



STUDER GROUP TOOLKIT: AIDET[®]

A guide to managing patient anxiety in the hospital setting by utilizing AIDET[®]

StuderGroup[®]

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To read about AIDET® in the Medical Practice Setting, please refer to Studer Group’s [Medical Practice AIDET® Toolkit](#).

AIDET1: AIDET PLUS THE PROMISESM GUIDELINES AND KEY WORDS (PAGE 1 of 4)

➔ **Why and How**

AIDET Plus the PromiseSM is an acronym that stands for **A**cknowledge, **I**ntroduce, **D**uration, **E**xplanation, and **T**hank You. The Promise of AIDET[®] can be incorporated at any juncture in the framework and offers the patient/customer a commitment to excellent care or an exemplary experience. AIDET Plus the PromiseSM is a communication framework that:

- Improves patient and customer perception of their care or the service they receive
- Helps reduce their anxiety (thus improving outcomes)
- Builds customer loyalty
- Ensures that all service providers are delivering consistent measures of empathy, concern, and appreciation

Advantages of AIDET Plus the PromiseSM:

Decrease anxiety with increased compliance.



This tool enables organizations to improve their patient perception of care results. When hardwired in organizations, it is proven that Studer Group partners greatly outpace the national average in improvement.

The Keys to Effective Patient and Customer Communication Include:

1. **Acknowledge**— Acknowledge the patient by name. Make eye contact, smile, and acknowledge everyone in the room (patient and families).
2. **Introduce** —Introduce yourself, your skill set, your professional certification, and experience.
3. **Duration** —Give an accurate time expectation for tests, physician arrival, and identify/communicate next steps. When this is not possible, give a time in which you will update patient on progress.
4. **Explanation** —Explain step by step what will happen, answer questions, and leave a way to contact you, such as a nurse call button or phone number. Use language a patient can understand.
5. **Thank You** —Thank the patient. You may thank them for choosing your hospital, and for their communication and cooperation. Thank the family for assistance and being there to support the patient.
6. **The Promise** – Make a statement of your personal commitment to the patient’s/customer’s care and experience.

➔ **Key Words:**

Clinical Example:

A	Acknowledge	<i>Eye contact, smile, and acknowledge everyone in the room (patient and families).</i>
I	Introduce	<i>“Hello, Mr. Clark. My name is Jackie and I am your nurse today. I have been a nurse for 20 years and have worked in this hospital for over 8 years. I have done this procedure thousands of times and I go back for training each year...”</i> <i>“Hello, Mr. Clark. My name is Sam. I am your nurse today. I am part of a very experienced care team that will make sure this procedure goes as planned. We do hundreds of these procedures every month...”</i>
P	Promise	<i>“I’m going to take excellent care of you.”</i>
D	Duration	<i>“This procedure will take about 10 minutes to perform and then about one hour for the results...”</i>
E	Explanation	<i>“Let me explain some more about the procedure.” (Explain why performing the procedure, what will happen, and what they should expect, understanding of side effects, and answer any questions.)</i>
T	Thank you	<i>“Thank you for choosing us...Thank you for waiting...Thank you for coming in today...What other questions do you have?”</i>

Non-Clinical (Food Service) Example:

A	Acknowledge	<i>“Good morning, Mrs. Beeker, may I come in to deliver your meal?”</i>
I	Introduce	<i>“My name is Angel from Food Service and I will be helping you with your meal today. I have worked in Food Service now for 20 years...”</i>
P	Promise	<i>“I’m committed to making sure you have the best experience possible with our Food Services.”</i>
D	Duration	<i>“It won’t take me long to set up your tray for you. Someone else will check in later from Food Service to clear your tray if you are finished.”</i>
E	Explanation	<i>“I see you ordered the meatloaf with broccoli, macaroni and cheese, and an un-sweetened iced tea. Is that correct? The chef’s meatloaf is delicious and I hope you enjoy it.”</i>
T	Thank you	<i>“We have the best hospital food around and I hope you enjoy it...What other questions do you have? Is there anything else I can do for you to make your day better? I have the time... Is there anything else I can do for you? Thank you for choosing our hospital for your healthcare needs.”</i>

 **Key Actions:****Tips for implementing AIDET Plus the PromiseSM effectively:**

- **Every Interaction:**
The elements of AIDET Plus the PromiseSM are important in every interaction with a customer. With that in mind, it is not a script. It is a set of five fundamental objectives to be met in the context of your interaction with others.
- **Not Order-Specific:**
Elements of AIDET Plus the PromiseSM do not have to be delivered in any specific order.
- **AIDET Plus the PromiseSM Works in All Departments and Disciplines:**
AIDET Plus the PromiseSM is not just a CLINICAL communication tool. It is valuable in all interactions with customers. For example, when calling the help desk with a computer problem, customers appreciate:
 - A: Being acknowledged;
 - I: Knowing who they are speaking with on the phone and knowing that the team is experienced and can handle requests;
 - D: Knowing when they can expect things to occur;
 - E: Understanding what is happening and what the next step will be;
 - T: Hearing a pleasant close to the conversation like, *“Thank you for letting me know about this issue.”*
 - The Promise: Knowing that the person they are speaking with cares about resolving their issue
- **Telephone Conversations:**
In telephone conversations, AIDET Plus the PromiseSM is extremely important. So much of our message is lost when we cannot rely on the visual cues of body language. Standardizing the content of telephone communication with AIDET Plus the PromiseSM can fill some of that gap.
- **Using Only Parts of AIDET Plus the PromiseSM as Necessary:**
There are times when you will need to verbalize only one or two of the elements of AIDET Plus the PromiseSM. For example: You are caring for a patient for the third day in a row and they call you by name as you enter the room. It is not necessary to introduce yourself. The communication process is a dynamic one. The decision to “skip” one of the elements should be deliberate and made only after ensuring the customer has that information already. It is always essential to assess if the patient has the necessary information and fill in any gaps that exist. Remember that just because you know you introduced yourself this morning does not guarantee that the patient recalls your name in the afternoon.
- **Repeat If Necessary:**
Managing up yourself and your team is often done with an initial introduction. It is also useful to repeat when you sense increased anxiety in your patient.
- **Specifics of Duration:**
Duration is best communicated in specific time increments. Words like “soon,” “not long,” or “as soon as possible” do not achieve the desired outcome with patients. When you cannot commit to a specific time, you can commit to a specific time interval in which you will update the patient on progress.
- **Patient White Boards:**
Use the patient white boards if available to hardwire your introduction (name and role) or use the board to manage up others. (Ex: “I see Joy is your nurse today; she is wonderful...”)

