

Positive Communication Standards: For Frontline Employees & Leaders

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The WHY

Back at you Simon!

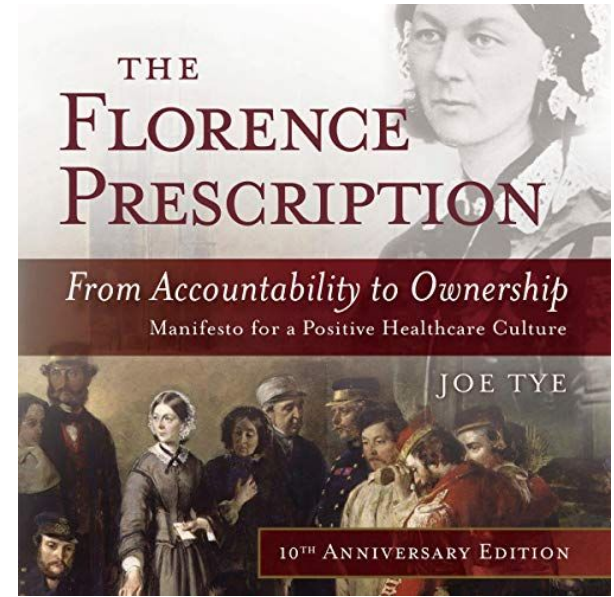


The WHY

Setting Standards for Positive Communication

“You have to set high standards and train people to your expectations- you cannot expect your employees to behave in a certain way without communication and training”

--Joe Tye



The Ripple Effect

Begin the standards with self first, and team second.



Pre-Validate! It's vital

- Return to us for another great webinar on **Validating the Positive Communication Standards** on April 20 at 10a PST
- Meanwhile, Rita and I will connect the dots on what you should PLAN to **improve** as you **implement**
- A hypothesis or vision statement!

The Positive Communication Standard Bundle

In order to provide a **safe** and **satisfying** Patient Experience we recommend you “**bundle**” your standards

Positive Communication Standards

 Hallway Hospitality

 Telephone Etiquette

 Managing Up

 Service Recovery

 Listening

 Banning Blame
& “We-They”

 Body Language

 Banned Words/Phrases

 Attitude of Gratitude

 Narrating

 Teach Back

 Handoff

Why a Bundle?

- We are not robots, but we need standardized tactics in many aspects of our work (checklists, policies and procedures, job descriptions)
- Communication Standards are evidence-based tactics that impact:
 - Patient safety
 - Patient satisfaction
 - Employee engagement
 - Employee satisfaction
- Must be implemented thoughtfully and compassionately
- Simply, the bundle of Communication Standards is **THE RIGHT THING TO DO!**



Handoff

WHY DO YOU NEED THIS?

It's all about communication!

- Leading cause of medical errors (per The Joint Commission) is a breakdown in communication
- HCAHPS questions: Nurse Communication, Physician Communication
- Other survey questions related to teamwork



Handoff

HOW DO YOU DO THIS?

Use a standardized, structured methodology

- I - SBAR - Q
- Checklist/script
- Infused with compassion and individualized by the participants, because we are not robots



Handoff

WHEN DO YOU DO THIS?

- Bedside shift report
- Calling a provider for orders
- Transferring a patient to radiology or therapy
- Others!



Managing Up

WHY DO YOU NEED TO DO THIS?

- Impacts patient experience questions around teamwork, likelihood to recommend, nurse communication
- Impacts employee engagement and satisfaction

Managing Up = Transfer to Trust

Why would we NOT do this?



Managing Up

HOW DO WE DO THIS?

- Speak with confidence, support, and sincerity of the person to whom you are handing off care
 - **What you say**
 - **Tone of voice**
 - **Body language**
- Talk to others about the trust you have in your leaders and colleagues
- Support changes in processes and practices



Managing Up

WHEN DO YOU DO THIS?

Remember the definition of managing up - it is a transfer of trust - you do it **ALL THE TIME!**



Narrating

WHY DO YOU NEED TO DO THIS?

Literacy versus Health Care Literacy

- A person who is engaged and understands is more likely to be compliant!





Narrating

HOW DO YOU DO THIS?

