

Primary Care Patient Experience Excellence—

Highly Reliable Experiences



HEALTHCARE EXPERIENCE
ACADEMY

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Confidence

When caregivers are more confident in the experience they are providing, patients perceive a better experience. Similarly, when we build patient confidence, they are more likely to ask relevant questions and participate in their care.

- Can be built or destroyed in 7 seconds
- Not a conscious decision
- Highly influenced by non verbal communication

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Anticipate Needs

With every encounter, caregivers have the opportunity to “walk in the slippers” of their patients. This approach means we have the empathy to ask about patients’ needs and address both clinical and emotional components.

- Ask yourself “What would I want/need if I were this person?”
- What are their clinical and emotional needs?
- What is their level of health literacy?

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Respectful

93% of communication is received through tone of voice and body language. We understand communications skills and can either teach those skills or support your organization with acceleration of your preferred approach (e.g., AIDET, HEART).

- Kind, compassionate words
- Develop words and phrases to help communication
- Pay attention to how you look and sound

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Engage in Care and Process

Engaging in care and process is highly interactive, and listening is a crucial component. Helping caregivers learn to narrate processes and explain the “why” enables them to provide care more effectively.

- Narrate care or process
- Listen well and answer questions
- Set expectations early and often
- Validate; have them teach back
- The more patients are engaged, the more they remember and become partners in care

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Say Thanks / Safe Transition

We must remember that working with people in their most vulnerable times is a privilege. Sharing our gratitude or helping patients to the next stop in their journey lets them know we value and honor them.

- Show gratitude, encourage referrals and reviews
- Hand off to the next person by introducing the patient and managing up staff

ALL FROM A POINT OF EMPATHY

CARES Recap My Why...

What are the three things you want patients to remember about your CARE?

- 1.
- 2.
- 3.



Benefits of CARES

To Patients	To Employees	To the Practice

Confidence

Three ways you can **project** confidence

- 1.
- 2.
- 3.

Three ways you can **build** patient confidence

- 1.
- 2.
- 3.

Respectful Communication



OUR **Non-Negotiables:** Words we will eliminate from our organization

OUR **Best:** Words or phrases that build excellent experiences and memories

Engage in Care and Process

Jargon	Simple Words

Safe Transitions– Say Thank You

How can you anticipate hand offs? Referrals/consults/test treatment/check out?

What are words or phrases you can use to close the encounter with gratitude?