- **10/5 Rule:**
One of the best forms of acknowledgement is the 10/5 Rule, which is a visual manifestation of the organization's commitment to excellent communication by everyone. Applying this rule requires adoption of the standard that at 10 feet we make eye contact with those we encounter and at 5 feet we speak or greet. Adoption of this rule ensures that all staff understands they have a role to play in creating a positive culture within your organization.
- **Standards of Behavior:**
By embedding AIDET Plus the PromiseSM in Standards of Behavior you provide a strong anchor to your culture change and allows the leadership team to create accountability for execution of AIDET Plus the PromiseSM.

Tips for Physician/Provider AIDET Plus the PromiseSM

- Sit down when entering the room (increases the perception of time).
- Shake hands with patients and family members (78% of patients prefer a hand shake – sign of courtesy and respect).*
- Address patients by name (91% of patients want to be addressed by name).*
- Use a standardized open and close with patients to hardwire the first and last impression.
 - Opening Example: Hello. My name is Dr. Smith and I am your hospitalist today..."
 - Closing Example: "Thank you for choosing us ...Thank you for waiting ... Thank you for coming in today...What other questions do you have?"
- Manage up co-workers, hospital, support services (shows coordination of care, decreases complaints, and reduces anxiety of patients).

* Makoul G, Zick A, Green M, *Annals of Internal Medicine* 2007; 167: 1172 – 1178.

AIDET2: AIDET PLUS THE PROMISESM STANDARD – EMPLOYEES

Evidence-Based LeadershipSM Practice

AIDET PLUS THE PROMISE SM					
Pillar(s) to Move	Scope	Frequency	Validation	Tools	Comments
People Quality Service Finance Growth	<ul style="list-style-type: none"> 100% direct reports within prescribed time period. 	<p>AIDET Plus the PromiseSM will be used appropriately in every interaction with customers.</p> <p>The goal is to create a consistent “without exception” behavior standard.</p>	<ul style="list-style-type: none"> Validation of skill is conducted for each employee following introduction of AIDET Plus the PromiseSM. Periodic (no less than monthly) assessment is also required to ensure continued adherence to goal. 	<ul style="list-style-type: none"> Competency Checklist- Clinical (Tool AIDET3) Competency Checklist- Non-Clinical (Tool AIDET4) Physician Communication Feedback Form (Tool AIDET5) Competency Checklist Summary (Tool AIDET6) Leader Validation of AIDET Plus the PromiseSM expectations – Monthly Supervisory Meeting Example (Tool AIDET7) Developing Your Own AIDET Plus the PromiseSM Worksheet (Tool AIDET8) Pocket Card (Tool AIDET11) 	<ul style="list-style-type: none"> Building review of AIDET Plus the PromiseSM observations into monthly supervisory meeting agenda ensures hardwiring. Employees can participate in periodic assessments, in the form of ‘Caught in the Act’ cards or other means of recognizing each other. In best practice organizations, AIDET Plus the PromiseSM is validated through the annual competency process.

AIDET3/AIDET4: PRIORITIZED AIDET PLUS THE PROMISESM COMPETENCY CHECKLIST – HOSPITAL SETTING

Note: Used to validate AIDET Plus the PromiseSM skills in both clinical and non-clinical areas.

Date: _____ Name: _____ Role: _____

STRENGTHS ✓	ESSENTIAL SKILLS	IMPROVEMENT NEEDED ✓	COACHING PRIORITY
	Safe behaviors: (<i>sanitized hands, environment assessment, protocols followed</i>)		1
ACKNOWLEDGE			
	Respectful behavior upon entering room/office (<i>knock, hello, etc.</i>)		3
	Acknowledged everyone in room (<i>Used names, friendly smile, consistent eye contact</i>)		1
INTRODUCE			
	Identified self and role		1
	Managed up self (<i>experience/expertise/skill set</i>)		2
	Managed up others (<i>co-workers/team/other depts./physicians/shifts</i>)		3
THE PROMISE			
	Offered personal commitment of excellent patient care/customer service		1
DURATION			
	Gave time expectation for process, procedure, task or delay		1
	Verbalized next step		3
EXPLANATION			
	Described what would be taking place, why it was being done, how it would happen, and what should be expected		1
	Used language easily understood by others; asked "What can I clarify for you?" before moving forward		1
THANK YOU			
	Demonstrated appreciation (" <i>thank you for your patience, asking your questions, the opportunity to provide care for or service to you," etc. Asked "What more can I do for you before I leave?"</i>)		1
STRENGTHS ✓	OTHER	IMPROVEMENT NEEDED ✓	COACHING PRIORITY
	Non-Verbal Attributes	Friendly tone of voice and appropriate pace of speech	1
		Appropriate use of inflection on keywords (<i>teamwork, timely service, respectful, manage pain, understand side effects, etc.</i>)	1
		Active listening (<i>nodding, no interrupting, confirmed what they heard customer say, etc.</i>)	2
		Demonstrated confidence throughout the interaction	2
		Effective physical positioning (<i>mirrored customer's position, sat without table or desk between, etc.</i>)	3
		Limited multitasking ; communicator present and attentive	3
EVALUATION SUMMARY:			
<input type="checkbox"/> Competent	Evaluator Comments:		<input type="checkbox"/> Repeat Skills Assessment
<input type="checkbox"/> Expert at skill			
<input type="checkbox"/> Mentor for others			

