



CHARACTERISTICS OF PERSONAL MARKETING IN THE JOB OF NURSES IN A UNIVERSITY HOSPITAL: CLIENT'S PERCEPTIONS

CARACTERÍSTICAS DE MARKETING PESSOAL NO TRABALHO DE ENFERMEIROS EM HOSPITAL UNIVERSITÁRIO: PERCEPÇÕES DE CLIENTES

CARACTERÍSTICAS DEL MARKETING PERSONAL EN EL TRABAJO DE ENFERMERAS EN UN HOSPITAL UNIVERSITARIO: PERCEPCIÓN DE LOS CLIENTES

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ABSTRACT

Objective: to identify how the Personal Marketing's (PM) characteristics in the nurse's work are realized by the patients. **Method:** it is a qualitative, descriptive and exploratory research with customers of university hospital in south of Brazil. Data collection was conducted during the months from January to May 2010 through semi-structured interviews and analysis with support in Content Analysis. The subjects were 15 patients admitted to the unit who agreed to participate and allowed their interviews were recorded and disseminated and sign the Free and informed consent. The subjects who identified the nurse received nicknames that correspond to names of nurses who were part of nursing's history as Florence Nightingale, Ana Neri, Wanda Horta, Hilda Krisch, Zaira Cintra Vidal. The subjects who did not identify the nurse were named as E1, E2, E3 ... E10. This study was submitted to the Ethics Committee in Research in Health at the University of Rio Grande and agreed with the opinion n° 33/2010. **Results:** that nurse's verbal communication was ineffective; customers observed the appearance of these professionals and their non-verbal communication; nurse's interpersonal relationships were fragmented; management exercised by them was invisible; care/assistance, when provided by the nurse, was a source of professional identification. **Conclusion:** there is necessity of adherence strategies of MP in nurse's work conduction to generate a positive image of the profession with the clientele hospital. no need for membership of the MP strategies in driving the work of nurses to create a positive image of the profession with the hospital customer. **Descriptors:** marketing; nurses; inpatients.

RESUMO

Objetivo: identificar como características do Marketing Pessoal (MP) no trabalho de enfermeiros são percebidas por clientes de um hospital universitário. **Método:** estudo de abordagem qualitativa, descritiva e exploratória com clientes de uma unidade de internação de um hospital universitário do Sul do Brasil. A coleta de dados foi realizada durante os meses janeiro a maio de 2010, por meio de entrevistas semiestruturadas e a análise com respaldo na Análise de Conteúdo. Os sujeitos foram 15 pacientes internados na unidade, que concordaram em participar da pesquisa e permitiram que suas entrevistas fossem gravadas e divulgadas, além de assinarem o Consentimento Livre e Esclarecido. Os sujeitos que identificaram o profissional enfermeiro receberam pseudônimos que correspondem a nomes de enfermeiros que fizeram parte da história da enfermagem como Florence Nightingale, Ana Neri, Wanda Horta, Hilda Krisch, Zaira Cintra Vidal. Os sujeitos que não identificaram o profissional enfermeiro foram denominados como E1, E2, E3...E10. O presente estudo foi encaminhado ao Comitê de Ética em Pesquisa na Área de Saúde da Universidade do Rio Grande e aprovado com o parecer n° 33/2010. **Resultados:** os resultados mostraram que a comunicação verbal dos enfermeiros foi ineficaz; os clientes observaram a aparência desses profissionais, bem como sua comunicação não verbal; as relações interpessoais dos enfermeiros eram fragmentadas; a gerência exercida por eles era invisível; o cuidado/assistência, quando prestado pelo enfermeiro, era fonte de identificação profissional. **Conclusão:** há necessidade de adesão de estratégias do MP na condução do trabalho dos enfermeiros para gerar uma imagem positiva da profissão junto à clientela hospitalar. **Descritores:** marketing; enfermeiros; pacientes internados.

