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Biography:

Faisal Abdul Latif Alnasir is currently a Professor and Chairman of the Department of Family & Community Medicine. He was the former Vice President of the Arabian Gulf University and also the former President of the Scientific Council of Family & Community Medicine in the Arab Board for Health Specialties. Currently he is a Fellow Member of Royal College of General Practitioner, UK, Fellow of the College of Public Health, UK and Member of the Irish College of General Practitioner, Ireland and a Member of American Academy of Family Physicians. He is also the General Secretary of the International Society for the History of Islamic Medicine and Advisor for the EMRO WHO. With regards to his Postgraduate education he has completed his PhD in Family Medicine from Glasgow University in 1997, Family Medicine specialty from AUB, Beirut in 1984 and MBBch from Ain Shams University in 1979. He has more than 66 publications in various fields of family medicine, medical education and history of Islamic medicine published in local, regional and international refereed journals. His main research interests are in elderly care, infant feeding, hereditary blood diseases, medical education and history of medicine. He has also published three books.

Effective communication and its role on patients' health

Communication is the act of transferring information from one place to another. But how well this information can be transmitted and received is a measure of how good our communication skills are. To be able to transfer information accurately, clearly and as intended, is very important and is considered as a critical managerial skill that forms the foundation of an effective leadership. Through communication, peoples' attitude, behavior and understandings are very much influenced. Decisions taken are often dependent upon the quality and quantity of the information received. Usually knowledge has to be transformed into accurate plan of action within the patient and it cannot be done without proper and adequate communication. Therefore, effective communication is significant for any medical professional enabling them to perform their basic functions of caring for their patients effectively. Researchers have affirmed continuously the connection between healing and human relationships and that medicine is totally reliant on communication, through the exchange of ideas, messages or information by speech, signals or writing. When communication is thorough, accurate and timely, the entire health system organization tends to be vibrant and effective. Patient often measures quality by how well the physician listens, his/her non-verbal communication and acknowledges concerns. Quality is also measured by how thoroughly the physician explains the diagnosis and treatment options and how well the physician involves the patient in decisions concerning his or her care. In this article we highlight methods of proper of communication and emphasize on how important it is in detecting medical problems and promoting the health of individuals and the community.

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