****Priority levels: 1 = first coaching priority; 2 = second coaching priority; 3 = third coaching priority**

Evaluator: _____ **Date:** _____

AIDET5: Provider Communication Validation Tool

Date: _____ Provider: _____ Observer: _____ Patient Encounters (#): _____

Behaviors Observed		Mark Best Response				Comments
AIDET® Skills:						
Acknowledge		None <input type="checkbox"/>	Fair <input type="checkbox"/>	Very Good <input type="checkbox"/>		
Introduce		None <input type="checkbox"/>	Limited <input type="checkbox"/>	Very Good <input type="checkbox"/>		
Duration		None <input type="checkbox"/>	Fair <input type="checkbox"/>	Very Good <input type="checkbox"/>		
Explanation (Understandable)		Scarce <input type="checkbox"/>	Occasionally <input type="checkbox"/>	Very Good <input type="checkbox"/>		
Use of Medical Jargon		Frequently <input type="checkbox"/>	Fair <input type="checkbox"/>	Very Good <input type="checkbox"/>		
Thank You/Appreciation		None <input type="checkbox"/>	Good <input type="checkbox"/>	Very Good <input type="checkbox"/>		
Overall First Impression	Poor <input type="checkbox"/>	Fair <input type="checkbox"/>	Good <input type="checkbox"/>	Very Good <input type="checkbox"/>		
Washed Hands		No <input type="checkbox"/>			Yes <input type="checkbox"/>	
Sat Down		No <input type="checkbox"/>	Unable To <input type="checkbox"/>	Yes <input type="checkbox"/>		
Enrolled Patient in the Electronic Health Record		No <input type="checkbox"/>	Yes <input type="checkbox"/>	N/A <input type="checkbox"/>		
Eye Contact		Scarce <input type="checkbox"/>	Intermittent <input type="checkbox"/>	Consistent <input type="checkbox"/>		
Body Language		Distant <input type="checkbox"/>	Neutral <input type="checkbox"/>	Very Good <input type="checkbox"/>		
Demeanor/Tone of Voice		None <input type="checkbox"/>	Neutral <input type="checkbox"/>	Engaging <input type="checkbox"/>		
Empathic Gestures		Missed <input type="checkbox"/>	Minimal <input type="checkbox"/>	Solid <input type="checkbox"/>		
Invited/Engaged Patient in Discussion and Questions		No <input type="checkbox"/>	At Times <input type="checkbox"/>	Throughout <input type="checkbox"/>		
Listening Skills with Patient		Scarce <input type="checkbox"/>	Intermittent <input type="checkbox"/>	Thorough <input type="checkbox"/>		
Time Perception of Encounter		Rushed <input type="checkbox"/>			Not Rushed <input type="checkbox"/>	
Use of Touch: Hand Shake or Other		None <input type="checkbox"/>			Appropriate <input type="checkbox"/>	
Managed Up Self, Staff, or Practice		None <input type="checkbox"/>			Appropriate <input type="checkbox"/>	
Ending		Weak <input type="checkbox"/>	Fair <input type="checkbox"/>	Strong <input type="checkbox"/>		
Perceived Patient Expectations		Unmet <input type="checkbox"/>	Met <input type="checkbox"/>	Exceeded <input type="checkbox"/>		
Overall Performance	Very Poor <input type="checkbox"/>	Poor <input type="checkbox"/>	Fair <input type="checkbox"/>	Good <input type="checkbox"/>	Very Good <input type="checkbox"/>	
Summative Comments:						

AIDET6: AIDET PLUS THE PROMISESM COMPETENCY CHECKLIST – SUMMARY

Note: This form allows reviewers to summarize the feedback /scoring of leaders' skill in AIDET Plus the PromiseSM. Each person's score can be recorded from the individual competency forms for easy reference and follow-up.

	DATE	NAME	TITLE	DEPARTMENT/ UNIT	COMPETENCY MET? X	SKILL REASSESSMENT? X	COMMENTS
1							
2							
3							
4							
5							
6							
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34							
35							

AIDET7: LEADER VALIDATION OF AIDET PLUS THE PROMISESM EXPECTATIONS - MONTHLY SUPERVISORY MEETING EXAMPLE

Note: During your monthly supervisory meeting, below are questions to ask and key words to use to see if your leaders are validating AIDET Plus the PromiseSM. Review weekly AIDET Plus the PromiseSM observations and ask these questions:

