

Developing a Culture

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Agenda



At the conclusion, participants will be able to:

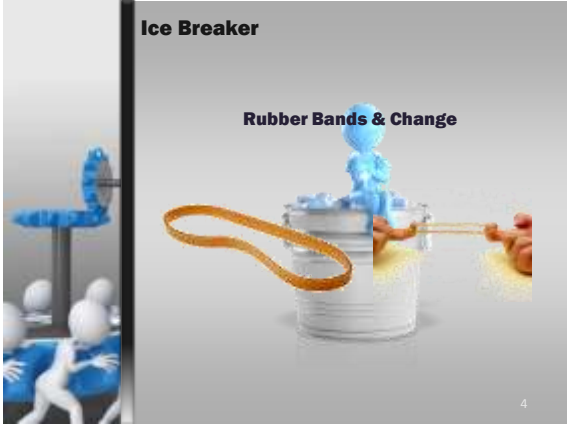
- Describe the vision and guiding principles for developing a culture and exceptional care
- Describe behavioral competencies expected of team members
- Describe the key practices and behaviors that support world class customer service
- Describe AIDET, a five-step model for patient communication
- Describe HEAT, a model for responding to customer complaints
- Identify tools that can improve processes and lead to continuous improvement

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Norms/Objectives

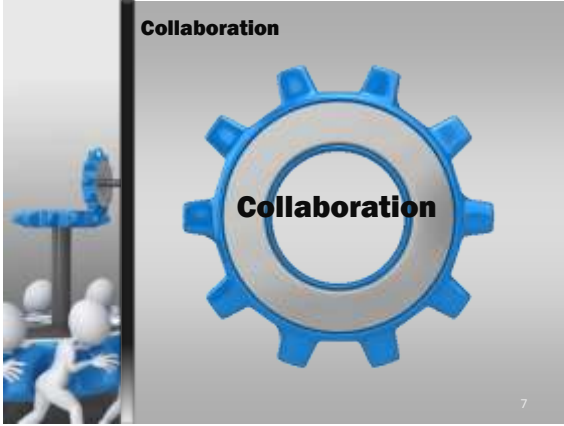
- Have fun and take manageable risks
- Savor the moment
- Keep confidences – Vegas Rule
- Avoid 'sidebar' conversations
- Honor break times
- In large room, speak up so everyone can hear you
- Put phones and pagers on vibrate. *Respond to email, text messages and voicemails during breaks. If time sensitive, please step outside the meeting room.*

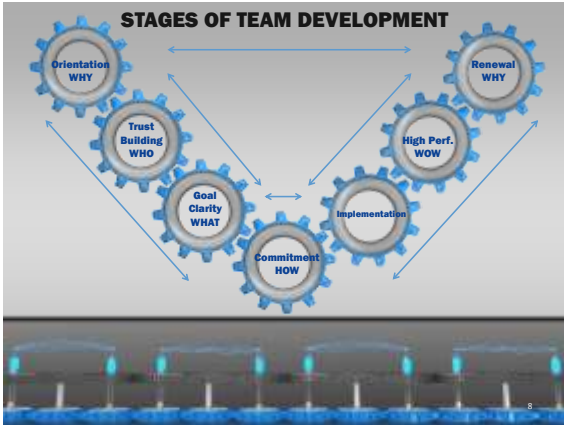
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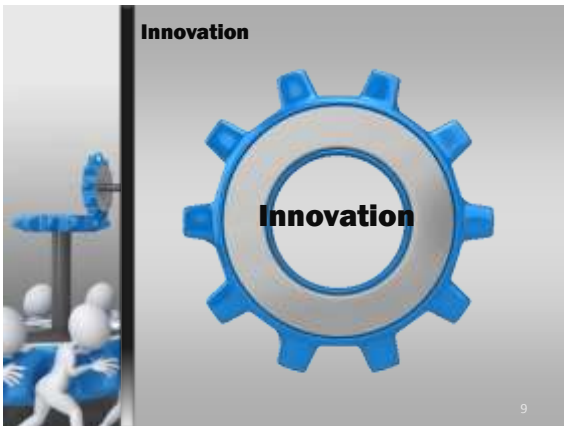


