

A Study of the Influence of Healthcare Organization Culture on the Doctor-Patient Relationship



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Abstract: In the healthcare field, the doctor-patient relationship is an important factor in ensuring the quality of care and patient satisfaction. However, in the past, there have been problems of detachment and miscommunication between doctors and patients, which have negatively impacted medical outcomes and patient experience. Therefore, it has become particularly important to focus on building and improving the culture of healthcare organizations. The culture of a healthcare organization has a profound impact on the doctor-patient relationship, which includes aspects of trust and communication, doctor-patient collaboration and shared decision-making, respect, and empathy. By building a culture that promotes trust and communication, medical staff can build strong ties with patients and facilitate information exchange and shared decision-making. At the same time, healthcare organizations should develop cultural sensitivity and cross-cultural competence among medical staff to better understand and respect patients from different cultural backgrounds. Through these efforts, healthcare organizations can improve the doctor-patient relationship, enhance the quality of care, and achieve more satisfying medical outcomes.

Keywords: culture of health care institutions; doctor-patient relationship; cultural improvement.

Introduction

The doctor-patient relationship is a crucial bond in the healthcare field, directly affecting patient outcomes and the healthcare experience. However, for a long time, the doctor-patient relationship has often faced challenges and obstacles, such as lack of communication, insufficient trust, and power imbalance. To improve and promote the doctor-patient relationship, healthcare organizations have begun to pay attention and focus on the construction and development of the culture of healthcare organizations.

1. The Influence of Medical Institution Culture on the Doctor-Patient Relationship

1.1 Trust and communication

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The influence of medical institution culture on the doctor-patient relationship is firstly reflected in the aspect of trust and communication. The culture of medical institutions plays an important role in the way of communication and trust-building between doctors and patients. Specifically, the influence of culture on doctor-patient communication cannot be ignored. The characteristics and values of a healthcare organization's culture create a consensus among the medical staff and are reflected in the communication with patients (Chen, 2019). For example, an institutional culture that focuses on humanistic care and respect for patient autonomy may motivate medical staff to listen more to patients' needs and opinions and actively communicate effectively with patients. Conversely, a culture that emphasizes physician authority and traditional

medical models may lead to poor communication between doctors and patients, and medical staff may overemphasize their expertise and ignore patients' concerns and opinions. Second, the impact of culture on building doctor-patient trust is also important. The culture of a healthcare organization can shape the values and behavioral norms of the medical staff, which can influence the trusting relationship between doctors and patients. A culture that focuses on patient engagement and respect can increase patients' trust in the medical staff and inspire patients to accept medical advice. Conversely, a culture that lacks transparency and respect may lead to patient skepticism and decreased trust in medical staff, which may even lead to medical disputes. Therefore, healthcare organizations should focus on building and improving culture to improve trust and communication in the doctor-patient relationship. By creating a positive cultural environment, such as promoting the values of respect, transparency, and patient engagement, healthcare organizations can increase medical staff's sensitivity to patient needs, develop communication skills, and establish good channels of patient-provider communication. In addition, developing cultural sensitivity and cross-cultural competence among medical staff is key, especially in healthcare organizations serving patients in multicultural settings. Through training and education, medical staff can better understand and respect patients from different cultural backgrounds, thus facilitating more effective communication and trust building.

1.2 Patient-physician cooperation and shared decision-making

The culture of a healthcare organization has a profound impact on patient-physician cooperation and shared decision-making. This involves the cooperative relationship between medical staff and patients on the one hand and the roles and power distribution between doctors and patients in medical decision-making on the other. First, the influence of the culture of a healthcare organization on patient-physician cooperation is crucial. A culture that promotes patient-physician cooperation

