



13-14 November 2025

Medical Communication in the Management of Iron Deficiency Anemia: The Importance of Patient Information and Education

Adrian Marian Vlad Neag, Adrian-Daniel Cinca, Mihaela Florentina Rătundu, Raluca Sabina Cîrstea, Anka Roxana Pascariu
UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMISOARA

Abstract: *This paper explores the importance of clear, empathetic, and evidence-based communication strategies in the diagnosis, treatment, and long-term monitoring of IDA. Emphasis is placed on educational approaches that empower patients to recognize symptoms, adopt proper dietary habits, and follow therapeutic recommendations.*

• Introduction

Iron deficiency anemia (IDA) remains one of the most prevalent nutritional and hematological disorders worldwide, significantly affecting patients' quality of life and overall health.

Material and method

This research analyze strategies like using clear, concise, and courteous language, creating teach-back opportunities to confirm understanding, and implementing mobile health (mHealth) technologies for reminders and information.

Conclusions

By integrating elements of health literacy, patient-centered education, and shared decision-making, the study demonstrates how improved communication not only enhances treatment outcomes but also strengthens the relationship between patient and healthcare provider. Ultimately, the management of iron deficiency anemia is presented as a collaborative process in which medical expertise and communication competence are equally essential for ensuring therapeutic success and preventing recurrence.

• Results and discussions

Effective medical communication plays a crucial role in the management of this condition, as understanding, adherence, and prevention depend largely on how information is transmitted between healthcare professionals and patients.

