Stanford Health Communication Classes

**Fall 2019: Compassion, Dignity and Empathy—Physician Communication Skills**

As medical technology advances, research shows the human touch and the provider-patient interaction retains a critical role in the practice of medicine. This class uses fun and novel techniques to enhance communication skills and build empathy with others. Beyond clinical communication skills, we will learn how to be better communicators of complex medical and scientific skills with broader audiences, including the media. The class will meet with physicians who use social media to improve health literacy and with journalists who

**Class outline:**
1. Fundamental communication skills—words that work
2. Fundamental communication skills—body language
3. ACES communication exercises I
4. ACES communication exercises II
5. Improvisation exercises
6. Health & medical media—information & disinformation
7. Social media—uses & misuses
8. Scientific presentation skills
9. Interaction with the media & medical journalism
10. Wrap up discussions

**Winter, 2019: Media, Medicine & (Mis)information**

The media ecosystem informs patient’s perceptions of medicine and willingness to engage with healthcare workers. It shapes the practice of medicine and has the potential to fuel epidemics of vaccine-preventable diseases and to spread misinformation and disinformation. This class takes on Twitter and other platforms to examine the use of social media by healthcare workers, health activists and anti-science movements, each leveraging platforms to push forward their own agenda. We’ll talk to health journalists to understand the challenges of a 24 hour news cycle in covering complex scientific and medical issues and learn how to better share our stories and messages with the media.

**Class outline:**
1. The information ecosystem – knowledge creation and dissemination Part I
2. The information ecosystem – knowledge creation and dissemination Part II
3. Patients as experts – lessons from the HIV/AIDS epidemic
4. Legacy media and medicine – history of health reporting
5. Social media and medicine – memes and movements
6. Social media – uses and misuses
7. Misinfodemics – syndemics of microbes and misinformation
8. Weaponized disinformation
9. Working with journalists
10. Wrap up discussions