Capturing Patients’ Hearts with AIDET
Over Communicating WHY
(Slides to Share with Staff)

January 28, 2011
Purpose

- To engage the entire organization behind the AIDET concept

- Why are we doing this?
  - Variation in patient and employee satisfaction with communication
  - Patient centered care about “care WITH our patients”
  - Lateral service
  - Patient loyalty key to LVHN long term growth
  - Keys to loyalty: trust, respect, showing we care and reducing anxiety
  - Supports all Fundamental Priorities: People, Service, Quality, Cost & Growth

- Helps bring “A Passion for Better Medicine” to life
Studer Group Five Fundamentals

AIDET<sup>SM</sup>

A - Acknowledge
I - Introduce
D - Duration
E - Explanation
T - Thank You
## Benefits

Reducing Our Patients’ & Staff Anxiety

<table>
<thead>
<tr>
<th>Category</th>
<th>Improve/Reduce</th>
<th>Impact LVHN Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Clinical outcomes</td>
<td>Improved</td>
<td>Quality, Cost</td>
</tr>
<tr>
<td>2. Safety outcomes</td>
<td>Improved</td>
<td>Quality, Cost</td>
</tr>
<tr>
<td>3. Compliance with care plan</td>
<td>Improved</td>
<td>Quality, Cost</td>
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<tr>
<td>4. Member satisfaction (patients, employees &amp; physicians)</td>
<td>Improved</td>
<td>Service</td>
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<tr>
<td>5. Loyalty</td>
<td>Improved</td>
<td>Growth</td>
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<td>6. Complaints</td>
<td>Reduced</td>
<td>Service</td>
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<td>7. Risk and malpractice suits</td>
<td>Reduced</td>
<td>Quality, Cost</td>
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Your Role

- Demonstrate AIDET at every opportunity with all key customer groups
- Manage self and others up
- Hold self and others accountable for using AIDET
- AIDET makes “A Passion For Better Medicine” come to life
Tools

1. Developing Your Own Personal AIDET Worksheet/Key Words
   - Blank AIDET worksheet (attached)
2. Leaders Rounding on Staff Log
3. Competency Assessment
4. Leaders Rounding Questions
Purpose of AIDET:
- AIDET is a simple but powerful communication tool that reduces customer anxiety, develops trust, improves customer cooperation, shows we care, and builds loyalty.
- AIDET is intended for all LVHN staff to use all the time as a new standard way to communicate not only with our patients and families, but also with each other.

A- Acknowledge: Smile, make eye contact, greet in a pleasant manner, 10ft. x 5ft. Rule, Make patients/ customers feel that you are expecting them.

I- Introduce: State your name and department at LVHN. Introduce self and manage up other care team members. 

<table>
<thead>
<tr>
<th>Good Introduction</th>
<th>Very Good Introduction (Managing Up Self and Others)</th>
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<tbody>
<tr>
<td>Name:</td>
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<tr>
<td>Department:</td>
<td>Department:</td>
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<td></td>
<td>Years of experience:</td>
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<td>Skill set:</td>
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<td>Certifications:</td>
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<td>Co workers:</td>
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<td>Other departments:</td>
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<td>Physicians:</td>
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D- Duration: Give patients/ customers a time expectation. Keep the patients/ customers informed as to the amount of time a procedure or process will take including wait time, time of procedure, time to wait after procedure, time until results, time until next steps. This includes letting them know if there will be a delay and giving an expectation for the wait time.

E- Explanation: Keep patients/ customers informed by explaining all processes and procedures in lay terms. Assist patient to have clear expectations of what will be occurring. Answer any questions they have.

T- Thank You: Consistently thank the patients/ customers for their time and for choosing LVHN. Thank them for trusting us and show your appreciation. Ask if there is anything else you can do for them before ending the interaction.
Key Words at Key Times:
This technique is aimed at connecting the dots for our patients/ customers remembering to say Key Words at Key Times when it matters most.

Favorable Phrases
Favorable phrases or words I want to say to my patients/ customers that show I care.

Forbidden Phrases
Forbidden phrases or words I never want to say in front of my patients/ customers.

Any Additional Phrases:

Name:_______________________________________________

Title:________________________________________________