A — Acknowledge:

**Goal:** To put them at ease; to make them feel welcome and comfortable. They are your priority.

Immediately connect with your patient/customer by name or with a friendly smile. Put down paperwork and focus on the patient. Remember: eye contact, a pat on the shoulder, and/or a smile are all nonverbal ways of acknowledging a patient or family member.

I — Introduce:

**Goal:** To build confidence and trust of the people we serve.

- Consistently introduce yourself by name, years of experience, skills/certifications and role.
- Manage up! Speak positively and compliment fellow caregivers to those you serve.

D — Duration:

**Goal:** Manage customer’s expectation of time.

Give the patient/customer an estimate of the time it will take for you to complete what you are doing for them.

E — Explanation:

**Goal:** Reduce anxiety and concern. Paint a clear picture. Reduce questions such as “why is..?” “Why are they doing that?” “What is that I hear?” “What are they doing?” “What are they saying?”

Provide an explanation of what you are going to do for the patient. Ask if he or she has any concerns or questions before you start. Ask if you can provide additional information that could make the experience easier. Explain, explain, explain – all along the way!

T — Thank:

**Goal:** Demonstrate you care and acknowledge your appreciation of the interaction.

Thank the patient, customer or fellow caregiver.

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Office of Patient Experience, April 2012