

TIPS FOR SUCCESS

PATIENT EXPERIENCE BRIEF

When we begin a new practice, there are often concerns or barriers that we face. Sometimes just the anticipation of a potential challenge can slow our adoption of a best practice. Here are tips to help with any concerns you may have.

1	Remember, each element stands alone. They do not have to be delivered in any specific sequence. For example, it may be most natural to begin a conversation with a show of thanks for someone being patient while they waited for you.
2	AIDET® Plus the Promise is not a script. Use your own words. Be authentic. It's easy to recognize the people who are communicating on "autopilot". Remember, the goal is to put people at ease, give them a reason to trust you and decrease their anxiety.
3	You may not always need to use every element of AIDET Plus the PromiseSM. For example, if your colleague knows your name, an introduction would be pointless and likely counterproductive! The caution with this is that unless you are certain the person you are communicating with knows your name, verifying their knowledge is a good idea. You can do that by simply saying, "We met earlier, but I'm not sure that you would remember my name." If they remember you, you are good. If not, you have the perfect opportunity to re-introduce yourself.
4	In telephone conversations, AIDET Plus the PromiseSM is extremely important. So much of our message is lost when we cannot rely on the visual cues and body language. Standardizing the content of telephone communication with AIDET Plus the Promise SM can fill some of those gaps.
5	There is a risk of sounding robotic when answering calls. Be aware of this and seek to use vocal tone and inflection to keep the conversation feeling fresh and original. Remember, it may be the 50th time you answered the phone today, but it is likely the caller's first interaction with you and your department or organization. The first impression you create will color their entire experience.
6	Manage yourself up. You may be one of the thousands of folks who are uncomfortable speaking positively about themselves to others. If so, it is helpful to keep in mind that this element of AIDET is one of the most important in gaining trust that leads to compliance. Customers do not know you. They don't know if you have experience, if you are working with a capable team, or if you are the right person to meet their needs. Colleagues may have similar concerns. One of the best ways to develop more comfort is to practice. You can write down your manage up and practice it at home or in a safe place. You can try it out with customers or colleagues and watch their response. Whatever you do, do not abandon the practice. Becoming comfortable with being uncomfortable is a job we are each called upon to master. And know that, with practice, your discomfort will diminish. <i>See the Managing Up module for more information.</i>
7	Repeat the manage up if necessary. Manage up yourself and your team during the initial introduction. It is also useful to repeat when you sense increased anxiety in your colleague or customer.
8	Address customers by name. Research shows that 91% want to be addressed by name.
9	Hardwire first and last impressions. Use standardized opening and closing statements: <ul style="list-style-type: none"> • Opening Example: "Hello. My name is Karen, and I will be cleaning your room today..." • Closing Example: "Thank you for choosing us ... Thank you for waiting ... Thank you for coming in today... What other questions do you have?" <i>See the First Impressions module for more information.</i>
10	Embrace the concept of "narrating your actions". We often go about routine tasks, even very important ones, without discussing them with those who observe us. Talking through what we are doing and why will help the colleague or customer easily interpret our actions and better understand why we are there.

Phone Phrase Examples:

Answering the telephone:

“Good morning/afternoon/evening, this is the [department name]. You have [your name], how may I help you?” – remain calm, positive and smile. The customer will be able to hear your smile through the phone.

To place someone on hold

“May I put you on hold for a moment while I look that up/find out?” If not, *“Would you prefer if I gave you a call back?”* – apologize for the wait, if it takes more than 2 minutes check in with the caller and let them know you are working on finding an answer.

When transferring

“Let me put you in touch with [person’s name and department], they can handle that for you. Would you like me to connect you or would you like the direct number to call them yourself?” – if necessary, give the caller the extension number to contact. Stay on the line and introduce the caller to the person in the department that can help.

To end the call

“Is there anything else I can help you with today? What questions do you have?” – If the customer is frustrated, *“I’m sorry if we disappointed you, let’s see if I can help you and we can get through this together.”*