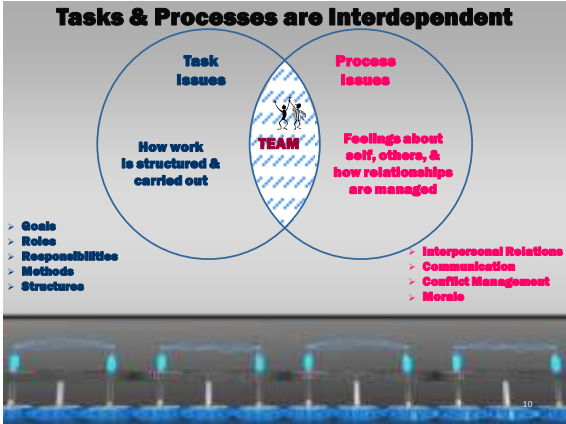


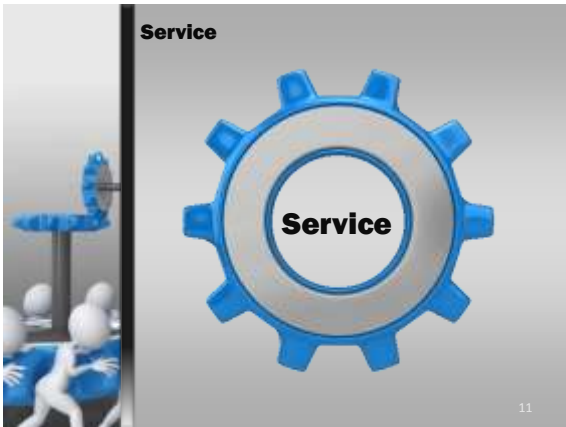

















Employee Characteristics

- ✓ Are profoundly dedicated to providing the highest-quality of patient service and safety
- ✓ Are self confident
- ✓ Have high standards
- ✓ Are dedicated to their communities , their patients and one another
- ✓ Are innovators
- ✓ Believe in constant improvement
- ✓ Are comfortable with change

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Employee Characteristics (cont.)

- ✓ Embrace new ideas and concepts
- ✓ Are team players, not "department players"
- ✓ Are comfortable with some ambiguity in their responsibilities
- ✓ Don't hesitate to pitch in and help a patient or coworker in need
- ✓ Are observant and take initiative when they see something that needs to be done
- ✓ Have an un-wavering can-do attitude

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PATIENT SATISFACTION JOB SATISFACTION



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Tools
Communication strategy to reduce patient anxiety

A	Acknowledge
I	Introduce
D	Duration
E	Explanation
T	Thank You

Source: (Shedler Group AIDET, 2014)

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AIDET

Results and Advantages of AIDET

- ✓ **Reduced patient anxiety**
- ✓ **Increased patient compliance**
- ✓ **Improved clinical outcomes**
- ✓ **Increased patient satisfaction**

Source: (Shedler Group AIDET, 2014)

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AIDET

A – Acknowledge

- ✓ **Anticipate needs**
- ✓ **Knock**
- ✓ **Ask for/Wait until permission given to enter**
- ✓ **Greet/Eye contact/Smile**
- ✓ **Assess/Fix**
- ✓ **Key words (privacy)**
- ✓ **Ask “Is there anything I can do for you before I leave”**

Source: (Shedler Group AIDET, 2014)

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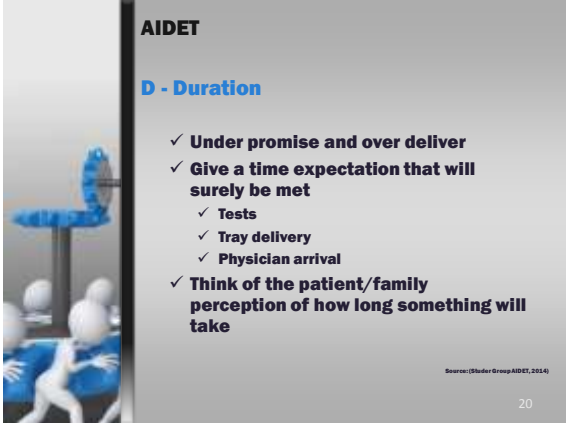
AIDET

I - Introduce

- ✓ **Self**
- ✓ **Role**
- ✓ **Skill set**
 - ✓ **Training**
 - ✓ **Certification**
- ✓ **Others Positively**
 - ✓ **Co-workers**
 - ✓ **Departments**
 - ✓ **Physicians**

Source: (Studer Group AIDET, 2014)

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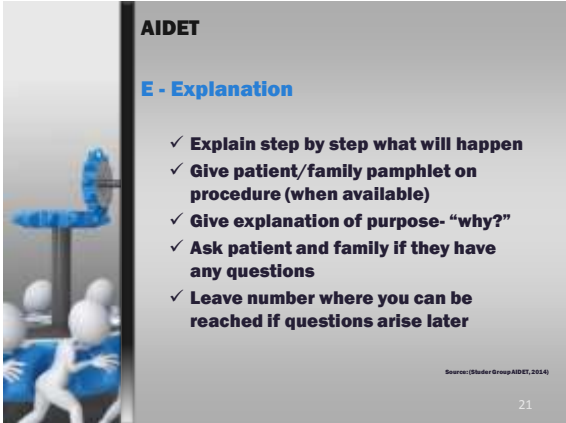
AIDET

D - Duration

- ✓ **Under promise and over deliver**
- ✓ **Give a time expectation that will surely be met**
 - ✓ **Tests**
 - ✓ **Tray delivery**
 - ✓ **Physician arrival**
- ✓ **Think of the patient/family perception of how long something will take**

