM
1	7/19/16	Introduction to Medical Writing and Resources Course Overview Medical Writing and Resources/ Drug Information Resources AND Thank You Notes	Seltzer	3.544
2	7/21/16	Manuscript Writing THANK YOU NOTE PARAGRAPH DUE AT BEGINNING OF CLASS	Evoy	3.544
3	7/26/16	Oral Communication Skills EXTEMPORANEOUS PRESENTATIONS	Saklad	3.544
4	7/28/16	Social Networking	Saklad	3.544
5	8/2/16	Communicating Change to Stakeholders COMMUNICATING THE "PITCH" TO STAKEHOLDERS DUE	Young	3.544
6	8/4/16	Creating Abstracts/Creating Posters PUBLIC HEALTH ALERT DUE	Koeller	3.544
7	8/9/16	Creating Abstracts/Creating Posters	Koeller	3.544
8	8/11/16	Creating Abstracts/Creating Posters ABSTRACT/MINI POSTER DUE	Koeller	3.544

CLASS SESSION DESCRIPTIONS

Class Session #1 (7/19) – Course Introduction/Introduction to Medical Writing and Resources - Instructor – Jennifer Seltzer, PharmD

In this class session, the student will address medical writing issues, and medical writing mechanics and techniques. Students will also be familiarized/refamiliarized with available drug information resources as well as searching the literature and authorship. Students will apply drug information retrieval skills to respond to sample questions and scenarios presented in class. ***Exercises will include writing a public health alert.*** Professional thank you notes will also be discussed. Students will address appropriate situations in which thank you notes should be generated and sent, as well as appropriate thank you note format/content. ***Exercises will include writing thank you notes as well as a summary paragraph analyzing note style before and after the class session.***

Class Session #2 (7/21) – Manuscript Writing - Instructor – Kirk Evoy, PharmD

In this class session, students will focus on the basics of the scholarly writing and manuscript development process. The goals of this discussion will be to provide motivation to develop your skills as a scholarly writer, tips to overcome common barriers encountered by those new to the scholarly writing process, and resources to assist in achieving manuscript publication.

Class Session #3 (7/26) – Oral Communication Skills – Instructor – Steve Saklad, PharmD

In these class sessions, topics to be discussed include oral communication skills, professional presentations, nonverbal communication skills, psychology of personal appearance and oral communication, active listening, communications with health care professionals vs the lay public, and extemporaneous presentations. ***Students will be required to present extemporaneous presentations and receive/provide feedback.***

Class Session #4 (7/28) – Social Networking - Instructor – Steve Saklad, PharmD

In this class session, appropriate professional use of social networking sites and useful technology available for social networking will be discussed.

Class Session #5 (8/2) – Communicating Change to Stakeholders – Instructor – Veronica Young, PharmD, MPH

Our work often involves communicating change to stakeholders. From improving health and system outcomes to advocating on behalf of patients, families and populations, we work collaboratively to change behavior at the individual, team and organization/community level. Developing a foundational understanding of how to communicate change is essential in our efforts to improve the quality, safety and efficiency of care. ***Students will be required to present a relevant patient quality/safety issue and communicate the “pitch” to stakeholders.***

Class Sessions #6, #7, and #8 (8/4, 8/9, and 8/11) – Creating Abstracts and Posters - Instructor – Jim Koeller, MS

In these class sessions, students will address concepts presented in abstracts as well as abstract format. Students will also discuss the dynamics of creating posters for professional purposes. ***Exercises will include creating an abstract and a mini-poster.***