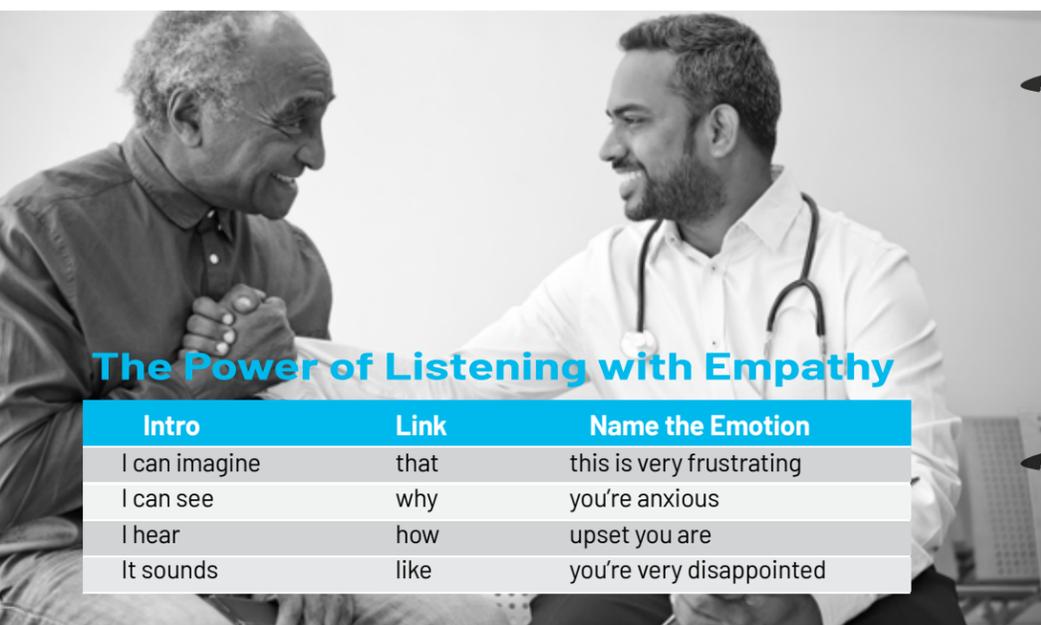


**ESP Empathy**  
**Empathy Statements**, restating the patient's feelings, demonstrates our attempt to connect

**Stop Silence** prevents us from jumping in with a solution and offers patients time to think and speak

**Probe**  
**Open-ended questions** allows us to explore the deeper meaning of what the patient is saying



**The Power of Listening with Empathy**

Intro	Link	Name the Emotion
I can imagine	that	this is very frustrating
I can see	why	you're anxious
I hear	how	upset you are
It sounds	like	you're very disappointed



**Parroting** also called **Teach-Back** or **Show-Me** is a method used to confirm a patient (or caretaker) understands what their provider has told them. If a patient can repeat or parrot back what their provider has told them, then we know they understand.

**In Daily Practice:** use Parroting / Teach-Back to assure patients understand how to get and take their medications, and what side-effects to look for.



MEDICATION MANAGEMENT IS A KEY DRIVER IN PATIENT EXPERIENCE

**The 4C's: Universal Relationship Skills**

**Connect**  
 Demonstrate Empathy, ESP, 56 Second Compassionate Connected Care, Active Listening, Sit Down, Eye-to-Eye, Heart-to-Heart

**Check**  
 Speak with Intentional Language; Be Authentic, Be Transparent, Be Vulnerable, Be Clear, Avoid Jargon

**Commit**  
 To Follow-up and Follow-through Empathize - Summarize - Close & Care Coordination

**Collect**  
 Collect concerns and Invite Participation Provide and opportunity for questions, Seek Clarification, Share Decision Making

**WHAT PATIENTS WANT**

**Welcome Me**

- Knock and ask before entering
- Introduce yourself & your role
- Warmly greet me, use my name and acknowledge those in the room with me
- Smile with caring eyes
- Make a personal connection (56 seconds)
- Use a gentle touch

**Make My Visit Great**

**Be Prepared**

- Show me you understand why I am here

**Don't Rush**

- Sit down and face me; eye-to-eye, heart-to-heart
- Maintain eye contact with me
- Be friendly and compassionate

**Have All My Info**

- Demonstrate you've received my information from other care team members

**Keep it Simple and Be Empathetic**

- Explain things in a way I can understand
- Be empathetic with bad news
- Ask clarifying questions to validate I understand what I am being told
- Deliver messages with compassion
- Be sensitive and acknowledge those in the room with me

**Sum it Up for Me**

**Recap My Visit**

- Ask the me what questions I have
- Empower me to write down questions between visits
- Summarize the next steps in a way I understand

**Build Me Up**

- Use encouraging phrases
- Update on discharge dates and processes (if appropriate)

**What Happens Next?**

- Let the me know when you will see me next
- Let me know you will relay the plan of care to the care team
- Extend a warm farewell to me and those with me

EXCEPTIONAL PATIENT EXPERIENCE MADE SIMPLE

**HOW TO ENHANCE COMMUNICATION for better PX**

**Making Changes Makes a Difference**

- 92.4% of consumers use online reviews to guide most of their ordinary purchasing decisions
- 60.8% of patients say they've avoided doctors based on negative reviews
- 59.9% of patients say they've selected a doctor based on positive reviews
- Doctor's online reputation is very important - more than any other industry
  - 3X+ more than Hotel Reviews
  - 2X+ more than Restaurants & Bars



# PATIENT EXPERIENCE TOOL KIT

Four Phases

ACCESS

**COMMUNICATION**

COURTESY

CARE COORDINATION

## The Super Communicator's Cheat Sheet

### **Get to Know the Patient Person**

Just for a minute, talk to your patient as a person, not their provider. Give them time to tell their story and tailor your conversation accordingly

### **Verbal and Non-Verbal Language**

Body language matters, start by sitting down when talking with patients

Keep it simple by avoiding jargon and offer clarification when needed

Repeat your patient's words to ensure you heard them correctly, then let them elaborate the details

### **It Takes a Village**

Allow family members and caregivers to participate

Listen to their concerns, invite their participation and encourage autonomy

## Tools for Better Patient Communication

### **A Picture is Worth a Thousand Words**

Visual aids, 3D models, and medication calendars with detailed instructions improve patient understanding

### **Make it an Easy Read**

Patient reading material should be brief, use layman's terms, and highlight key points

### **Data Speaks Volumes**

Use Patient Experience survey results about communication to identify opportunities for improvement

Engage high-performing colleagues to mentor and coach your team