What does effective communication look like in the medical office setting? Use these guidelines to be understood and to promote two-way exchanges. Communication is one of the most important tools in any relationship, be it personal or professional. In the medical office, clear communications among the staff are essential for ensuring quality of care of the patients. Communication Is 2-Way. In order for communication to be completed, there must be ideas or information to be shared, someone to give the information or idea, and someone who will receive the information. Communication is best when it is reciprocal, meaning that ideas and information are shared between the two people, with each giving and taking from the exchange.