AIDET® Customer Service Training for Hospital Volunteers

Presenters

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Todd McMullin graduated in non-profit management and has 28 years experience as a technology consultant for community organizations. He is the co-founder of a United Way chapter, a local Volunteer Center, Samaritan Technologies, The Disaster Help Network, The Congress of Volunteer Association Administrators and the Association of Leaders in Volunteer Engagement (AL!VE). He has designed volunteer solutions for Disney Worldwide, the Smithsonian Institution, the City of Phoenix and dozens of other state and local government entities. In 2004 he facilitated deployments of thousands of disaster response volunteers in Florida and Alabama.
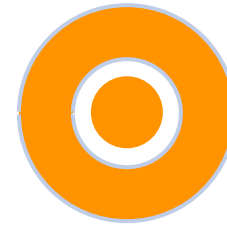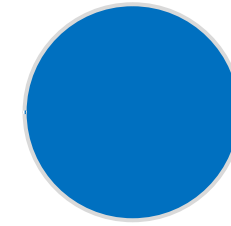
Target audience for today's webinar

SKILL LEVEL
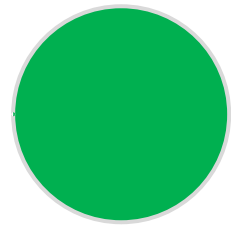
Minimal Knowledge
Looking for some basic information, key principles and "how-to's" on the subject.

Working Knowledge
Integrated practices and moving beyond basic concepts. Looking for breadth and depth on a topic

Authoritative Knowledge
Looking for advanced knowledge, integration and concepts that are innovative and cutting edge.

Today's Objectives

1. Introduce AIDET Framework

2. Discuss AIDET Components

3. Review Practical Applications and Trainings

Introduction to AIDET Framework

Definition of AIDET

AIDET® is a structure for communication that enables healthcare professionals to engage patients in a way that demonstrates empathy.

This foundational tactic for effective patient communication is used by all staff involved in patient and family encounters across the care continuum.

https://www.huronconsultinggroup.com/insights/aidet-communication-framework

Definition of AIDET

1. <u>A</u>cknowledge

2. <u>I</u>ntroduce

3. <u>D</u>uration

4. <u>E</u>xplain

5. <u>T</u>hank

Steps for Providing Wheelchair Transport

1. Bring wheelchair to the guest and secure in locked position.

A.I.D.E.T.

Acknowledge/Introduce:

Good morning Mr./Mrs. *(their name)*. My name is *(your name)* and I will be transporting you to *(destination)*.

Why AIDET?

- **Improves Patient Satisfaction / PX**

  Quality customer service directly influences patient satisfaction.

- **Builds Trust**

  Excellent customer service fosters trust.

- **Improves Health Outcomes**

  Good customer service can lead to improved health outcomes by enhancing patient engagement.

Goals of AIDET Training

1. **Improving Communication Skills**

AIDET training aims to enhance the communication skills of healthcare professionals, leading to better interactions with patients.

