

# Health Trends

## Talking About Your Health

(NAPSA)—A number of doctors now pay more than lip service to the value of communication. That's important because studies show better communication between physicians and patients can improve the outcomes of treatment.



You've done all you can to help Cindy's mom.

Now, how do you talk to the family?

It's one of the hardest things a doctor has to do.

**Studies show better doctor and patient communications can lead to better treatment outcomes.** 

Fortunately, new programs such as “Conversations in Care™” are designed to improve communications in the medical field. The initiative features an online resource center focusing on oncology. It lets visitors explore the challenges surrounding physician and patient communications, and look at ways to build effective partnerships in cancer care.

The site also features a Webbook with chapters authored by leading experts in the field of communications.

Additional features include:

- Healthcare professional and patient survey that will be used to develop educational and training tools.

- “Ask an Expert” section.

- Resource section.

- Online Web chats with guest authors.

The program is sponsored by EMD Pharmaceuticals, Inc. For more information, visit the site [www.conversationsincare.com](http://www.conversationsincare.com).