

Five Skills to Improve the Patient Experience



Make a Welcoming Statement

It can be nerve-wracking and embarrassing to call a clinic. Turn that around with a welcoming statement.

- *“You called the right place.”*
- *“I can definitely help you with that.”*
- *“I’m so glad you called.”*

Use Friendly Words and Tone

Remember that patients may be feeling vulnerable. Friendliness can make a world of difference!

- *“I’d be happy to tell you about that.”*
- *“Good for you!”*
- *“Let’s see if we can find a time that works for you.”*

Demonstrate Empathy in Words and Tone

Respond with understanding when a patient says they are experiencing something difficult.

- *“I’m sorry to hear that.”*
- *“I hope you feel better.”*
- *“That must have been tough.”*

Put Things in the Positive

Even when there is a problem or limitation, try to find a way to frame everything in positive terms.

- *“There are no more appointments available that day, but what we CAN offer you is...”*
- *“We don’t have that treatment available here, but we DO have...”*

Offer Options

Everyone likes to have a say when it comes to their personal matters. Try to find opportunities to give patients options about their care.

- *“I can tell you about the procedure, follow-up care, and cost... What would you like to hear first?”*
- *“What time of day is best for you?”*
- *“For patients who want (service), we ask that...”*