



- Goal:** To help staff improve attentiveness toward patients, guests and customers.
- Objective:**
1. Recognize that patients, family members and other customers often perceive us as not taking their problems seriously.
 2. Determine attentive phrases that are genuine and fit the circumstances.
 3. Reinforce an earlier 'service key' on how to introduce yourself to customers.
- Materials:** A copy of the patient satisfaction survey your organization uses so that you can review questions that pertain to Attentiveness.
- Activity:**
1. Review survey key indicators (Gallup, Press Ganey, NRC+Picker, etc) for your department that relate to staff's attentiveness to the customer. Example: response to concerns/complaints; staff courtesy; amount of attention paid to you; and how well you were kept informed. Identify areas your department can improve on. (5 minutes)
 2. Ask staff what variations on "Is there anything else I can do for you...I have time?" would be appropriate for use in your department. Example: "What can I do to make you more comfortable...I have time?" "Do you have any questions you would like to ask me...I have time?" Chances are your patient or customer will say no. However, they will now perceive you as being more interested in their problems and that you are more attentive to their needs.
 3. Have staff members identify one situation in the department where they could improve a patient's experience.
 4. Continue to encourage staff to introduce themselves to patients, including their name and what role they will play in their care. Staff may want to identify several critical areas of patient interaction and consider scripting for those key moments of truth.

Simply **Extraordinary**