PILLAR	AGENDA / MINUTES	ACTION ITEMS, RESPONSIBILITIES DUE DATE
	Linkage Grid Items LEM, Monthly Report Card, and 90-Day Action Plan	
SERVICE	<p><u>Service Goals and Outcomes:</u></p> <ul style="list-style-type: none"> ➔ Patient Perception of Care ➔ HCAHPS ➔ Physician Satisfaction <ul style="list-style-type: none"> ▪ Patient rounding logs - outcomes discussion ▪ Rounding on staff – outcomes discussion ▪ Rounding on internal customers – outcomes discussion ▪ AIDET Plus the PromiseSM Validation: <ul style="list-style-type: none"> • <i>What feedback are you hearing from rounding on the patients in your department regarding AIDET Plus the PromiseSM</i> • <i>What trends are you seeing in terms of communication wins/gaps?</i> • <i>Who is being coached to a higher level of communication after conducting AIDET Plus the PromiseSM observations?</i> • <i>Which staff and physicians have you recognized based on what you have learned from rounding on patients or observed when conducting AIDET Plus the PromiseSM observations?</i> • <i>Are there gaps in performance? What will we tolerate and will not? What are the appropriate consequences for not improving communication once coaching has taken place?</i> ▪ Review key drivers and focus ▪ Review tactics to improve (90-day plan) 	
PEOPLE	<p><u>People Goals and Outcomes:</u></p> <ul style="list-style-type: none"> ➔ Employee Engagement: Goals, Results, and Action items ➔ Turnover/Retention: Goals, Results, and Progress ▪ Rounding on staff – outcomes, wins, trends ▪ Thank-you notes ▪ New hire 30/90-day conversations ▪ Employee evaluations ▪ Review tactics to improve employee satisfaction ▪ Review turnover; review exit interview forms 	
QUALITY	Quality Goals, Outcomes, and Progress	
FINANCE	Finance Goals, Outcomes, and Progress	
GROWTH	Growth Goals, Outcomes, and Progress	

AIDET8: DEVELOPING YOUR OWN AIDET PLUS THE PROMISESM WORKSHEET

Note: This form allows individuals to develop, personalize, and practice their own AIDET Plus the PromiseSM key words.

Name	Role	Department	Situation/Scenario
			<input type="checkbox"/> Patient <input type="checkbox"/> Visitor <input type="checkbox"/> Co-worker <input type="checkbox"/> Other Department <input type="checkbox"/> Other: _____

AIDET PLUS THE PROMISE SM COMPONENTS	QUESTIONS TO CONSIDER	DEVELOP YOUR OWN AIDET PLUS THE PROMISE SM (Create key words and actions)
A: Acknowledge	How can you: <ul style="list-style-type: none"> • Show a positive attitude? • Make patients and families feel you have expected them, that you know them? • Put patients at ease and make them feel comfortable? • Ask permission to enter a room? 	
I: Introduce	How can you manage up YOURSELF? <ul style="list-style-type: none"> • Job title • Certification, licensure • Years of experience, number of procedures you have done • Special training • Special skills or personality traits that make your care or service unique 	
	How can you manage up a CO-WORKER? <ul style="list-style-type: none"> • Name a co-worker and outline how you would introduce him or her to a new patient/family. 	
	How can you manage up OTHER DEPARTMENTS? <ul style="list-style-type: none"> • Name a department you work with and describe what you could say to a patient to make him or her feel more comfortable with the care he or she is about to receive. 	
	How can you manage up a PHYSICIAN?	

	<ul style="list-style-type: none"> Name a physician and outline how you would describe the physician to the patient and family to put them at ease. 	
D: Duration	<p>How can you communicate duration?</p> <ul style="list-style-type: none"> How long will this take? Initial assessment or preparation Exam or test Waiting after the test When will the results be back? For providers: How long will the symptoms last? When should I call? When will I be able to go back to work? 	
E: Explanation	<p>How can you help patients or family members understand:</p> <ul style="list-style-type: none"> What you will be doing and why? What they should expect? What is the plan for the future? 	
T: Thank you	<p>How can you:</p> <ul style="list-style-type: none"> Let patients know you have enjoyed caring for them? Let customers know you appreciate being able to help them and provide a service to them? Thank the family for using us and for entrusting us with the care of their loved one? 	
The Promise:	<p>How can you:</p> <ul style="list-style-type: none"> Demonstrate that you care about the patient/family? Communicate that you are committed to providing excellent care? 	

AIDET9: AIDET PLUS THE PROMISESM KEY WORD SAMPLES BY AREA

Note: Sample key words and phrases by specialty areas in the hospital.

ENVIRONMENTAL SERVICES	
AREA OR DISCIPLINE	KEY WORDS AND ACTIONS
Environmental Services	<p><u>Opening:</u></p> <ul style="list-style-type: none"> • Knock, wait 5-10 seconds for acknowledgment, and enter room. • “Good morning (afternoon, evening), my name is _____. I am the housekeeper (associate, service worker) on this unit and I am here to clean your room today. It will take me about ____ minutes. Is now a good time?” • If no, ask, “When would be a better time for you?” “Thank you, I will return at _____.” • If yes, “I have worked here at _____ for ____ years. You are on one of our best units. My goal is to keep your room and bathroom clean. How are we doing with that?” • If positive, “That is good to hear.” • If not positive, “I am sorry we haven’t met your expectations. What can I do to take care of that for you right now? I promise to get this issue resolved for you.” <p><u>Closing:</u></p> <ul style="list-style-type: none"> • Make sure tray table, telephone, remote, call light, and Kleenex are within reach of the patient. Make sure trash can is visible and within reach to the patient. • “I have finished cleaning your room. Can you reach everything? Is there anything I missed?” • If yes, “Let me take care of that right now.” • If no or after taking care of any issues, “Thank you for letting me be a part of your care team. Is there anything else I can do before I leave?”