RESUMEN

Objetivo: identificar cómo las características de Marketing Personal (MP) en el trabajo de las enfermeras son percibidos por los clientes de un hospital universitario. **Método:** es un estudio cualitativo, descriptivo y exploratorio en una unidad de hospitalización de un hospital universitario en el sur de Brasil. La recolección de datos se llevó a cabo durante los meses de enero a mayo de 2010 a través de entrevistas semi-estructuradas y análisis con apoyo en el análisis de contenido. Los sujetos fueron 15 pacientes ingresados en la unidad que aceptaron participar y permitieron que sus entrevistas fuesen grabadas y difundidas, y firmar el formulario de consentimiento. Los sujetos que se identificaban con la enfermera recibieron apodos que corresponden a los nombres de las enfermeras formadoras de la historia de la enfermería, como Florence Nightingale, Ana Neri, Horta Wanda, Krisch Hilda, Zaira Cintra Vidal. Los sujetos que no identificarón la enfermera fueron nombrados como E1, E2, E3... E10. Este estudio fue presentado al Comité de Ética en Investigación en Salud de la Universidad de Rio Grande y de acuerdo con el dictamen n° 33/2010. **Resultados:** los resultados mostraron que la comunicación verbal del enfermero fue ineficaz; los clientes observan la apariencia de estos profesionales y su comunicación no verbal; las relaciones interpersonales de las enfermeras estaban fragmentadas; la gestión ejercida por ellos era invisible; la atención/assistencia, cuando son proporcionados por la enfermera, era una fuente de identificación profesional. **Conclusión:** hay necesidad de adhesion de estrategias del MP en la conducción del trabajo de las enfermeras para generar una imagen positiva de la profesión con la clientela hospitalaria. **Descritores:** mercadeo; enfermeros; pacientes internos.

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INTRODUCTION

In the Brazilian Classification of Occupations^a are registered more than ten different types of specializations related to the nursing profession, besides many others whose titles come from many different courses lato and strict sense exists in Brazil. Even with this insertion in various fields, realizes that the society does not distinguish the real role of nurses enrolled in the Law of Professional Practice.¹

Several authors seek to justify this risk issue and some answers, as the issue of women, striking feature of the profession, such as the difficulty of deconstructing stereotypes of the past and lack of development of an image that really characterizes the profession.^{2,3}

This latter indication, in particular, raises concerns, since it is an notable difficulty of hospitalar's nurses to disseminate an image consistent with their actions. This problem may be related to the lack of effective means of spreading an image that valous the profession.

The Personal Marketing's (PM) strategies are correlated to this knowledge gap, constituting itself as an instrument for the professional nurse to propagate their image.

These, in turn, are a set of activities that valorization, individualization and enhacement's image to the society and organizations, promoting emocional well-being,

The Brazilian Classification of Occupations - CBO aims to identify the occupations in the job market, for classification in administrative and home records psychological and financial. The PM is a branch of Marketing that uses the concepts and instruments to benefit a person.⁴

Nurses may be the main propagators of their profession by projecting an image congruent with their work. However, they spend the majority of professional life in finding a qualified assistance and new instruments through bold technology for work, but treat to keep them with their peers without such a disclosure made. This leads to a not widespread nursing and therefore little known in its actual condition.

The PM is an undeveloped area in the nursing's scientific production, lying a few publications with this approach. However, studies with this approach concluded that it is a visibility tool that exposing the profession to the society.⁵⁻⁷

In the specificity of nursing, the PM may contribute to the improvement of skills that nurses acquire during their education, such as communication (verbal and non-verbal), interpersonal relationship with the multidisciplinary health team and with the user. The effectiveness of these actions facilitating the achievement of the care and maninger process, helping the customer-specific service, encompassing all dimensions of care.⁸⁻⁹

The art of dealing with people is also one of the characteristics relevant in the PM and intrinsic to the nurse's work, since the object their work is the person who receives the care (individual, family and group).¹⁰ Nurses have abilitties to promote positive interpersonal's relations in the local work, creating, thus, integration and acceptance among the professionals who working in it and encouragement to the request of services by the customer.¹¹

The client's satisfaction is a specificity of PM and depends on the performance of professional nurses, since all dimensions of their work converge to this, especially the management and care, and the PM can leverage these two actions, making them visible to customers.

Given the above, it is understood that some provisions of the MP can and should be used by nurses in their work process, as it accounts for a large number of hours with the client. With this, this professional can make visible their practice in order to assist in the formation of a brand free of negative stereotypes and benefit the organization in which operates, increasing the bond with clients, promoting satisfaction and loyalty.

Thus, this study aims to identify how characteristics of Personal Marketing (MP) in the work of nurses are perceived by customers in an inpatient unit of a university hospital.

METHOD

A qualitative study of exploratory and descriptive character, developed in a clinical inpatient unit of a university hospital in southern Brazil, during the months January to May 2010.

The individuals were 15 patients hospitalized in the unit, who agreed to participate and allowed their interviews were recorded and disclosed in addition to signing the "Consentimento Livre e Esclarecido". The reason for choosing these individuals focused on the assertion that they are the object of the work process of nurses and, therefore, it

appears that they can send their perceptions of professional work and their image. These patients were lucid, oriented, communicative, ambulant and hospitalized for at least 10 days, which theoretically leads to the understanding that they know the professionals who make up the nursing staff. This space of 10 days was based on information that the average days of hospitalization unit in question in the first half of 2009 was 15.37 days.

