



Care Experience

Handouts

Regional Reference Laboratories

Client Outreach Services

What is AIDET®?

AIDET® is a communication framework for healthcare professionals to communicate with patients and each other in a way that decreases patient anxiety, increases patient compliance, and improves clinical outcomes.

The acronym AIDET® stands for five communication behaviors: Acknowledge, Introduce, Duration, Explanation, and Thank You.

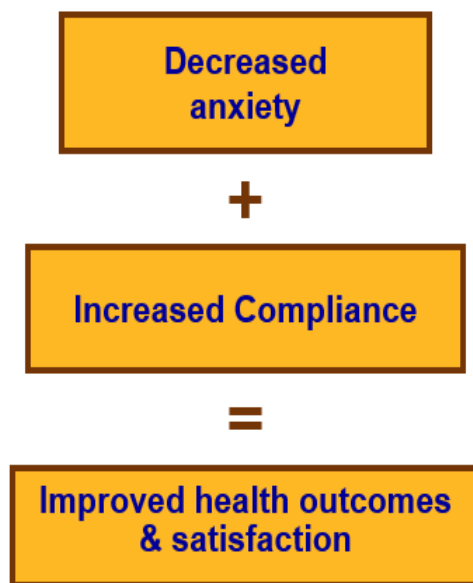
How do you know it has been done well?

While keywords are important in AIDET, it is not a script. It's a simple, consistent way to incorporate fundamental patient communication elements into every patient or customer interaction.



"It's all about building connection. Connection builds trust. Trust builds patient compliance. Compliance builds better health for our patients. And that's the real picture."

~Scott Abramson, MD, KP GSAA, Communication Consultant, "Why My Wife Thinks Her Doctor is so Nice"



Key elements of AIDET®

The key elements of AIDET® are included on the Observation & Debrief Tool. Each element has a specific purpose to re-establish trust with the member/patient.

Smiles, makes eye contact, warmly greets patient and anyone with them.

PHONE: Answers with appropriate greeting, including own name, and name of clinic. Tone of voice is warm and welcoming.

States name and role with Kaiser Permanente, as appropriate

Highlights skill/expertise of self and/or team members, as appropriate

Gives a specific time expectation, as possible.

PHONE: If there is a wait time, gives time expectation of that wait or informs member of time on hold or until next phone contact.

Clearly explains any tasks, processes, or procedures in a way that builds trust.

Listens to all questions and provides explanations as needed.

PHONE: When transferring a call to another department gives appropriate explanation, and asks permission to transfer prior to transfer.

Thanks member for allowing us to serve them, their time, patience, for being a KP member, for letting us care for them at Kaiser Permanente or any other more specific thanks.

Asks if there is anything else he/she can do for the member before ending the interaction.

Draws out the patient's perspective, demonstrates empathy and compassion, and demonstrates appropriate body language/tone of voice.

Makes appropriate use of interpreting services resources

Asks about and listens to what matters to the patient.

Implementation Steps

The following implementation steps are designed to support our team in understanding, learning, and ultimately, advocating for the practice.

1) Clarify Expectations

Ensure common understanding on the elements, actions and steps

2) Education & Simulation

Deepen context and practice skills

3) Build Skills

Observation & Feedback, Patient Rounding, Appreciation

4) Validate Formally

Determine if competency is achieved

5) Sustain the gains

Monitor patient voice/feedback, annual competency, on-boarding



Name:

Role:

Dept:

Date:

	Behaviors to include as appropriate	Practice dialogue
ACKNOWLEDGE the member	<ul style="list-style-type: none"> Smile, make eye contact, and greet member (and anyone with them) in a pleasant manner. Call member by name. If phone contact – answer the phone with appropriate greeting, including own name and name of clinic/department. Tone of voice is warm and welcoming. 	
INTRODUCE self	<ul style="list-style-type: none"> State your name and role/title at your clinic/department. Highlight skill and expertise of self and other team members. 	
DURATION give a time expectation	<ul style="list-style-type: none"> Example: how long before follow up? How long before the doctor will see him/her? Keep the member informed about the amount of time a procedure or process will take. Keep the member informed of time on hold, or time until next contact. If there is a wait time, give time expectation of that wait. 	
EXPLANATION narrate the care and validate understanding	<ul style="list-style-type: none"> Keep the member informed by explaining all tasks, processes, and procedures. Avoid medical jargon. Assist member to have clear expectations of what will be occurring and when. Listen to all questions and provide explanations. When transferring a call to another department give appropriate explanation, and ask for permission to transfer prior to transfer. 	
THANK the person	<ul style="list-style-type: none"> Thank the member for their time, patience (if had to wait), and for choosing Kaiser Permanente. Ask if there is anything else that you can do for the member before ending the interaction. 	

The research on the need for robust service recovery is extensive and is a call to action for consumer-oriented businesses. The stakes in health care are often higher and more personal – service missteps can add to stress levels and erode trust if not handled effectively. Recovering well when things do not go as planned is the right thing to do and supports and advances our brand.

The Service Recovery tools empower staff and physicians to reestablish trust with patients/members and implement improvements across the system.

What is Service Recovery?

- Service Recovery is the responsive action taken to re-establish a trusting relationship.

How do you know it has been done well?

- You know it has been done well when the person feels heard, cared for and the relationship has been reestablished.