2. **Enhancing Patient Interactions**

The training focuses on improving the quality of patient interactions

3. **Establishing a Supportive Culture**

AIDET promotes a culture of respect and support, fostering a collaborative environment within the healthcare team.
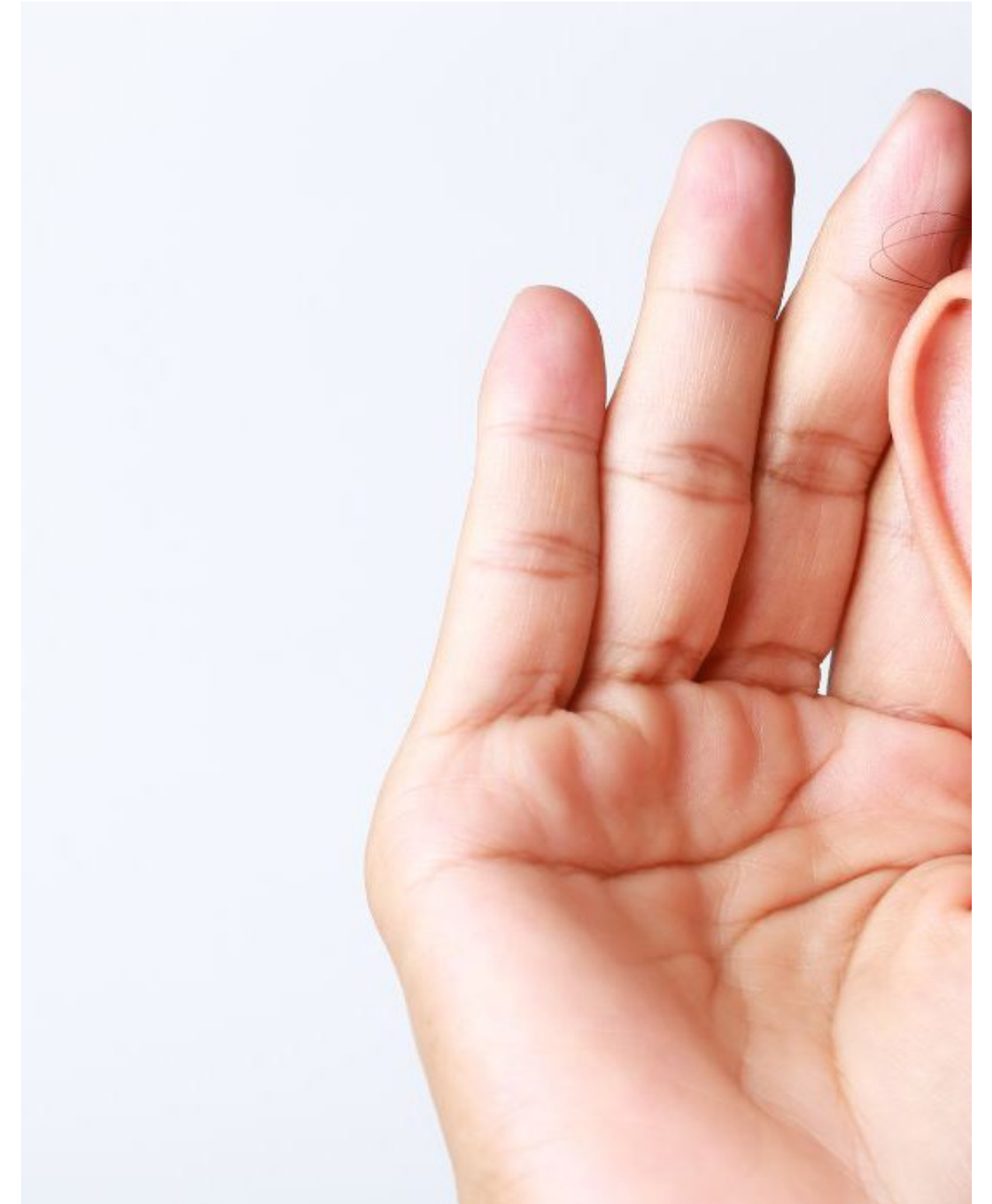
AIDET Component: Acknowledgement

Acknowledge: Making a Connection

Importance of Greeting

Greeting patients warmly lays the foundation for a positive experience, ensuring they feel welcomed and valued.

Creating First Impressions

The initial interaction sets the tone for the patient's visit and influences their overall perception of care.

Valuing Patients

Making patients feel respected is crucial for building trust and fostering a supportive healthcare environment.

Acknowledge: Greeting Patients and Visitors Warmly

Setting the Tone

A warm greeting significantly influences a patient's first impression and overall experience in a healthcare setting.

Importance of Smiling

Smiling is a simple yet powerful gesture that conveys warmth and makes patients feel more comfortable.

Making Eye Contact

Making eye contact during greetings fosters trust and connection between healthcare providers and patients.

Acknowledge: Creating a Welcoming Environment

Patient Comfort

A welcoming environment promotes patient comfort and easing anxiety during their visits.

Effective Signage

Proper signage helps patients navigate the facility easily, contributing to a positive experience.