encourages a relationship of equality and mutual trust between medical staff and patients. In such a culture, the medical staff sees patients as partners in setting treatment goals and developing treatment plans. Medical staff are willing to listen to patients' needs, opinions, and concerns, and actively communicate and collaborate with patients. This partnership enhances patient engagement, improves satisfaction with the medical process, and promotes treatment outcomes (Li, 2012). Secondly, the influence of the culture of the healthcare organization on patient-physician shared decision-making is also important. Shared decision-making refers to the joint participation of medical staff and patients in the healthcare decision-making process, weighing and making decisions based on the expertise of both parties and the values of the patient. A culture that emphasizes patient autonomy and individualized care will encourage medical staff and patients to explore treatment options, risks, and benefits together and to make shared decisions based on mutual respect and information sharing. This model of decision-making helps meet patient needs and preferences, enhances patient acceptance of treatment options, and improves the quality of care outcomes. To promote patient-physician collaboration and shared decision-making, healthcare organizations should focus on building and improving culture. This can be achieved by promoting cultural change and developing communication and decision-making skills among medical staff. The medical staff needs to have good communication skills, including listening, articulating, and explaining complex medical information, to build effective communication bridges with patients. In addition, healthcare organizations can provide training and education to help medical staff understand the concept and methods of shared decision-making and promote the development of policies and processes to encourage the practice of shared decision-making between doctors and patients.

1.3 Respect and empathy

Another influence of the culture of a healthcare organization on the doctor-patient relationship is in

the areas of respect and empathy. The culture of a healthcare organization has a significant impact on how medical staff treats and treats patients with respect and whether they can develop empathic relationships with patients (Chen, 2019). Among these, the influence of culture on patient-physician respect is evident. The culture of a healthcare organization can shape the attitudes and behavioral norms of medical staff toward patients. A culture that emphasizes respect and dignity will encourage medical staff to treat patients in an equal, courteous, and caring manner. This means that medical staff will respect patients' rights, protect their privacy and confidentiality, and do their best to meet their needs and expectations. Conversely, a culture that lacks respect and concern may lead medical staff to be unkind and insensitive to patients and to give them inadequate attention and care, thereby undermining the doctor-patient relationship. Second, the impact of culture on the ability of physicians to empathize with patients is also important. Empathy is the ability of medical staff to understand and share the emotions and experiences of patients. The culture of a healthcare organization can lead to a closer physician-patient relationship by prompting the medical staff to empathize with the patient's situation and emotional expressions. A culture that emphasizes empathy will encourage medical staff to listen to and understand the psychological and emotional needs of patients, express concern and compassion for their pain and distress, and provide support and care in a warm, compassionate manner. Conversely, a culture that lacks awareness and cultivation of empathy may result in medical staff being indifferent to patients' emotional needs and struggling to truly understand and respond to patients' emotional experiences, which can lead to a disconnect between doctors and patients. To improve respectful and empathetic physician-patient relationships, healthcare organizations should focus on building and improving culture. This can be done by providing relevant training and education to enhance medical staff's awareness and skills in respect and empathy. Healthcare organizations can encourage medical staff

to participate in emotional training, communication skills training, and empathy training to enhance their ability to connect with patients and understand their needs (Qiao, 2012).

2. Cultural Improvement and Promotion of the Doctor-Patient Relationship

2.1 Emphasis on culture building and improvement

To improve and promote the doctor-patient relationship, healthcare organizations should focus on culture building and improvement. This means that healthcare organizations need to focus on shaping a positive, open, and patient-centered culture to promote good doctor-patient interaction and cooperation. Specifically, healthcare organizations should identify the importance of culture building and make it one of their organizational development priorities. This requires the healthcare organization's leadership and management team to actively focus on and promote cultural values and ensure that they are implemented at all levels and departments. Healthcare organizations can develop clear cultural guidelines and codes of conduct and ensure that they are understood and adhered to by all medical staff, thus shaping a cultural environment of common agreement and support. Second, healthcare organizations should focus on developing cultural sensitivity and cross-cultural competence among medical staff. In modern multicultural societies, medical staff needs to have the ability to understand and respect patients from different cultural backgrounds. Healthcare organizations can provide cross-cultural training and education to help medical staff understand different cultural values, beliefs, and customs to better meet patients' needs and build trusting relationships with them (Wang & Wu, 2019).

2.2 Developing cultural sensitivity and cross-cultural competence among healthcare professionals

The development of cultural sensitivity and cross-cultural competence among healthcare professionals is an important aspect of cultural improvement and promotion of the doctor-patient

