

Creating a GREAT Patient Experience!  
Kathy Adams  
Director, Service Excellence  
Presentation Notes

Lesson 1

- Creating a great customer experience is not an option.
- Creating a great customer experience is mandatory.
- Excuses will not be accepted.

Lesson 2:

Perform with a Relationship Mentality, not a Task Mentality

- Make a real connection
- Actions can not be robotic
- When we operate from a task mentality, patients feel processed rather than valued
- Cater to THEIR needs

Lesson 3: The Real Patient Experience

- The patients perception of their overall experience is impacted by several mini-experiences.

Lesson 4:

Never Let Back Stage Come On-Stage

- “Imagine a child actually seeing Cinderella smoke a cigarette... years of therapy might be called for.”

Lesson 5:

See Through the Patients' Lens

- Patients are out of their comfort zones, being in the hospital can be overwhelming, it's our job to understand this and see the issue behind the issue.
- Preserve the patients' dignity as well as their loyalty.

Lesson 6: Little WOWS add up!

- Create big WOWs when you can, but focus on the little WOWs.

- Be a part of the “team”
- Be kind
- Smile
- Make eye contact

#### Lesson 7: Respect Diversity

- If you are not sure... just ask.

#### Lesson 8: Explain

- Patients and Families want to understand what is happening with their care.
- Express Caring Out loud
- Express Caring Out Loud
- It's not personal!

#### Lesson 7: Service Recovery

- No matter how hard we try to create a great patient experience, there will be those times when things go wrong.
- Listen...Apologize...Solve...Apologize
- AIDET
  - **ACKNOWLEDGMENT**
  - Eye Contact
  - Smile
  - Stop whatever you are doing so your customer knows they are important
  - **INTRODUCTION/WELCOME**
  - Welcome
  - State your name
  - State your department
  - State your role in the patients care

- **DURATION/TIME EXPECTATION**

- Explain how long the procedure will take
- Explain how long the test or interaction itself will take.
- Explain how long a patient should be expected to wait before getting the results of the test

- **EXPLANATION**

- Explain the test or procedure
- Explain the role of involved medical staff
- Explain if the test or procedure will cause pain or discomfort, or if any post procedure will cause pain or discomfort, or if any post procedure instructions are necessary

- **THANK YOU**

- Say "Thank you for choosing Frederick Memorial Hospital for your healthcare needs."

- What Not to Say...

"We're short staffed"

"My feet hurt"

"What do you want now?"

"I don't know"

"It's not my job"

"It's ..... Fault, not mine"

Don't ruin an apology with an excuse.

Finger pointing does not help.

Lesson 8: Press Ganey

**Patient Satisfaction Scores  
Tell All!**

- Why should you care?
- It's the right thing to do for the Patient.
- It creates a great Patient experience.
- Patient Satisfaction increases.
- Patient Satisfaction *scores* increase.

**Your job relies on it.**