



- Goal:** To have staff recognize the importance of properly introducing themselves to patients, guests and their customers.
- Objective:**
1. Understand that the introduction is one of the first impressions they will make.
 2. Recognize that an introduction links the caregiver to their patient, guest or customer.
 3. Realize a proper introduction may help to calm the fears of an anxious patient.
- Materials:** Handout (please make enough copies for your entire staff).
Great Impression Poster
- Activity:**
1. Ask staff members to practice introducing themselves to each other. Discuss different styles.
 2. Discuss how your staff first comes in contact with the patient, guest or customer. Is your staff the first person from your department and/or organization the customer will meet? Remember, many times we are not only creating the first impression a patient or customer will have of us personally, but we are also creating the first impression they form of our entire organization.
 3. Brainstorm any barriers your staff might encounter in trying to introduce themselves to a patient, family member or customer (i.e., elderly patient, hearing impaired, etc.) What changes might you need to implement to make your introduction more effective?
 4. Pass out the *First Impressions-Introducing Yourself* handout and give staff several minutes to review. Discuss briefly the impact it will make on your interactions with patients, family members and other customers.



FIRST IMPRESSIONS: Introducing Yourself

You never get a *second chance* to make a great *First Impression!* Many times, in the course of conducting our day-to-day business, we sometimes forget the importance of our “First Impression.” You may never fully know or recover from the impact of a negative first impression. Here are the basics to get you started off right with your patient, family member or customer.

1. Approach your patient, guest or customer with confidence.
2. Make eye contact!
3. Smile! Let them know you are glad to be there and happy to see them.
4. In the appropriate settings, extend your hand and give a firm handshake. In situations involving direct patient care, you may choose to gently touch their shoulder or arm when addressing them.
5. Start with a warm greeting such as “Hello,” “Good Morning,” “Good Afternoon.” State your name, position or what your role will be in their care or providing them assistance. Example: “Good morning, Mr. Jones. I’m Linda from Radiology. I will be taking you downstairs for an x-ray.” “Good afternoon, Ms. Connor, I’m Janice. How may I assist you with your billing questions?”
6. There is nothing more appreciated by a customer than the sound of their own name. If you know your patient or customer’s name, use it in your greeting in the most formal manner. For example: “Good Morning, Mrs. Smith. My name is Pat. I’m a nursing assistant and I’m here to help you get ready for breakfast.” Do not use anything less than the patient or customer’s formal name unless given permission to do so.
7. Allow your patient, guest or customer the opportunity to respond to your introduction before speaking again.

Make Your First Impression A

"GREAT IMPRESSION"

- **Smile and make eye contact.**
- **Use appropriate handshake or touch for the right setting or situation.**
- **Use a warm greeting such as “Good morning” or “Good afternoon”**
- **Introduce yourself, explaining your position or role.**
- **Use the patient or customer’s name as often as possible.**

Simply **Extraordinary**

Service Key: First Impression