

# **COMMUNICATION STRATEGIES WITH THE BLOOD DONORS FOR COLLECTION EFFICIENCY AND INCREASED SAFETY TRANSFUSION.**

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## **Introduction**

Communication is an indispensable element to achieve the objectives interpersonal, organizational. The two entities interchangeable communication information, messages, meanings.

## **Material and method**

Its objectives transfusion cannot be ensured without good communication. The meeting between potential donors / donors and medical staff represents an opportunity for communication in achieving the donation of medical and increase transfusion safety.

Communication is done consistently, the doctor collected by nurses in the area of public access centers recommended by the whole team.

The ability of staff to achieve effective communication with potential donors, donor attendants, non-donor population interacts with the center, the public may influence subsequent behavior and image of the institution.

Effective communication between staff and public centers, comply with the principles:

- 1) Full and open communication - encouraging health professionals share donors, potential donors, accurate, complete and objective;
- 2) communication full dignity and respect - respectful attitude towards the public, respecting their values, beliefs, knowledge in medical decision making;
- 3) participatory communication - donors, potential donors are encouraged to tell their fears, opinions, and participate informed medical act and the decisions that are involved;
- 4) collaborative communication - health professionals, donors, potential donors and collaborating leadership in achieving a quality medical service.

Effective communication facilitates the acceptance of the medical team potential donation by donors, improves quality of care, increasing compliance and wellbeing of donors. A good compliance donor depends on communication full professionalism, respect, commitment, empathy, confidentiality.

The attitude of the staff in the reception and selection of donors, attitude during medical procedures, giving donors the feeling that they are welcome.

Respect in the relationship between the donor and the medical staff during medical procedures is very important. Donors appreciate the recognition of their ability to understand medical information (want to be recognized as intelligent consumers of information), and knowledge of some aspects of their personal life, besides those related to health. Lack of medical education of many, prevents them understand certain strict medical information, the duty staff to translate this information into a language accessible to any level of education.

Direct communication is an important factor in ensuring blood transfusion safety, seriousness and sincerity of both sides. Hiding honest communication prevents unwanted pathological conditions, prevents negative emotional states affecting potential donors (emotions, fear of needles, blood, white robes, etc) that have unfavorable consequences donation.

Indirect communication, open to the public and can be addressed through: promotion, media paintings, communication panels for people who want to find out about donation and do not interact directly with health professionals in Central television, posters core business, etc..

## **Conclusions:**

Communicating send a clear, consistent and informative donors. Communication within the organization channeling entire medical team in meeting objectives. Vertical communication from management to the medical team, ensure understanding and acceptance to organizational objectives, ensuring communication backwards adapting the strategy to achieve the objectives, horizontal communication within the team organization's success.