

Title: Soft Skills Are The New Hard Skills: Securing A Competitive Advantage In Healthcare

Speaker(s): Matthew Kutz

Abstract:

Researchers are reporting on the importance of soft skills for gaining a competitive advantage in an unpredictable marketplace. Evidence is mounting within healthcare and athletic training that soft skills contribute significantly toward improving patient outcomes and a clinician's effectiveness. The reality is when all other things are equal, soft skills unlevel the playing field and give clinicians and leaders an unfair advantage that separates them from others. Research within athletic training explicitly states that "leadership development must include soft skills that enable clinicians to lead in different situations and with diverse people" and other research declares "soft skill development is an imperative component of the education of future athletic trainers." This session will review these recent studies (e.g., 2019, 2020) and other meaningful research as it relates to identifying and developing the necessary soft skills for AT's to excel in their current role, accelerate their professional growth, and improve their patient's outcomes. Participants can expect to learn how soft skills contribute to personal and patient's well-being, personal achievement across multiple contexts, and organizational success; as well as how to apply recent research to help identify and develop the specific soft-skills needed to accomplish personal and professional goals.

Learning Objectives:

1. Participants will be able to explain that soft-skills go well beyond leadership and have a direct and positive impact on patient outcomes and clinical practice.
2. Participants will be able to develop strategies to implement soft-skills into their clinical practice that directly improve patient outcomes and collaborative interprofessional practice.
3. After this session, participants will be able to clearly differentiate between hard-skills and soft-skills and discuss evidence-based rationale on how soft-skills are advantageous over hard-skills for leadership and patient satisfaction.

Domain: Domain 5 Healthcare Administration and Professional Responsibility

Level of Difficulty: Essential