



Dr. Kathleen A. Begley
The Write Woman
KBegley@writecompanyplus.com
610-429-1562

News Release

Contact: Dr. Kathleen Begley, 610-429-1562

Bad Communication Costs U.S. Hospitals \$12 Billion Per Year; Training Company Develops New Program to Address Problem

An innovative educational program targeted at hospital employees is being introduced by Write Company Plus, a 15-year-old communications training company based outside Philadelphia that has done business in all 50 states as well as in Europe and Asia.

Designed by owner Dr. Kathleen Begley to meet the needs of today's busy health-care organizations, the program offers clients the opportunity to face head-on a horrific problem impacting the well-being of many Americans.

"A recent study conducted at the University of Maryland's Robert H. Smith School of Business found that poor communication costs U.S. hospitals \$12 billion a year," Dr. Begley says. "When I found out about the findings, I realized that a program tailored to the medical community could be a key in the current national fervor to curb health-care costs without cutting the incomes of doctors, nurses, and other professionals."

The Write Company Plus curriculum has five learning tracks. They include Communicating Among the Medical Staff, Providing Customer Service in Health Care, Bridging Cross-Cultural Issues in the Medical Setting, Resolving Health-Care Conflicts in Positive Ways, and Dealing with Difficult Patients, Families, and Co-Workers."

The training takes place in classroom settings to facilitate hands-on practice and role plays in critical skills such as the use of nonverbal communication. Talking with and listening to diverse populations is a major element of all instruction.

"Many medical people have spent their whole lives studying math and science – thank heaven for the rest of us," Dr. Begley says. "But many of these people lack the interpersonal skills needed to create and maintain excellence in their organization."

Dr. Begley, who studied adult learning as part of her doctoral work, is the author of seven books, including "Face to Face Communication" and "Writing Persuasively."

She belongs to the American Society for Training and Development (ASTD) the Society for Human Resource Management (SHRM), and the National Speakers Association (NSA).

For more information, contact Dr. Begley at 610-429-1562 or at KBegley@writecompanyplus.com.