96%

of unhappy customers don't tell us they are unhappy

91%

of unhappy customers will tell at least 9 other people

82-95%

of customers who complain, return if they are impressed with the company's response

A very positive service recovery can even result in stronger customer loyalty than if service failure hadn't occurred. This is commonly referred to as the service recovery paradox.

It is best when... done with A-HEART!

- A**pologize for the experience
- H**ear the person
- E**mpathize with their feelings
- A**sk how you can make it better
- R**esolve the concern
- T**hank the person



Key elements of A-HEART

The key elements of A-HEART are included on the Observation & Debrief Tool. Each element has a specific purpose to re-establish trust with the member/patient.

Starts with the phrase "I'm sorry".
Refrains from blaming anyone else.
Refrains from analyzing the concern or problem solving until the <i>Resolve</i> step.
Allows the person to tell them what they want to say.
Listens for the core perception, concern and feelings.
Draws out the full concern if needed.
Uses words or phrases that demonstrate caring and understanding.
Uses body language and tone of voice that mirrors their empathetic statements.
Asks "What can I do to make it better?"
Pauses and lets the person respond.
Uses the person's requested solution, if possible.
Provides additional options, as needed, so the person knows all possible solutions.
If unable to resolve the concern to the person's satisfaction, follows service recovery policy.
Starts with the phrase "Thank you for..."
Mentions how concern allowed you to improve the care for them and for others in the future.
Draws out the patient's perspective, demonstrates compassion and appropriate body language/tone of voice throughout.

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Concern:			
Dept.:	Author:	Date:	

A-HEART	Behaviors to include as appropriate	Practice dialogue
APOLOGIZE for not meeting their expectations	<p>Write an appropriate and sincere initial apology.</p> <ul style="list-style-type: none"> • Check your reaction. • Start with the phrase "I am sorry. ..." • Apologize for the experience. • Don't blame anyone. • Don't start analyzing the concern or problem solving. 	
HEAR the person	<p>Write the person's full concern.</p> <ul style="list-style-type: none"> • Let the person tell you what he or she wants to say. • LISTEN for the person's core perceptions, concerns, and feelings. • Draw out the full concern if needed. • Don't jump to problem solving before the person is finished. 	
EMPATHIZE with the person's feelings	<p>Write an empathetic statement about the concern.</p> <ul style="list-style-type: none"> • Use words and phrases that demonstrate caring and understanding. • Use body language and tone of voice that mirror your empathetic statements. 	
ASK how you may make it better	<p>Write a question asking how you can make it better and think about how the person might respond to the question.</p> <ul style="list-style-type: none"> • Re-apologize for the concern. • Ask, "What can I do to make this better?" • Pause and let the person respond. 	
RESOLVE the concern	<p>Write a paragraph resolving the concern.</p> <ul style="list-style-type: none"> • Use the person's requested solution if possible. • Provide additional options so the person knows all possible solutions. • Use the phrase "for you." • If you are unable to resolve the concern to the person's satisfaction, follow your department's service recovery policy. 	
THANK the person	<p>Write a closing paragraph thanking the person for raising the concern.</p> <ul style="list-style-type: none"> • Start with the phrase "Thank you for ..." • Acknowledge the effort it took for the person to express the concern. • Mention how raising the concern allowed you to improve the care for him or her, and for others in the future. 	

Staff Telephone Etiquette



Prepare – Invest in the Beginning

- Be prepared prior to the call
- Avoid background distractions
- Use a warm, friendly, upbeat tone
- Your posture and smile translates to a positive tone of voice
- Identify your dept., name and role

Demonstrate Empathy

- Use words, phrases and tone of voice that demonstrate care and compassion
- Validate patient's emotional concerns and needs
- Provide reassuring and comforting statements that demonstrate empathy
- Use common courtesies

Connect

- Explain
- Set expectations of what will happen
- Remember that the member cannot see you, instead of long pauses verbalize what you are doing

Invest in the End

- Provide clear next steps
- ALWAYS ask what else you may help with
- Thank the patient

PATIENT INTERACTION

STANDARD VERBIAGE

Lab Assistant/Phlebotomist



START OFF RIGHT **Personalize whenever possible

A/I

"Welcome to _____ laboratory, my name is _____, how are you today?"

"I will be drawing your blood, please have a seat over here."

"May I get the labels you received during check-in? May I have your name and date of birth for verification purposes?" /

"May I have your KP card in order to print your test labels?"

D/E

*"I see you have **list tests** which will be **#** tubes we need to collect today. This will take approximately _____ minutes."*

SHOW CONCERN & PROVIDE CHOICE

"Do you have any concerns about getting your blood drawn?"

*"Have you ever had any bad reactions to blood drawing in the past?
Like fainting, feeling lightheaded, or vomiting?"*

"Do you have an arm preference, or would you like me to look at your arms to see which will work best?"

E

****Narrate as your perform phlebotomy**

CLOSE WITH CARE

"We are all done and have collected everything we need ."

"How are you feeling, are you doing okay?"

"Is there anything else I can help you with today?"

T/E

"You and your doctor will receive a notification when your test results are ready. Thank you for your time and letting me care for you. Take care!"

A	Acknowledge
I	Introduce
D	Duration
E	Explanation
T	Thank