

Professionally Communicating Lousy News in Clinical Practice

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No one can live in isolation. People must exchange goods or services as necessary since they cannot possess or know everything. How they do that influences their health and life trajectory.

In the healthcare industry, delivering medical services to needy people and accessing such products represent a part of the provider-customer relationship.

Prices of services differ among providers, and buyers' preferences when selecting from offerings vary according to their financial capacity, provider reputation, waiting time, interaction skills between parties, the art of sharing their quality products, and presence. Pleased end users wish to maintain their relationships with those providers and spread the provider's good name in the community. By contrast, people who are displeased about their suppliers look at another one from the present.

Products the medical team delivers to their collaborators include communicating diverse data to them or their loved ones.

Delivering bad news in clinical practice is inevitable. It may refer to unwanted patient behaviour, laboratory data, alarming disease evolution, or even a patient's death.

The impact of such news on individuals differs according to the information transferred to the patient's family members or other loved ones, timeline delivery, skills in sharing bad data, and the vulnerability of intended recipients.

The worst possible data transmitted to patients' loved ones are those referred to their worse disease prognosis, imminent death, or even death. It is better to communicate such traumatic life events sequentially and not in the evening when people's tiredness is common. Evidence in clinical practice shows that inappropriately delivering lousy news in the evening determined brain haemorrhage in vulnerable individuals. Therefore, a timeline to share such news and skills is required.

Hope for improvement works for individual well-being, but extensively using it in specific severe evolution through an end disappoints the users. A professional in the healthcare industry must calibrate their intent to protect their partners in harmful situations: decide when it could be applied, to whom, and how long. Using a promise to a great extent of recovery when the disease evolution announces the end acts inadvertently for the end users. It is better to use suggestions about an improbable shift from recovery in advance to protect yourself from a possible patient family's blame for inaccuracy in data transmission.

Compassionate care is essential in aiding people passing critical life moments. Encouragement, kind words, respectful and friendly attitude, and volunteering when possible help a lot in troubled times.

As an echo, a licensed professional in the healthcare industry will receive appreciation, even love, from the community they serve, ensuring their good reputation, practice standing and advancement, and pleased inner voices that are essential for their health and well-being.

By contrast, cool-hearted work, including inappropriately sharing lousy news, disheartens the end users, decreases return on investment, affects provider reputation and their practice standing, career advancement, and financial stability, and creates distress that can lead to sleep disturbance and unhealthy individual habits.

How we interact with customers in delightful or sorrowful moments and aid them in troubled times defines our life trajectory, ensuring different paths for personal well-being and advancement; individual detrimental feelings can lead to failure in advance.

An individual's greatest aspiration is to successfully navigate the complexities of this objective, ephemeral world while cherishing the gratitude of those they have served, especially in their most challenging life events.