Friendly Atmosphere

Creating a friendly atmosphere involves training staff to be welcoming and attentive to patient needs.

Acknowledge: Examples

- "Good morning! Welcome to Meadow Memorial."

- "Hello! Can I help you find your way?"

AIDET Component: Introduce

Introduce: Building Trust
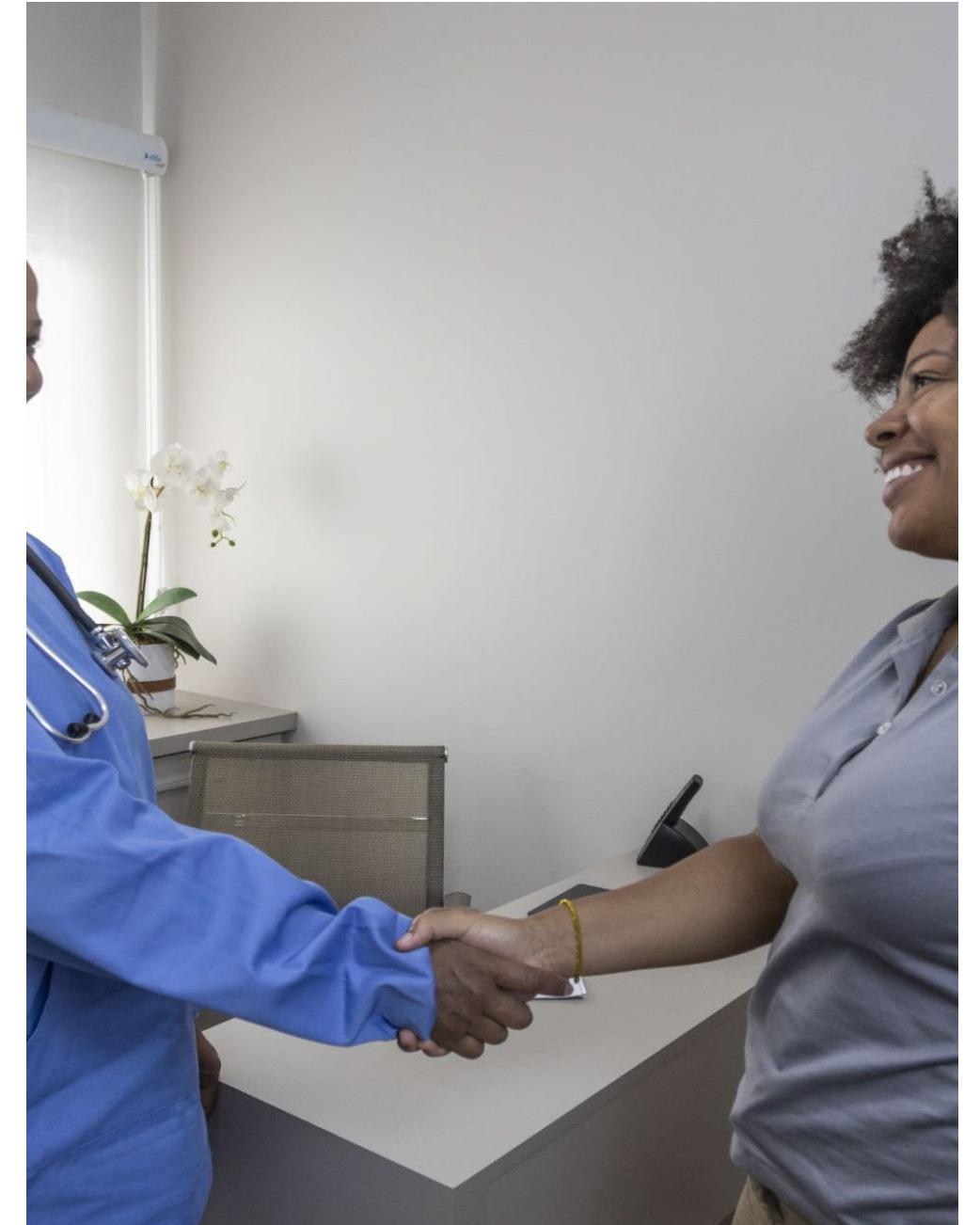
Importance of Introduction

Introducing yourself is vital for building a trusting relationship with patients from the very beginning.