NUTRITIONAL SERVICES	
AREA OR DISCIPLINE	KEY WORDS AND ACTIONS
Food Service	<p><u>Delivery:</u></p> <p>As you enter the room:</p> <ul style="list-style-type: none"> • Knock, wait 5-10 seconds for acknowledgment, and enter room. • “Good morning (afternoon, evening), _____ <patient name>. I am _____, your hostess. I will be delivering your <what meals> today <and for next ____ days>. It will take me only a moment to get your meal set in place for you. Is this a good time? Your doctor has ordered a _____ diet to assist with your care and healing.” <p>Before leaving the room:</p> <ul style="list-style-type: none"> • “Can you reach everything that you need?” • “We will be back to pick up your tray at about _____.” • “Is there anything else you need? It is my priority to provide you will excellent service.” • “Do you have any questions about your diet?” <p><u>Pick-up:</u></p> <ul style="list-style-type: none"> • Knock, acknowledge: “Hi, <patient name>. Did you enjoy your meal?” • “Was the temperature acceptable?”

	<ul style="list-style-type: none"> • “Were the hot foods hot and cold foods cold?” • If no, “I am sorry we didn’t meet your expectations. What can we do better?” <p><u>Before leaving:</u></p> <ul style="list-style-type: none"> • “Your next meal will be delivered between ____ & _____. Can you reach everything you need? Is there anything else that I can do for you?” • If a problem, follow up with supervisor and round on patient.
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LABORATORY

AREA OR DISCIPLINE	KEY WORDS AND ACTIONS
Phlebotomists	<p><u>For routine blood draws:</u></p> <ol style="list-style-type: none"> 1) Knock, wait 5-10 seconds for acknowledgment, and enter room. 2) Upon entering the room, greet your patient by name, confidently state your name, the department you are from, why you are here, and how long it will take. <p>For example: <i>Knock, knock. “Good morning, Ms. Smith. My name is Kim and I am from the laboratory. I am here to draw your blood because your physician has ordered some laboratory tests. It is going to take about 5 minutes. I have done thousands of blood draws, and I promise to take excellent care of you today.”</i></p> <ol style="list-style-type: none"> 3) Properly identify the patient by checking the arm band while stating the following, “I am checking your arm band <u>for your safety.</u>” 4) Wear your gloves and any other PPE (personal protective equipment) that may be required. 5) If you need to turn on a light or pull the curtain, ask first and explain why. <p>For example: <i>“Ms. Smith, may I turn on the light so that I can do my best work as I draw your blood? Ms. Smith, may I pull the curtain for your privacy?”</i></p> <ol style="list-style-type: none"> 6) Verbally explain step by step the procedure you are performing and inform the patient that the stick may be painful. <p>For example: <i>“I am going to place a tourniquet on your arm. If it is too tight, please let me know. You are going to feel a big stick now. We are almost finished. I’m going to remove the needle. I’m going to apply pressure on your arm for a few seconds. We are all done.”</i></p> <p>Use your own words and judgment as to the exact wording but be sure to keep the patient informed.</p> <ol style="list-style-type: none"> 7) While holding pressure on the site or while you are cleaning up (very important not to leave anything in the patient’s bed or on the patient), engage the patient and/or family members about their accommodations (cleanliness of the room, everything in working order, food service). If the patient or family members have any complaints, call the department from the bedside to show our concern for their comfort and let them know corrective action is being taken. 8) While standing at the bedside, before picking up your tray and heading for the door, ask, “Is there anything else I can do for you? I have the time.” 9) If you have turned on the light or pulled the curtain, give the patient the option of having their light on or off and the curtain opened or closed. 10) Thank the patient.

	<p><u>For early a.m. blood draws, make the following adjustments:</u></p> <p>Step 2: Add the following statement, “I know it is very early and I apologize for waking you. Your physician will be here first thing this morning to make decisions regarding your care. We want to make sure that your laboratory results are completed so that he/she has the most current information regarding your results.”</p> <p>Step 5: When possible, do not use the light directly over the patient's bed. Try using the bathroom light or light from the hallway. Another option is to use a flashlight. Sometimes it will not be possible to use these options and you must turn on the light over the bedside. Be sure to explain why the light is needed first. Remind the patient that the light will be bright before turning it on and offer to cover their eyes with a towel, cloth, or pillow. Be sure to turn the light off as soon as you are finished.</p> <p>Steps 7/8: Do not engage the patient unless they express a desire to have a conversation. This will minimize the interruption of their sleep.</p>
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TRANSPORT	
AREA OR DISCIPLINE	KEY WORDS AND ACTIONS
Transport	<p><u>Entering a patient room to transport:</u></p> <ul style="list-style-type: none"> • Knock, wait 5-10 seconds for acknowledgment, and enter room. • “Good (morning, afternoon). I am _____, your transporter. I will be transporting you to _____ (dept).” • “It will take us about ____ minutes to get there.” • “Are you comfortable? Do you need a blanket?” <p><u>Before leaving patient at destination:</u></p> <ul style="list-style-type: none"> • “I have let the (nurse, clerk, etc.) know you are here. Someone will be in to care for you within the hour. Is there anything you need right now?” • “Thank you for allowing me to help you.” Or, “Thank you for being so cooperative.” <p><u>Key words during transport:</u></p> <ul style="list-style-type: none"> • “I will take very good care of you and get you to your test or treatment on time.” • Manage up: “I have been here for 15 years”; “I know my way around this place with my eyes closed”; “I am a “safe driver”; “You are in good hands with me. I promise to go slowly and let you know about any bumps along the way.” <p><u>Manage up department going to:</u></p> <ul style="list-style-type: none"> • “Our Radiology Department is committed to your care. They have the latest technology and equipment. The staff there is very caring.”

