

WHERE CLASSICAL WISDOM MEETS INTELLIGENT LEARNING

14. Introduction to Business Communication

BVPT-104: English & Communication

Unit 4: Business Communication

Topic: Introduction to Business Communication - Importance, Types, and Channels

☐ What Is Business Communication?

Business Communication refers to the exchange of information—verbal, written, or visual—within a professional or organisational setting.

In simple terms, it's **how people communicate at work**—between colleagues, departments, superiors, clients, or external organisations.

In healthcare and physiotherapy, it includes:

- Writing patient reports
- Explaining treatment plans to clients
- Communicating with doctors and hospital management
- Participating in academic or professional meetings

☐ Why Is Business Communication Important?

How It Helps a Physiotherapy Student/Professional
Helps give accurate treatment explanations to patients
Builds credibility when writing reports or emails
Maintains smooth coordination between departments, patients, staff
Effective sharing of ideas, updates, or problems
Essential in job interviews, presentations, and leadership roles

☐ Types of Business Communication

1. Internal vs External Communication

Type Example

Internal Between physiotherapy staff and hospital departments **External** With patients, suppliers, government health agencies

2. Formal vs Informal Communication

Type Features Example

Formal Structured, professional, documented Report to senior doctor; appointment letter **Informal** Casual, friendly, spontaneous Chat with colleague over lunch break

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3. Vertical vs Horizontal Communication

Type Description Example

Vertical Between different levels of hierarchy Junior physiotherapist reporting to HOD **Horizontal** Between people on the same level Two therapists planning patient schedule

☐ Channels of Business Communication

A "channel" is the medium or pathway through which a message is sent.

Channel Type Examples & Description

Oral (Spoken) Face-to-face talks, meetings, phone calls — useful for immediate feedback **Written** Emails, notices, memos, patient records — for record-keeping and clarity

Non-Verbal Body language, eye contact, tone of voice — adds emotional context to spoken message

Digital / Online WhatsApp, Zoom, hospital management software, email, EHR systems

Visual Charts, graphs, PowerPoint presentations — helpful in team meetings or patient education

☐ Example Scenario in a Physiotherapy Setting:

Imagine you are a physiotherapist in a hospital:

- You write an email (written) to the doctor about a patient's progress.
- You call the patient to **remind (oral)** about tomorrow's session.
- You present a chart (visual) during a team meeting.
- You use friendly body language (non-verbal) to reassure a nervous patient.

All these are channels of business communication.

☐ Quick Summary Table

Aspect Key Points

Definition Communication in a professional setting

Importance Clarity, professionalism, collaboration, growth

Types Internal/External, Formal/Informal, Vertical/Horizontal

Channels Oral, Written, Non-verbal, Visual, Digital

Application in Physio Patient care, reporting, meetings, coordination with hospital staff

☐ Self-Practice Questions

- 1. What is the difference between formal and informal communication?
- 2. List three examples of internal communication in a hospital setting.
- 3. What are two advantages of written communication?
- 4. How does non-verbal communication affect patient care?
- 5. What channel would you use to present monthly therapy outcomes?

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