Establishing Trust

Establishing trust helps patients feel more comfortable and secure in their care process.

Enhancing Patient Confidence

Clearly stating your role and how you can help reassures patients and boosts their confidence in receive quality care.

Introduce Yourself and Your Role

Importance of Introduction

A clear introduction establishes trust and comfort, allowing patients to feel more at ease.

Building Professional Relationships

Introducing your role allows for a better understanding of the care being provided, enhancing communication.

Introduce: Clarifying Your Purpose

Understanding Purpose

Clarifying purpose is essential for helping patients comprehend the assistance available to them.

Ensuring Support

When patients understand their options, they feel more supported and confident in their care decisions.

Manage Up

Use introductions as a chance to **"manage up"**—speak positively about colleagues and the organization to set positive expectations.

Introduce: Examples

- "Good afternoon, I'm George. Please allow me to help you find your destination."
- "This is Tom—he's one of the nicest people I know and loves showing people around. He'll be happy to escort you to the surgery department."

- St Luke video: *A.I.D.E.T. Framework – Introduce* (https://www.youtube.com/watch?v=CsCAnXDWs34)

AIDET Component: <u>D</u>uration

Duration: Managing Time Expectations

Communicating Wait Times

Clear communication of wait times helps patients feel informed, reducing anxiety and uncertainty during their visit.

Minimizing Anxiety

Keeping patients informed about duration fosters a sense of control, minimizing anxiety and improving their overall experience.

Duration: Communicating Expectations

Importance of Communication

Effective communication of wait times is essential for managing patient expectations and reducing anxiety.

Setting Realistic Expectations

By providing clear information, patients can better understand what to expect during their visit.

Reducing Frustration

Transparent communication helps to alleviate frustration and improves overall patient satisfaction.

Duration: Keeping Patients Informed About Delays

Regular Updates

Providing regular updates helps reassure patients during waiting times and reduces anxiety about their appointments.

Valuing Patients' Time

Demonstrating that patients' time is valued enhances their experience and encourages a positive relationship with healthcare providers.

Duration Example

- "When the pager vibrates, please come to this desk. We'll have an update for you in about an hour."

- "We're very busy today. We are estimating a wait of 45 minutes before the Dr. can see you."

AIDET Component: Explain

Explain: Enhancing Understanding & Comfort

Patients who are informed about their care feel more comfortable and confident in the procedures they will undergo.

Explain: Providing Clarity

Detailed Procedures

Clearly detailing procedures helps patients grasp what will happen during their treatment, fostering trust and understanding.

Reducing Uncertainty

Providing clear explanations reduces patients' anxiety and uncertainty, promoting a more positive healthcare experience.

Explain: Clearly Explaining Steps

Importance of Clear Communication

Clear communication about procedures is crucial in healthcare, as it directly impacts patient anxiety and comfort levels.

Patient Comfort

Explaining procedures thoroughly helps to create a sense of comfort and trust between patients and healthcare providers.

Explain: Open Communication

Importance of Open Communication

Encouraging open communication helps patients feel heard and valued, promoting a positive healthcare experience.

Creating a Supportive Environment

A supportive environment encourages patients to ask questions, leading to better understanding and adherence to treatment plans.

Explain: Ensuring Patients Know What to Expect Next

Alleviating Patient Anxiety

Providing information about the next steps can significantly alleviate patient anxiety, promoting a sense of security.

Fostering Patient Control

When patients know what to expect, they feel more in control of their healthcare journey, enhancing their experience.

Explain Example

- "When you arrive in the lab, please check in at the desk. They'll take great care of you."

- "Hospitals can be stressful, but St. Elizabeth has been named one of the top 50 hospitals in the nation—so you're in good hands."

- "I'm not sure, but I will find out for you."

AIDET Component: Thank

Thank: Showing Gratitude

Building Rapport

Establishing a rapport with patients fosters trust and encourages them to share their concerns and experiences openly.