ADMISSIONS	
AREA OR DISCIPLINE	KEY WORDS AND ACTIONS
Admissions	<p><u>Pre-call prior to visit:</u></p>

Patient Scheduling	<ul style="list-style-type: none"> • “Good morning, may I speak with <u>Mrs. Smith</u>?” • Make sure correct person is on line. • “Good morning, <u>Mrs. Smith</u>, this is <your name>, your patient scheduling representative at <hospital name>. I hope your day is going well.” • “I’d like to talk with you about your upcoming procedure and ensure we are well prepared to care for you. It will take about 10 minutes. Is now a good time?” <p><u>At the end of every conversation:</u></p> <p>“It is my priority to ensure that you are prepared for your visit. Is there anything else I may do for you? (No?) Thank you for choosing <your hospital>, and thank you for helping me make sure we are well prepared for you when you arrive. If you have any questions before your scheduled appointment, you may reach us at <phone number> or <direct to physician’s office>.”</p>
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PATIENT ACCESS	
AREA OR DISCIPLINE	KEY WORDS AND ACTIONS
Patient Access	<p><u>General</u></p> <p>Always greet patients with eye contact and a smile.</p> <p>Introduce yourself by name and your role “I am Karen and I will complete your registration this morning.”</p> <p>“It will take us about 10 minutes.” (“I promise that this will take no longer than 10 minutes.”)</p> <p>“I want to ensure that I capture all of your information correctly so you do not experience any problems with your medical record or your billing process.”</p> <p>“I will need your <proceed with instructions>.”</p> <p>At the close of the interaction : “Thank you for your patience”; “Thank you for having all of your information at hand”; “Thank you for taking time to complete all of the paperwork we need” etc.</p> <p>Tell patients the next step in their visit and how long they can expect that step to take.</p> <p><u>ED Registration</u></p> <ul style="list-style-type: none"> • Always greet patients with eye contact, a smile, an expression of empathy: “I’m sorry you are not feeling well,” “I am sorry you are hurting” and a commitment to care: “I promise that I will get you moving in this process very quickly,” “I want to get you to the doctor as soon as possible.” • Introduce yourself by name and your role: “I am Karen and I will start your registration this morning. I will be collecting just enough information for the rest of our team to begin caring for you. It will take us about 3 minutes. We will complete your registration later after you have seen your doctor or nurse.” • When completed, tell patient the next step in their care and when they can expect that step to occur. <p><u>Bedside Registration</u></p> <ul style="list-style-type: none"> • Always greet patients with eye contact and a smile: “Hello, I’m <your name> and I will be completing your registration today.” • “It will take us about 5 minutes.” (“I promise that this will take no longer than 5 minutes”?) • “Is there anything else I can do for you?” If no, end with, “If you have any questions, or need further assistance, please let any one of our team know.”

	<ul style="list-style-type: none"> • “Is there anything else I can do for you today, <Mr./Ms. patient last name>?”
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MISCELLANEOUS

AREA OR DISCIPLINE	KEY WORDS AND ACTIONS
When your customer is not a patient	<p><u>IT call center</u></p> <p>“Thank you for calling <hospital name>. You have reached the IT call center.”</p> <p>“My name is Mike. What may I help you with today?”</p> <p>“You have reached the right person for the job. I promise to take care of this issue for you.”</p> <p>After determining how to resolve the issue, give specific explanation and duration. “I am going to ask Cal or Angela from our service support team to stop by your office to take care of this. You can expect to hear from them to schedule a time before the end of the day.”</p> <p>Close with: “What other questions do you have for me?” Or, “What else can I help you with while we are on the phone?” Or, “Thanks for giving us the opportunity to resolve this for you. Your ticket number is <XXX>. If you have any further questions, please call us at <your phone number>.”</p> <p><u>Food server in cafeteria</u></p> <p>Smile, eye contact, enthusiastic greeting: “Good morning!”</p> <p>“My name is Shirley. Thank you for stopping in to see us today.”</p> <p>Manage up the food: “Can I get you some of these delicious waffles this morning?” Or, “You are in for a treat: We have corn chowder for lunch.”</p> <p>Fond farewell: “Enjoy your meal”; “Come back to see me”; “I’ll see you tomorrow.”</p>

AIDET10: QUICK TIPS & ADVANTAGES OF USING AIDET PLUS THE PROMISESM AND KEY WORDS AT KEY TIMES FOR PROVIDERS

AIDET[®] is an acronym that stands for “Acknowledge, Introduce, Duration, Explanation, and Thank You.”

The Promise of AIDET[®] can be incorporated at any juncture in the framework and offers the patient/customer a commitment to excellent care or an exemplary experience. AIDET Plus the PromiseSM is a communication framework that:

Improves the patient and customer experience with the care or service they receive

- Helps reduce their anxiety (thus improving compliance and outcomes)
- Builds customer loyalty
- Ensures that all service providers are delivering consistent measures of empathy, concern, and appreciation

USE KEY WORDS

- “I **CARE** about how you do after you get home...”
- “I **LISTENED** carefully to your concerns about your increasing pain...”
- “**FOR YOUR COMFORT...**”
- “**TO PROTECT YOUR PRIVACY...** “
- “I want to keep you **INFORMED...**”
- “I want to be **RESPECTFUL** of your time...”
- “Let me **CLEARLY EXPLAIN** why...”
- “I **PROMISE** to take excellent care of you today.”
- “What questions **DO YOU HAVE FOR ME?**”

A	Acknowledge	Increase safety
I	Introduce	Increase trust
D	Duration	Decrease anxiety
E	Explanation	Increase compliance
T	Thank you	Increase loyalty

ENGAGE ON A PERSONAL LEVEL

- **Actively listen to the patient’s story; listen for at least 2 minutes without interrupting.**
 - Sit with the patient and/or family; don’t hover at the bedside (*can be intimidating.*)
 - Involve them in the conversation; make them an active part of their care plan.
 - Lean forward; ask questions to show interest.
- **Shake hands with patients and family members; use patient’s name frequently.**
- **Use a formal open and close with patient.**
 - “Hello. My name is Dr. Smith,” and “Thank you, Mrs. Jones.”