Source: (Studer Group AIDET, 2014)

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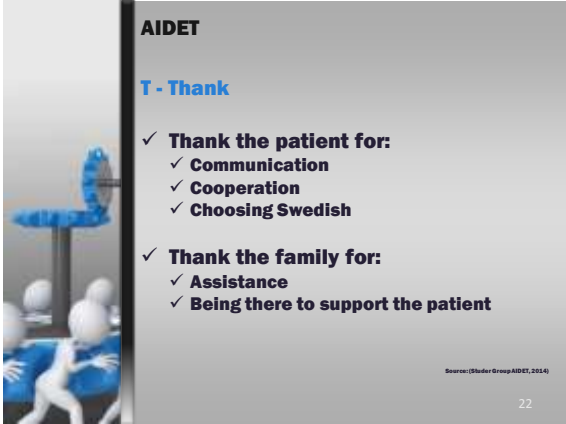
AIDET

E - Explanation

- ✓ **Explain step by step what will happen**
- ✓ **Give patient/family pamphlet on procedure (when available)**
- ✓ **Give explanation of purpose- "why?"**
- ✓ **Ask patient and family if they have any questions**
- ✓ **Leave number where you can be reached if questions arise later**

Source: (Studer Group AIDET, 2014)

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AIDET

T - Thank

- ✓ **Thank the patient for:**
 - ✓ **Communication**
 - ✓ **Cooperation**
 - ✓ **Choosing Swedish**
- ✓ **Thank the family for:**
 - ✓ **Assistance**
 - ✓ **Being there to support the patient**

Source: (Shofar Group AIDET, 2014)

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Service Recovery

What do you want most when you are upset?



Source: (DDI Take the Heat, 2014)

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H.E.A.T.

- ✓ **Model from DDI (Development Dimensions International)**
- ✓ **Used by companies like Boeing and Nordstrom**
- ✓ **Enables and assists anyone to handle customer service issues**

Source: (DDI Take the Heat, 2014)

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Take the H. E. A. T.

- ✓ **Hear them out**
- ✓ **Empathize**
- ✓ **Apologize**
- ✓ **Take Action**

Source: (DDI) Take the Heat, 2014

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Hear them out

TWO Ears ONE Mouth




Don't talk while listening!

Source: (DDI) Take the Heat, 2014

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Hear them out

Let the person talk without interruption

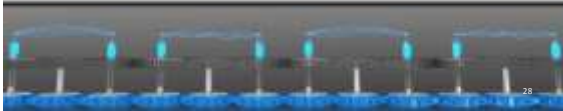
- ✓ **Introduce yourself and your role**
- ✓ **Hear them out**
- ✓ **Don't talk until they are done**
- ✓ **Ask questions to clarify**
- ✓ **Take notes if necessary**
- ✓ **FIND OUT WHAT THEY WANT**

Source: (DDI) Take the Heat, 2014

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Hear them out

AVOID trying to fix the problem before they are done talking or venting and all the specifics are known



EMPATHIZE

- ✓ = "mental entering into the feeling of a person"
- ✓ Communicate caring
- ✓ Show that you are relating to their problem
- ✓ Show understanding "uh huh" "go on"
- ✓ Restate the problem: "Let me see if I have this right..."
- ✓ Use body language to be authentic



Source: (DDI) Take the Heat, 2014)

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APOLOGIZE

- ✓ WHAT???
- ✓ For WHAT??
- ✓ It is not my fault!!!!



Source: (DDI) Take the Heat, 2014)

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APOLOGIZE

- ✓ **Keep it simple**
- ✓ **No blaming or excuses**
- ✓ **Don't try to explain what you think went wrong**
- ✓ **Be genuine in your effort**
- ✓ **"Patients will respond to fake kindness"**
(Liz Jazwiec)

Source: (DDB) Take the Heat, 2014)

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TAKE ACTION



"Yes, though I walk through the valley of the shadow of death, I will fear no evil" Proverb 23

Source: (DDB) Take the Heat, 2014)

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TAKE ACTION

What customers want:

- ✓ **Want to be heard**
- ✓ **Polite, quick fix**
- ✓ **Fairness**
- ✓ **Understanding of their perception of what the problem is**

Source: (DDB) Take the Heat, 2014)

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TAKE ACTION

What is required from you:

- ✓ **Communicate actions you can take now**
- ✓ **Offer follow-up and then FOLLOW UP**
- ✓ **Don't promise what you can't deliver!**
- ✓ **"Is there anything else I can do for you?"**
- ✓ **Bring barriers preventing a solution to the manager**
- ✓ **Remember: Service recovery is in the moment to the best of your ability. Long term perpetual issues will need a different strategy.**


Source: (DOR) Take the Heat, 2014

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Questions?

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Thank-You



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References

DDI: Take the Heat. (2014).
<http://www.ddiworld.com/product/guide/leadership-and-workforce-development/workforce-development/interaction-management-exceptional-performers/taking-the-heat>

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