Encouraging Feedback

Soliciting feedback from patients promotes a culture of open communication and leads to continuous improvement in care.

Thanking Patients for Their Time and Cooperation

Sincere Appreciation

Expressing sincere gratitude to patients for their time fosters a positive relationship and enhances their overall experience.

Enhancing Patient Experience

Acknowledging patient contributions not only boosts satisfaction but also encourages ongoing cooperation in their care.
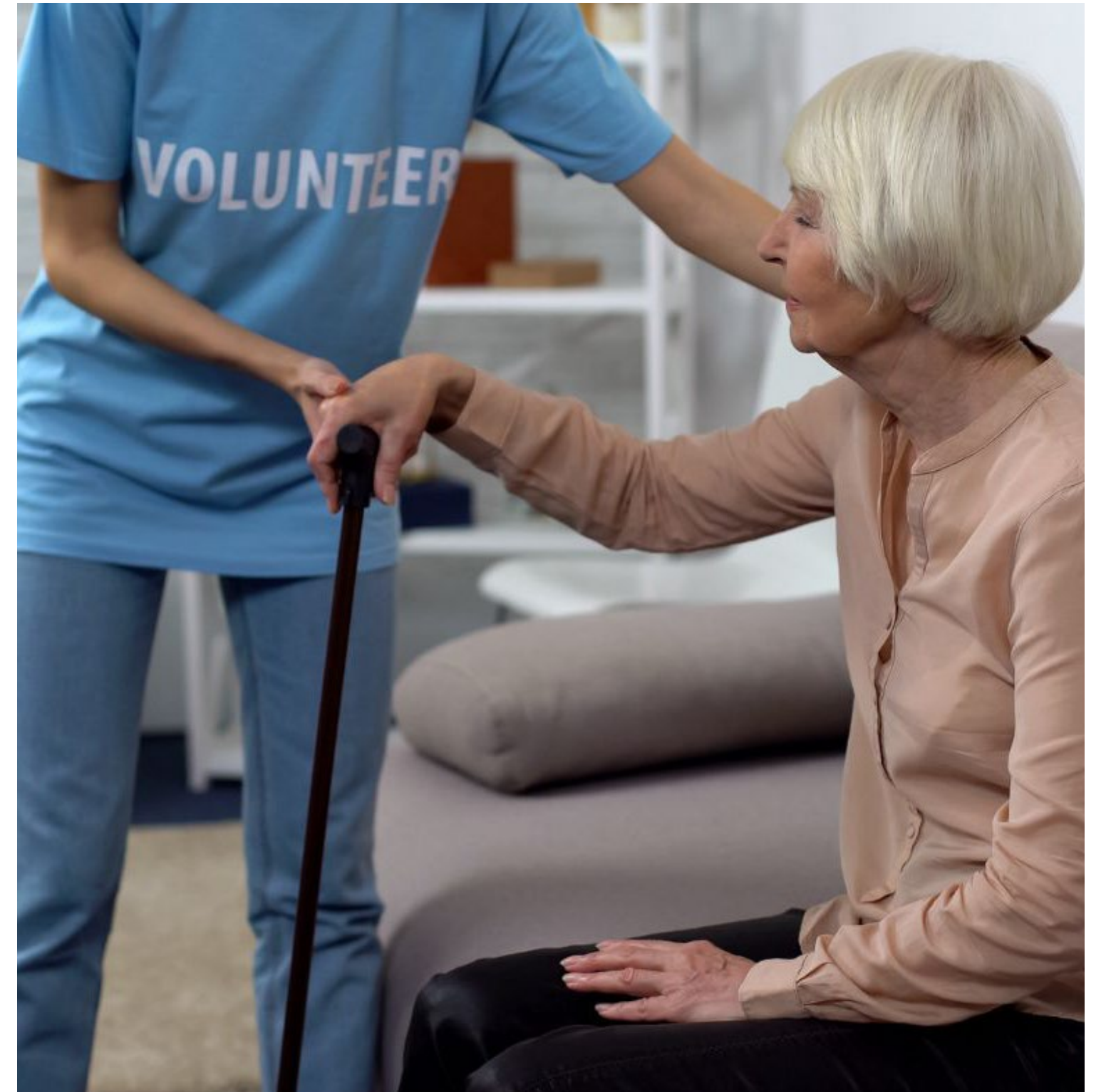
Thank: Expressing Appreciation for Choosing the Facility

Importance of Appreciation

Expressing gratitude to patients is essential for reinforcing their choice and fostering long-term loyalty.