BE AWARE OF YOUR COMMUNICATION CUES

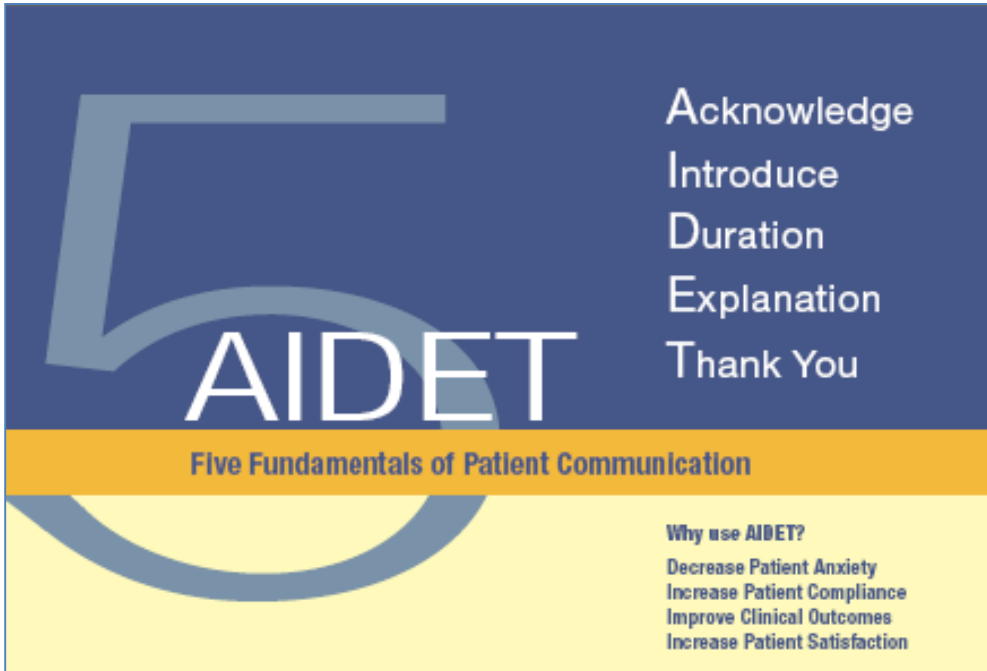
- **Verbal:** use words the patient will understand, and use the “teach back method” to ensure understanding. “So tell me what you understand about your condition from what I just told you.”
- **Vocal:** pitch, volume, inflection, tone, etc. should be friendly to prompt a response
- **Visual:** don't cross your arms over your chest, keep hands outside your pockets, manage your expression to invite interaction (i.e. eye contact, smile, nod, be attentive/look interested)

MANAGE UP

Saying positive things about staff shows our patients that a connected and united team is caring for them. For example: “Mrs. Jones, I’ve discussed the treatment plan with your nurse, Jackie, and ordered some medications to ease your nausea and pain. Jackie and I have worked together for five years, and she is one of our best.”

AIDET11: AIDET® SAMPLE POCKET CARD

Note: Sample pocket card to provide to employees as a reminder of the skill. Use after development or use of personal AIDET® worksheet. (Note: Go to firestarterpublishing.com to order. They are sold in packs of 25.)



Taking the Introduction to the Next Level
Please develop your own key words for introducing and managing up yourself.

How can you manage up yourself?

Job title:

Certification, licensure:

Years of experience, number of procedures you have done:

Special training:

StuderGroup

AIDET12: AIDET PLUS THE PROMISESM HARDWIRING AND VALIDATION

Six Ways to Hardwire and Validate the Use of AIDET Plus the Promise SM	
1	Rounding on Employees
2	Rounding on Patients
3	Patient Experience/CAHPS
4	Direct Observation
5	Post-Visit Calls

1. ROUNDING ON EMPLOYEES:

In 1:1 rounding sessions, ask employees to share an example of how they used AIDET Plus the PromiseSM in the past month. For example: “Give me an example of how you delivered a difficult ‘E’ this month.” “Give me an example of how you took the ‘I’ to the next level (introduced self and role, and managed up experience and skill set).” “What is the hardest part of AIDET Plus the PromiseSM for you?” Role play and work through barriers with employee.

2. ROUNDING ON PATIENTS:

Ask questions to validate staff use of AIDET Plus the PromiseSM.

- “Our goal is to have all staff introduce themselves and keep you informed. What are the names of the staff working with you today?”
- “Our goal is to ensure that we explain your plan of care and answer your questions. Can you explain your plan of care to me?”
- “How well did we do explaining your procedure, discharge instructions, what you were waiting on, etc.?”
- “How well did we do answering all of your questions?”

3. PATIENT EXPERIENCE/CAHPS RESULTS:

Review Patient Experience data to address performance gaps or sustain excellent performance. When AIDET Plus the PromiseSM is hardwired, you can expect to see improved perception of care by patients and their families.

