



# Healthcare Communication Certification

by  THE ORSINI WAY

## THE CHALLENGE

Effective, compassionate communication is one of the most critical – yet under-taught – skills in healthcare. Despite its direct impact on patient experience, clinical outcomes, professional burnout, and team performance, most medical professionals receive no formal communication training, especially in moments of crisis, uncertainty, and high emotion.

For over 20 years, The Orsini Way® has trained thousands of healthcare professionals to communicate with clarity, empathy, and trust. Building on this proven methodology, we have developed the Healthcare Communication Certified (HCC) program – a standardized certification designed to equip the next generation of clinicians with the skills necessary to navigate the most challenging conversations in medicine.

A standardized communication certification for the next generation of healthcare professionals.

*“Your graduates won't just be clinically competent - they'll stand apart as Healthcare Communication Certified.”*

**80%** of serious medical errors involve a communication breakdown

**10%** of senior providers report feeling prepared for difficult patient and family conversations

**70%** of student and newly qualified nurses report feeling unprepared for practice

**20+** years of evidence-based communication research behind every module

## PROGRAM STRUCTURE

# Three Components. One Credential.

The HCC certification is built on 20 years of real-world training and research – not academic theory.

Every component is practical, immediately applicable, and measurable.

### 01 • APPLIED LEARNING MODULE

#### SELF-PACED • E-LEARNING

An interactive e-learning experience reinforcing workshop concepts through real-world clinical scenarios – showing what effective and ineffective communication actually look like.

- Observe effective and ineffective communication examples side by side
- Analyze key moments in clinical interactions
- Written reflections and guided response prompts
- Interactive and engaging questions
- Learners will experience professional re-enactments that contrast ineffective and effective communication – showing exactly how The Orsini Way works in practice

### 02 • INTERACTIVE WORKSHOP

#### LIVE • IN-PERSON OR VIRTUAL

A live, facilitated session focused on practical, high-impact communication skills. Participants engage with real clinical scenarios, not hypotheticals.

- Communicate to connect with patients and families – not just to inform
- Navigate conflict with patients, families, and colleagues
- Deliver difficult news with empathy and clarity
- Disclose medical errors with transparency and professionalism

### 03 • CERTIFICATION ASSESSMENT

#### GRADED • CREDENTIAL-ISSUED

Participants complete a final assessment requiring a minimum score of 80% to earn the HCC designation – a recognized credential that travels with them throughout their career.

- Scenario-based assessment format reflecting real clinical situations
- Minimum 80% score required for certification
- Official HCC designation issued upon successful completion
- Credential recognizable by employers, hospitals
- Credential that sets you apart from your peers



ADVANCED TRACK

# Professional Leadership Certification

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Designed for nursing leaders, physician leaders, managers, and program directors, the HCC-P designation includes all core HCC components plus two additional elements:

- **FACILITATED ROLE-PLAY EXERCISES**

Live practice on leadership communication, team conflict, and high-stakes conversations. Participants work through real scenarios with certified Orsini Way® instructors.

- **PERSONAL INSTRUCTOR FEEDBACK**

Individualized performance feedback from certified TOW instructors – not algorithmic scoring. Participants receive specific, actionable guidance on their own communication style.

- **HCC-P DESIGNATION**

A distinct credential signaling leadership-level communication competency to employers, accreditation bodies, and peers.

## FOR INSTITUTIONS

# What HCC Does for Your Program

<b>PROGRAM DIFFERENTIATION</b>	“Our students graduate HCC-certified.” No competing program can make this statement without doing the work.
<b>RISK REDUCTION</b>	Providers who communicate well face dramatically fewer patient complaints and malpractice claims. HCC is an institutional risk-mitigation investment.
<b>BETTER PATIENT OUTCOMES</b>	Communication drives compliance, trust, and follow-through – all of which directly impact clinical results and satisfaction scores.
<b>CAREER ADVANTAGE</b>	HCC-certified graduates enter the workforce with a recognized credential that distinguishes them from day one.

## INSTITUTIONAL LICENSING

# A Model That Scales With Your Program

HCC is offered through annual institutional contracts with tiered pricing based on cohort size.

Contact us to discuss program options and volume licensing for your institution.

<b>BASIC</b> HCC CERTIFICATION	<b>PREMIUM</b> + HCC-P + FACULTY TRAINING Contact for pricing	<b>ENTERPRISE</b> HCC + HCC-P + CUSTOM Contact for pricing
<ul style="list-style-type: none"> <li>• Interactive Workshop (live or virtual)</li> <li>• Applied E-Learning Module</li> <li>• Certification Assessment</li> <li>• HCC Designation for qualifying students</li> <li>• Per-student or cohort pricing</li> </ul>	<p style="text-align: center;"><b>EVERYTHING IN BASIC</b></p> <ul style="list-style-type: none"> <li>• Faculty development led by our instructors</li> <li>• Annual program review and refresh</li> <li>• Co-branded certification materials</li> <li>• Per-student or cohort pricing</li> </ul>	<p style="text-align: center;"><b>EVERYTHING IN PREMIUM</b></p> <ul style="list-style-type: none"> <li>• HCC-P leadership track for faculty &amp; leadership</li> <li>• Custom content development for your specialty</li> <li>• Simulation / OSCE integration</li> <li>• Multi-year institutional partnership</li> </ul>

## WHO IT'S FOR

# Built for Every Discipline. Scaled for Every Institution.

<b>ACADEMIC PROGRAMS</b>	<b>HEALTHCARE SYSTEMS</b>
<ul style="list-style-type: none"> <li>• Medical Schools</li> <li>• Nursing Schools (BSN, MSN)</li> <li>• Physician Assistant Programs</li> <li>• ARNP Programs</li> <li>• Dental Schools</li> <li>• Midwifery Programs</li> </ul>	<ul style="list-style-type: none"> <li>• Academic Medical Centers</li> <li>• Residency Programs</li> <li>• Hospital Systems (HCC-P Track)</li> <li>• Medical Malpractice Insurance Carriers</li> <li>• Simulation &amp; OSCE Programs</li> <li>• Nursing and Physician Leadership Programs</li> </ul>

# Ready to bring HCC Certification to your institution?

Contact our team to discuss introductory pricing, arrange a program demo, or explore an institutional partnership.

[liz@theorsiniway.com](mailto:liz@theorsiniway.com)  
(973) 615-6643

[CONTACT US NOW](#)