Building Patient Loyalty

Showing appreciation can create a lasting bond between the facility and patients, promoting trust and loyalty.

Thank Example

- "It was my pleasure!"

- "Thank you for your patience."

- "Have a good evening."

- "Thank you for visiting the Gift Shop."

AIDET: Ideas to Action

Standard Operation Procedure

Customer Service

Volunteer orientation and training manuals should explain the value of customer service

Patient Experience

Include PX information, including HCAHPS and AIDET communication in volunteer orientation and training manuals.

Download the PDF from VSys Voices page!

Training

Communication-based

Provide hands-on training and exposure

Materials
- Videos
- Workbooks
- Handouts
- Scripts

Role-Playing Scenarios for Practice

Hands-On Experience

Role-playing provides volunteers with practical experience, simulating real-life interactions and improving their skills.
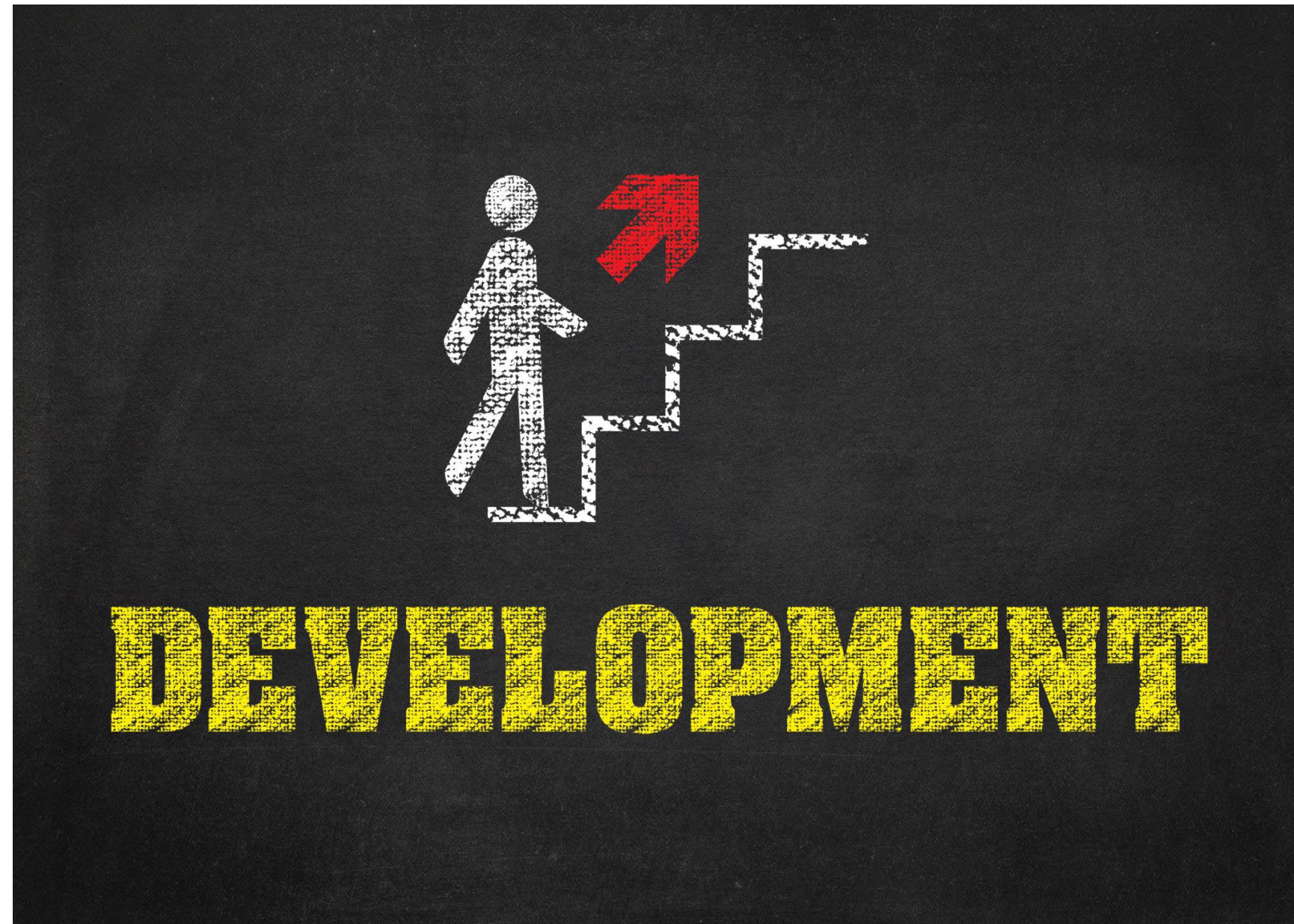
Scenarios and Scripts