HCAHPS: AIDET Plus the PromiseSM is a fundamental evidence-based tactic that has significant impact on multiple HCAHPS composites. Take note that all the letters in AIDET Plus the PromiseSM do not have to be implemented at once. In fact, with many of the HCAHPS composites, one or two letters are emphasized. For example, if a unit is focusing on Communication of Medications, remind the staff to focus on the “E” for explanation of medication side effects.

HCAHPS DOMAINS	A	I	D	E	T	Promise
Nursing Communication	●	●	●	●	●	●
Doctor Communication	●	●	●	●	●	●
Responsiveness of Staff	●	●	●	●		
Pain Management			●	●		
Communication of Medications			●	●		
Discharge Information			●	●	●	
Cleanliness and Quietness of Hospital Environment	●	●	●	●		

4. DIRECT OBSERVATION:

Evaluate individual employee performance and provide real-time feedback—reward and recognize for positive use of AIDET Plus the PromiseSM and coach on gaps.

Identify trends across department. Ability to identify opportunities for improvement following multiple employee observations (i.e., Doing “A” and “I” well, but need improvement on “D.” Share trends back with staff to reduce variance and enhance outcomes).

5. POST-VISIT CALLS:

Same questions as rounding on patients.

AIDET13: AIDET Plus the PromiseSM Competency Quiz and Answer Key

Employee Name: _____ Department: _____
Supervisor: _____ Date: _____

1. What does the acronym AIDET® stand for?

A	I	D	E	T

2. The use of AIDET® Plus the Promise is a way we insure they key components of effective _____ are used.

3. Reasons to adopt AIDET® include:

- a. Improved patient relationships
- b. Improved treatment compliance
- c. Improved clinical outcomes
- d. Improved patient experience
- e. All of the above

4. Number the correct order to describe the way in which the patient experience is affected by AIDET® :

- ___ Patient complies with treatment guidelines
- ___ Patient feels calm, safe, respected, trusting
- ___ Healthcare provider utilizes AIDET® behaviors
- ___ Patient clinical outcomes improve

5. Match the following:

<i>M</i>	<i>Managing Up</i>
<i>T</i>	<i>Thank</i>
<i>D</i>	<i>Duration</i>
<i>P</i>	<i>The Promise</i>
<i>I</i>	<i>Introduce</i>
<i>A</i>	<i>Acknowledge</i>
<i>E</i>	<i>Explanation</i>

	Being attentive and greeting the customer in a positive manner
	Giving your name, your role, and your skill set
	Giving a reasonable time expectation
	Making sure the patient is knowledgeable and informed
	Showing appreciation to the patient for his or her cooperation
	Saying positive things about co-workers, other departments, and physicians
	Providing a commitment to providing excellent patient care

6. True or False? (T/F)

- Always stop whatever you are engaged in (unless emergency) to greet the customer personally.
- Customers include patients, families, physicians, and co-workers.
- Introducing yourself to the customer is a way to create a personal connection with the customer.
- Always educate your customer about the length of time a particular test or request will take.
- Make the effort to listen closely to the patient with your eyes and ears.
- It is a good idea to clarify when the patient or family does not understand, get the main points across, and explain again (if necessary).
- Always be attentive to the patient's tone of voice and body language.
- Communicate and interact with the patient as an important part of the health care team.
- Never speak negatively of another department, co-worker, or physician.
- When responding to a customer, always maintain eye contact, nod attentively, and encourage them to express their complete thoughts or requests.

ANSWER GUIDE

1. What does the acronym AIDET® stand for?

A	I	D	E	T
<i>Acknowledge</i>	<i>Introduce</i>	<i>Duration</i>	<i>Explanation</i>	<i>Thank</i>

2. The use of AIDET® Plus the Promise is a way we insure they key components of effective communication are used.

3. Reasons to adopt AIDET® include:

- a. Improved patient relationships
- b. Improved treatment compliance
- c. Improved clinical outcomes
- d. Improved patient experience
- e. All of the above**

4. Number the correct order to describe the way in which the patient experience is affected by AIDET® :

- 3 Patient complies with treatment guidelines
- 2 Patient feels calm, safe, respected, trusting
- 1 Healthcare provider utilizes AIDET® behaviors
- 4 Patient clinical outcomes improve

5. Match the following:

M	Managing Up
T	Thank
D	Duration
P	The Promise
I	Introduce
A	Acknowledge
E	Explanation

A	Being attentive and greeting the customer in a positive manner
I	Giving your name, your role, and your skill set
D	Giving a reasonable time expectation
E	Making sure the patient is knowledgeable and informed
T	Showing appreciation to the patient for his or her cooperation
M	Saying positive things about co-workers, other departments, and physicians
P	Providing a commitment to providing excellent patient care

6. True or False? (T/F)

- T* Always stop whatever you are engaged in (unless emergency) to greet the customer personally.
- T* Customers include patients, families, physicians, and co-workers.
- T* Introducing yourself to the customer is a way to create a personal connection with the customer.
- T* Always educate your customer about the length of time a particular test or request will take.
- T* Make the effort to listen closely to the patient with your eyes and ears.
- T* It is a good idea to clarify when the patient or family does not understand, get the main points across, and explain again (if necessary).
- T* Always be attentive to the patient's tone of voice and body language.
- T* Communicate and interact with the patient as an important part of the health care team.
- T* Never speak negatively of another department, co-worker, or physician.
- T* When responding to a customer, always maintain eye contact, nod attentively, and encourage them to express their complete thoughts or requests.