Individuals who identified the nurse, received nicknames that correspond to names of nurses who took part in the history of nursing as Florence Nightingale, Ana Neri, Wanda Horta, Hilda Krisch, Zaira Cintra Vidal. Individuals who did not identify the nurse were named E1, E2, E3, ... E10.

During the interviews it was possible to draw a profile of 15 individuals through some personal characteristics. Thus, it was found that these individuals had at the time of the search, mean age 48 years - ranging from 28 to 77 years-; were hospitalized for 29 days, with a peak maximum of 98 days and minimum of 13 days; 1 individual had higher education, 5 high school, 2 incomplete high school, 2 elementary school, two incomplete elementary school and three did not have any scholarship.

For data collection a semi-structured interview was conducted with each individual, at times prearranged with the nurses, which would not interfere in the routines of the unit, and separate space in the ward, providing a more cozy and private. The interviews were recorded in Mp3, transcribed immediately after its completion and validated by individuals, even during hospitalization.

Data analysis was performed by a Content Analysis recommended by Bardin¹², where the theme is the central concept.

In the first stage, called "Pre-Analysis", the focus was reading all the material collected, repeatedly generating an overview of the perception of customers about features of Personal Marketing in the work of nurses in an inpatient unit of a hospital university.

In the second phase was carried out "exploration of the material," when the customers' statements were coded and classified according to predetermined topics defined a priori, emanating from the general characteristics of the MP, researched at the bibliography as "communication", "interpersonal relationships" and "professional competence".

In the last step of the analysis was performed the treatment of the results, inference and interpretation, in the form of articulation of themes arising with data from other studies, theoretical concepts and reflections of their own authors. These themes were titled "Communication in Nurses MP", "The quality of interpersonal relationships in Nurses MP" and "The professional practice of the nurse in MP."

The present study was referred to the Committee on Ethics in Health of the University to which the university hospital is linked to and approved by opinion No. 33/2010.

• The expression of nurse's personal marketing in perception of patients in a university hospital

♦ Communication as a tool for the nurse MP Verbal communication

In the course of the interviews in relation to the recognition of nurses by the individuals, we observed that five patients interviewed did it perfectly, identifying the professional and the shift. However, one group of respondents identified the nurse, but did not know the shift, and another, realized who was the professional but not your name.

In this case the person who comes in the afternoon? No, [...]not today. (Florence Nightingale)

I do not remember the name but I know who is the person. (Ana Neri).

Although the interviewees were ambulant and had been hospitalized for at least ten days, ten failed to make the approach to the identity of the professional nurse, confusing them with the nursing technician:

They (nurses) comes with the medication tray, right?. (E7)

Importantly, didn't have any induction on responses of the individuals, for example, by suggesting other forms of name of the nurse as "Nurse-standard" or "head nurse" expressions mentioned in the common sense.

♦ The non-verbal communication

The group of individuals who recognized the nurses among other professionals who serve them, do so through the uniform and badge, as the following quote:

[...] The college nurse really, by the blue cardigan. (Zaira Vidal)

Symbols such as the tray, stethoscope and other tools of practice of health care, are also used for the recognition of professional, even if wrongly:

Ah... at first, because they comes with the tray.(E7)

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It was noted also that the individual physical characteristics can give a unique personal image to the nurse, which means that the nurse is recognized by customers, as noted below:

[...]I forgot her name, the crimp. (Hilda Krisch)

Individuals who identified the nurses, did not mention that they did it by aspects of nonverbal communication such as gestures, tone of voice, or even the way of being of these professionals. However, in their speeches, it was noticed, too, that they are aware of the actions and reactions of nursing staff expressed by nonverbal communication.

◆ The quality of interpersonal relationships in MP of nurses

● Relationship client-health professionals

Individuals interviewed in their entirety, indicate that maintains greater contact with doctors and the nursing technician. With doctors, the interaction takes place through the explanations that are passed on about their health, and with technicians, this relationship is because they spend a great deal of time in their care.