relationship. In the context of a modern multicultural society, healthcare professionals need to have the ability to understand and respect patients from different cultural backgrounds to better provide personalized healthcare services. First, healthcare organizations should pay attention to the development of cultural sensitivity. Healthcare professionals need to be sensitive to patients' cultural backgrounds and values to avoid prejudice or discrimination against them. This includes respect and understanding of patients' beliefs, values, customs, and traditions. Healthcare organizations can provide relevant training and education to help healthcare professionals understand the differences and commonalities between cultures and how to be respectful and sensitive to the cultural needs of patients in the healthcare process. Second, healthcare organizations should strengthen the cross-cultural competence of healthcare workers. Cross-cultural competence refers to the ability of healthcare professionals to adapt and respond to patients from different cultural backgrounds and to understand and adapt to different communication styles, expressions, and attitudes. Healthcare organizations can provide cross-cultural training and communication opportunities to help healthcare professionals enhance their ability to communicate, resolve conflict and build trust across cultures. This includes learning how to adapt verbal expressions, using nonverbal communication styles, and understanding how healthcare preferences and trust are built across cultures (Wang et al., 2021). By developing cultural sensitivity and cross-cultural competence among healthcare professionals, healthcare organizations can enhance the sensitivity of healthcare professionals to the needs of different patients, avoid cultural conflicts and misunderstandings, and build a more trusting and respectful doctor-patient relationship. This will help provide more personalized healthcare services, enhance patients' trust and satisfaction with the healthcare team, and ultimately improve the quality of care and treatment outcomes.

2.3 Promote a culture of patient participation and shared decision-making

A culture of patient participation and shared decision-making emphasizes patient involvement and power sharing in health care decision-making, making the process more collaborative, personalized, and shared. Specifically, healthcare organizations should promote the cultural value of patient participation. This means treating patients as subjects of decision-making and valuing their right to information and autonomy. Healthcare organizations can support patient participation in the decision-making process through information transparency, education, and communication. Patients should have access to adequate medical information, including diagnoses, treatment options, risks, and benefits so that they can make informed decisions. Healthcare professionals should actively listen to patients' opinions, needs, and priorities, and collaborate and discuss them in the decision-making process. Second, healthcare organizations should promote a culture of shared decision-making between patients and physicians (Wang, 2020). Shared decision-making is a process in which medical staff and patients participate together in medical decision-making, weighing and making decisions based on the expertise of both parties and the values of the patient. This culture emphasizes an equal partnership between the physician and patient, with the medical staff acting as professional advisors and the patient having the authority and responsibility to participate in decision-making. Healthcare organizations can promote the concept and skills of shared decision-making through training and education to help medical staff develop a collaborative relationship with patients to jointly develop treatment plans and fully consider patients' opinions and values in the decision-making process. Promoting a culture of patient engagement and shared decision-making between doctors and patients can help increase patient engagement and satisfaction, and improve treatment outcomes and quality of care. Patients have more information and decision-making power in the decision-making process and are better

able to work with medical staff to develop a treatment plan that suits their needs and preferences.

2.4 Promote the development of communication training and skills

Promoting the development of communication training and skills is an important initiative for culture to improve and promote the doctor-patient relationship. Effective communication plays a key role in the physician-patient relationship, enhancing understanding, building trust, and improving the quality of health outcomes. Healthcare organizations should focus on communication training and incorporate it into their culture improvement strategies. Through training, medical staff can learn and master effective communication skills such as listening, articulating clearly, and using appropriate nonverbal communication (Xiao, 2018). This helps to establish good patient-provider communication and ensures accurate communication of information. Healthcare organizations can provide communication training courses, workshops, and coaching to help medical staff continuously improve and enhance their communication skills. At the same time, healthcare organizations can encourage medical staff to actively apply the communication skills they have learned. By providing hands-on opportunities and support, staff members can apply effective communication strategies in the real world. Healthcare organizations can establish feedback and evaluation mechanisms to regularly assess the communication performance of medical staff and provide individualized coaching and training.

Summarize

In summary, the culture of a healthcare organization has an important impact on the doctor-patient relationship. By building a culture that promotes trust and communication, doctor-patient cooperation and shared decision-making, respect, and empathy, healthcare organizations can improve the doctor-patient relationship and enhance the quality of care and patient satisfaction. Healthcare organizations should focus on building and improving culture and developing cultural sensitivity,

cross-cultural competence, and communication skills of medical staff to promote further development of the doctor-patient relationship. At the same time, healthcare organizations should promote a culture of patient participation and shared decision-making between doctors and patients, and promote communication training and skills to foster closer, collaborative, and caring doctor-patient relationships based on respect and empathy. Through these efforts, healthcare organizations can provide more personalized and integrated care to patients and achieve better quality outcomes and patient experiences.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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