

GENERAL COURSE INFORMATION:**Course Title:** Communications**Trimester Credit Hours:** 2**Course Director:** Rebecca McGinnis, BS, DC, Dipl Acp (AACA)**Email Address:** rmcginnis@parker.edu**Phone number:** (972) 438-6932 ext. 7351**Office Hours:**

Mon: 12:00 – 12:50

Tue: 12:00 – 12:50

Wed: 1:00 – 2:50

Thu: 12:00 – 12:50

Or by appointment

Lab Director/Instructors: Rebecca McGinnis, BS, DC, Dipl Acp (AACA)**Course Number:** CHSC-7101**Total Contact Hours Per Trimester:** 45**Class meeting time:**

Thurs: 7:00 - 7:50am

Lab Hours Per Week: 2**Lab Contact Hours/Trimester:** 30**COURSE DESCRIPTION:**

In compliance with the mission of Parker University, College of Chiropractic, this course covers the theory and application of human communication concepts that apply specifically to health care providers. The focus of the course is the development of effective skills for communicating chiropractic to people in order to build a successful practice. Topics covered relate to communication problems that can occur in the process of health care delivery and to public speaking skills that are necessary for health professionals to interact in their community. In addition students will learn how to utilize computer skills to develop lay lecture presentations. This course covers intrapersonal, interpersonal, and public communications as they apply to doctor-patient relationships and the communication of the science, philosophy and art of chiropractic.

LEARNING OBJECTIVES:**Learning Outcomes:** At the completion of this course, the student should:

1. Determine strategies for effective communications, to include an understanding and recognition of personality types.
2. Cultivate strategies for effectively processing a new patient, to include proper telephone procedures and the inclusion of the Parker Systems Procedures for the new patient consultation, pre-framing the subluxation, and the report of findings.
3. Devise and evaluate effective strategies of patient communication during a regular chiropractic office visit.
4. Understand the value and meaning of the Parker Principles, as well as their role in developing the elements of an effective leader in a successful chiropractic business.
5. Demonstrate understanding of how the global view on health care and the national health care plan will affect your communication with patients through a

leadership project aimed at exhibiting leadership skills necessary to properly interact in a public health care environment.

Lab Objectives: At the completion of this course, the student should be able to:

1. Demonstrate skillful ability to greet and process a new patient.
2. Skillfully articulate the value of chiropractic during the Pre Frame of Subluxation.
3. Appropriately communicate the Parker Systems Report of Findings.
4. Develop a Health Care Class that effectively communicates the professional framework for the doctor/patient and doctor/public situation.
5. Demonstrate an understanding of the importance of community service and community involvement for the chiropractic professional, and be able to skillfully interact with other professionals and laypersons alike.

GENERAL APPROACH TO TEACHING:

- The classroom will be an environment suitable for learning. This means that all of us need to respect each other's obligations and responsibilities.
- A lecture format is utilized with regular student interactivities mixed in. One of my primary goals is to get you to think about the material we are covering.
- PowerPoint presentations are used in every class, but I will not read slides to you.
- Course notes are not a replacement for the classroom process.
- You must learn to apply the principles and ideas not merely memorize them for an exam.
- We will have time for classroom discussions and I encourage questions throughout the course.
- Computer Usage (see the section listed below for general guidelines)

LAB

- All lab content is presented in the lab; however **all of the material** is testable in the written examinations.

I make every effort to be available to students to enhance their learning experience; however, I do abide by my scheduled office hours when it comes to seeing students outside of class. You are welcome to e-mail me or approach me during breaks if you need to set up an appointment outside of my scheduled hours. Because I also have a chiropractic practice, pursue scholarly activities, and participate in clubs and committees on campus, I will do everything within my power and within reason to be available for my students.

PREREQUISITES: CPPI; CPP II; or Concurrent Enrollment

REQUIRED TEXTBOOKS:

The Parker System for Professional Success - Parker University, College of Chiropractic

EVALUATION AND GRADING POLICY:

	Examinations Given	Weight of Exams
1.	Midterm Written Exam #1	15%
2.	Final Written Exam	15%
3.	Preframing Subluxation (Lab)	10%
4.	Report of Findings (Lab)	10%
5.	Health Care Class (Lab)	15%
6.	Leadership Project (Lecture)	15%
7.	Observation Project (Lecture)	15%
8.	Participation	5%
	Total	100%

ESTIMATE OF STUDENT WORK LOAD:

Grade	Numerical Value	Grade Point Average	Interpretation of Academic Achievement
A	89.5 - 100	4.0	Excellent
B	79.5 - 89.4	3.0	Above Average
C	69.5 - 79.4	2.0	Satisfactory
F	Below 69.5	0.0	Unacceptable

Students should expect to spend 20 – 30 minutes every day studying material for this class. It has been shown that studying new material presented in lectures and labs within 24 hours increases retention and this process is highly encouraged. The student should make every effort to enhance their particular learning style and find means of emphasizing their academic strengths.

STUDENTS WITH SPECIAL NEEDS:

Parker College of Chiropractic adheres to section 504 of the Federal Disability law and assists qualified students. If you feel you qualify for this type of assistance, you should contact the Office of Student Affairs.

90/90 RULE:

Communications is not a 90/90 class.

A complete listing of all Academic policies is found on the Parker Website:

<https://myparker.parkercc.edu/ics/Academics - Coursework/Course Catalog.jnz>

IMPORTANT NOTE:

The provisions contained in this syllabus do not constitute a binding contract between the student and the Parker College of Chiropractic. These provisions may be changed at any time and for any reason at the discretion of the Course Director. When it is necessary to make changes to this document, appropriate notice (at least one week, if at all possible) will be given to the student(s).