[...]I really liked her (doctor), I think she is very interested. I feel more comfortable. She explains more. (Zaira Vidal)

"Who's always in function, are the technicians." (Wanda Horta)

With the nurses, the interviews showed that the relationship is established, in most cases, when customers request information, and not spontaneously towards nurse-client:

I honestly do not. Although I do not ask. I ask everything for the residents. [...] I feel more comfortable with them[...] (Wanda Horta)

[...]she (nurse) worked on my legs, in this case, monitoring, and I was always asking her what she thought. [...] And she always gave me correct answers. (Florence Nightingale)

● Relationship nurse-health staff

Some individuals perceive interpersonal relations between nurses and other members of the team as effective:

[...]I asked the nurse Why comes juice for him, and does not come to me?. Then she said she had to talk to a nutritionist. [...] And the next day came the juice that I wanted. So I think they have a good relationship." (Zaira Vidal)

[...]I did not see much here, that thing that exists in other locations, you know, ah ... guy said he would leave prescribed, but he

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does not leave. Then we who listen. (Hilda Krisch)

However, Ana Neri revealed in the course of her hospitalization, there is a fragmented relation between the health team, where nurses are closer to their equal:

In those few days I'm here is a little bit fragmented, as well. Nurses get along with each other, have a relationship[...] I believe this is normal, right? (Ana Neri)

Emphasizing the importance of interpersonal relationships between the health team, an individual, even if he did not identify the nurse, said that the quality of professional relationships can influence the care they receive:

[...]Who's out, in my case, I observe in this way (fragmentation of relations), I put that question mark. How will be your treatment with me, if suddenly, you come to me? (E7)

● The work process as a tool for the nurse MP

◆ Management

When asked about the role of nurses in the management of the unit, individuals research demonstrated as follows:

I can not understand, I haven't seen by this point. (Ana Neri)

However, the presence management is realized, because individuals regardless of whether they have identified the nurse or not, distinguish some activities that are normally carried out by him. The following excerpts confirm this assertion:

[...] Commands there? I think it's inside the health center. Here's the small health center. Who scale, who distributes... I do not know. Then I can not explain. (E5)

However, two individuals who identified the nurse, do not indicate him as the responsible for the action to manage and, yes, other professionals such as doctors and hospital administrators.

In the administration, I liked the doctors who treat me. [...] Already complained enough. Even I talk a lot with the doctor when they come in the room talking to me I speak these things. (Zaira Vidal)

Those who did not identify the nurse, observed that there is a failure in supervision, since mismatches concern the organization of nursing work:

These days, nine pm. came to bring me medicine 11:30 pm. [...] Yesterday I was more than one hour with a fever. (E9)

◆ The assistance/care

Some individuals perceive the difference between the technical knowledge / science of nurses and other professionals of the nursing

staff, especially his performance in situations that require more knowledge:

When they (nursing technicians) know they have some other difficulty that they will not be right, they call the technician or standard, do not know how they say. (Zaira Vidal)

I do not know what it was. If it was in the muscle or in the flesh, don't know... And then she told me it was an inflammation that is not so unusual, that can happen sometimes in the vein. (Anne Neri)

Individuals show also that the customer observes and waits for a humanized care by the nursing staff, as the follow testimony:

I think very important, you know. Because from the moment he has not aware of what I need, what I am[...] Then I will not receive the care I need. So I'm not getting better, right? (Florence Nightingale)

DISCUSSION

Communication is one of general skills relating to the training of the nurses expressed by the National Council educational¹³. In this regard, it is clear that the professional must be accessible, maintaining contact with customers, as well as with other health professionals, secretly. This item includes also verbal, nonverbal, and writing skills and reading as essential to the profile of the trainee graduate/professional nurse.

It is considered effective communication when the professional can give the customer what he wants to, making understanding and reaching the objectives proposed to himself. The positive interaction allows nurses to capture important information, encouraging the creation of a reliable profile of the client's health, essential to the practice of effective care, in addition to being an instrument of professional identification.¹⁴

The client-nurse interaction must start with the presentation of work at the beginning of the work shift, so that the customer will recognize, know your role, and can better communicate, exposing their shortcomings. The immediate image that nurses deliver to the customer, influences the perception of quality of care he is going to receive.⁵

The language, the object of communication is viewed as an instrument for the practice of MP strategies, under this view, is a resource for approaching the customer. Verbal language reaches the receiver closely, since, through it, the sender translates his ideas into words, building a speech in favor or not to the image.¹⁵ Can generate, thus reducing barriers

between draftsman and receiver, providing information exchange as well as the understanding of these. The communication becomes a tool for a process focused on nurses' work humanization.¹⁴

The non-verbal communication is made without the use of words, emphasizing the behavioral expression and the context in which it serves.¹⁸ The non-verbal language can enhance verbal language, through tone of voice and the way words are said. Besides these aspects, the non-verbal communication can be performed [...] By looks and facial expressions, gestures that accompany speech, the body posture, the size of the physical distance people keep from each other and accessories and physical characteristics. Even silence, in a certain context, is significant and can transmit many messages.^{16:420}