Sharp Resources

Guide for writing personal script

https://assets.ctfassets.net/pxcfulgsd9e2/5ZKzzK7Q2mxM24s3b7VmMi/26c3644570b1b8dcd4c9a7860965ed27/Writing_Your_Personal_AIDET_Script.pdf

Additional Benefits

Skill Enhancement Opportunities

Encouraging volunteers to pursue skill enhancement opportunities fosters satisfaction.

Mindset Shift

Training provides mindfulness about the healthcare experience

Do I Buy It? How AIDET™ Training Changes Residents' Values about Patient Care

https://pmc.ncbi.nlm.nih.gov/articles/PMC5513607/

Key Takeaways

1. The AIDET framework provides a structured approach to improve communication and service in healthcare settings.

2. Implementing AIDET enables hospital volunteers to enhance their customer service skills effectively.

3. AIDET supports improving patient experiences by fostering empathy and respect in healthcare interactions.

Open Discussion & Questions

More Resources

- Beryl Institute Webinar

Well-Rounded: A Fresh Approach to Training Volunteers for Inpatient Service

https://theberylinstitute.org/product/well-rounded-a-fresh-approach-to-training-volunteers-for-inpatient/

- HeronConsultingGroup

The AIDET® Communication Framework

https://www.huronconsultinggroup.com/insights/aidet-communication-framework

More Resources

Sharp Resources
- AIDET for all caregivers
https://assets.ctfassets.net/pxcfulgsd9e2/32hNsAzGCdGFO1TsRK8hxt/f49da7d2ed8237c889c261fb057db35d/AIDET_for_All_Team_Members.pdf

- Understanding cause-and-effect of AIDET
https://assets.ctfassets.net/pxcfulgsd9e2/4ln5pNZeXfNSCfgCnhW9Vs/9f04ff56320a8813666ab4fba5fb4003/Understanding_the_Cause_Effect_of_AIDET.pdf

More Resources: AIDET Videos from St. Luke's

- Acknowledge: https://youtu.be/QdqsZt-MIHg?si=htNP7ogExRcdKeiK

- Introduce: https://youtu.be/CsCAnXDWs34?si=HCfx4CvOkfQ_Z6Wp

- Duration: https://youtu.be/QWNI-mW9b4w?si=PFRmpUoB5pz9j7LR

- Explain: https://youtu.be/qWzrDxNqo8I?si=1thG16HfQl6_cgGx

- Thank: https://youtu.be/r1IUwUOMsBs?si=kckx-uIMUKJl3IIn

More Resources: Related VSys Voices Presentations

- Standard Operating Procedures: .mp4   .pdf

- HCAHPS Surveys: .mp4   .pdf. .xlsx worksheet

- Integrating Metrics & Patient Experience: .mp4   .xlsx worksheet

Thank you for joining us!