The uniform is transformed, therefore, a symbol of professional identity, making it a material object that represents the abstract notion. The symbolization process is part of the unconscious, but when this is done consciously, the meaning of the symbol is part of reality.¹⁷ Thus, professionals tend to use uniform, either by rule or institutional Council can use it in favor of their image, turning this clothing into a personal mark.^{17,5}

The exterior elements — such as uniform, badge and physical characteristics - translate the external appearance, and appearance that display the personality of the person as well as their social status, and age group you belong to.¹⁸ The perception and appreciation of these aspects by nurses can encourage the renewal of their image and therefore their self-esteem, reflecting directly on the treatment given to customers, and relationships with other professionals in their field of endeavor.

The ability to deal with people is a fundamental aspect of health professionals, as the interpersonal contact is unavoidable, since all activities are mediated by the area of human relations.¹⁰ In the case of nurses, interpersonal relations, well cultivated, MP strategy, foster a positive image and facilitate the transformation of the workplace, allowing interdisciplinary and humanized actions focused primarily on the welfare of clients.^{19,5} Thus, good relationships with the healthcare team help nurses mediate the work and enhance individual actions, translating ultimately a collective activity for the benefit of human.¹¹

The way that professional acts in the face of everyday interactions, affects the effectiveness of your doing, because relationships create feelings and thus an

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individual perception in relation to each other that can mean barriers in the reaction process. The customer's trust is motivated by the behavioral action of the nurse in their psycho-biological needs and their execution of their professional skills.²⁰

The professional and applied skills, reflected in the eyes of the receiver of services, which enhances and differentiates this. In the case of nurses, their knowledge gives him a manager role in the unit, which deals with human and material resources. The work in managing a hospital is extremely important because it will depend on the satisfactory service to customers, with regard to engaged staffing, and the use of materials in quantity and quality, meeting, then the demands of patients and organization.²¹

The use of MP may potentiate the managerial position of the nurse, from the moment that makes visible their work in the hospital. The cuts arising from the interviewees' statements lead to the idea that the research subjects, unaware of who is the function of managing the unit. However, this activity is private nurse according to Law No. 7498, which regulates their practice. In Article 11 of the Act, it appears that corresponds to the nurse to plan, organize, coordinate, implement and evaluate nursing care services.¹

With the reports, we find that the work of nurses in management face, not rare, being necessary to make it visible, so that in this way, both the clientele and the multidisciplinary team to identify this as a professional manager. There is a need for nurses to appreciate these actions, so that run correctly, since then, many define them as bureaucratic activities, creating a division between the processes of management and care.²²

Thus, one can say that caring is the key brand of the profession and a competency to be executed with great skill and based on scientific principles updated one. The care provided to clients by nurses must be differentiated from that held by other members of the nursing staff and health. Thus, the nurse enhances your professional image, since it makes their care a specialized action, and acquired through technical training and firm position as a leader of the nursing process to customers and other health professionals.

Assistance associated with non-standardizable leadership and therefore humanized character generates to the individual an individualized care and

differentiated, which brings recognition and visibility to the professional.²³ Through the above, we can say that this is an easily applicable strategy for MP by the nurse, since he has extensive training with their humane approach.

CONCLUSIONS

Given the objective of identifying the characteristics and Personal Marketing (MP) in the work of nurses are perceived by customers in a hospitalization unit of a university hospital, it was found that:

- ▶ Communication (verbal and nonverbal) between the nurse and the clientele is insufficient in respect of skills that define the legal profession;

- ▶ Some criteria - such as personal presentation, external appearance and empathy

- ▶ Were observed instinctively by interviewed clients demonstrating such importance that they have to spread a positive personal image;

- ▶ Customer perceives it, in most cases, the nurse's interpersonal relationships with clients are flawed, since the exchange of information is only given at the time that professional is required. In the multidisciplinary approach, this interaction is perceived as fragmented and there is little joint problem solving and discontinuity of services. Positive interpersonal relations allow customers to view the individual skills of the professionals, and generate a favorable environment for the execution of the works and the construction of a team;

- ▶ There are invisibility of nursing work process - both in his management face and assistance.

Given the above, the Personal Marketing proves to be an efficient tool to equip nurses for their self-promotion and adapting their services to assisted clients. Thus, it appears that the state that is the image of nurses is changing, if he be concerned and seek ways to improve it.

It is hoped that these research results instigate the production of other strategies also innovative and adaptable to all workplaces, allowing the widespread use and thus contributing to increase the visibility of the profession.

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