- While you work, talk through what you're doing using common language
- Do not limit this to clinical care!



Narrating

WHEN DO YOU DO THIS?

- At every patient and family interaction
- Remember compassion



Teach Back

The WHY

AHRQ #11 Safety Initiative

“It is simply not enough that people understand healthcare information- they must be able to use it”

<https://psnet.ahrq.gov/web-mm/impact-communication-medication-errors>

Teach Back: An Evidenced Based Healthcare Literacy Intervention



Teach Back

A Day in the Life of a Patient.....

Not just any patient, MY PATIENT

How will you know you need Teach Back? Medication events anyone? Transition of care scores are low.



Teach Back

BIG BANG THEORY

This is a BEAST- where do you start?

Our partner's stories.



Teach Back

In Healthcare we LOVE our acronyms.

Ask-Teach-Ask

“If they don’t do what we want, we haven’t given them the right information.”

--Vice Admiral Richard Carmona
Former Surgeon General



Teach Back

Requires a Shift in Thinking

From: “Non-Compliant Patients”

To: What is our responsibility as the provider of information & teaching?



Teach Back

Ask-Teach-Ask

Ask questions to understand the patient's current knowledge and learn about their needs and concerns.

Listen *"Please tell me what you know about this medication."*



Teach Back

Ask-Teach-Ask

Explain your positive intent.

Use simple, easy-to-understand terminology.

Listen for signs of inattention or confusion.

Invite questions along the way.

Address anxieties and clarify “what ifs.”



Teach Back

Ask-Teach-Ask

“So that I may check how well I’ve done at sharing this information, can you please tell me what you know about this new medication you will start taking?”



Teach Back

Ask-Teach-Ask

Do not ask:

“Do you understand?”

“Do you have any questions?”



Listening

The **LOUDEST** Positive Communication Standard

WHY a standard for Listening?



Listening

Imagine a world where everyone listened...

Part of the **WHY** needs to be how it affects your employees and their relationships.

Good communication skills require a high level of **self-awareness**. Understanding your own personal style of communicating will go a long way toward helping you to create good and lasting impressions with others.

How will you know you need a standard for Listening? Your HCAHPS scores will tell you! ^{DNE}



Listening

Active Listening vs. Listening

- Pay Attention. Give the speaker your undivided attention, and acknowledge the message. ...



Listening

Active Listening

- Show That You're Listening. Use your own **body language** and gestures to show that you are engaged...



Listening

Active Listening

- Provide **Feedback**



Listening

Active Listening

- **Defer Judgment**



Listening

Active Listening

- Respond **Appropriately**



Service Recovery

66% of healthcare decisions are based on word of mouth

- Only 1 in 26 customers will tell us when they are dissatisfied with part of their care, yet.....
- Greater than 50% of your dis-satisfied customers will tell someone ELSE.
- Meanwhile, only a fraction of your satisfied customers will tell someone about GOOD care.
- How do you know if you need employee driven service recovery efforts?(response to concerns, likelihood to recommend)



Service Recovery

“Negativity screams at us, and positivity only whispers.”

--Barbara Frederickson





Service Recovery

When something is **GREAT**, behaviors change





Service Recovery

Set a Standard for Service Recovery

You cannot be everywhere, you do not have eyes in the back of your head.





Service Recovery

Set a Standard for Service Recovery

Employees are the true listening post for excellent service recovery.

(aka, a princess at Disney)



Service Recovery

We recommend:

$$4A + D = AAAAD$$



Service Recovery

Anticipate



Service Recovery

Acknowledge



Service Recovery

Apologize



Service Recovery

Amend



Service Recovery

Document



Service Recovery

Make sure your Service Recovery is.....

1. Fast (prior to a social media post)
2. Personal
3. Fits the situation.



Hallway Hospitality

WHY DO YOU NEED TO DO THIS?

- This is simply the right thing to do!
- A patient's story



Hallway Hospitality

HOW DO YOU DO THIS?

Let's break it down into steps:

1. Eye contact - smile
2. Say hello
3. Ask if they need help finding where they need to go



Hallway Hospitality

WHEN DO YOU DO THIS?

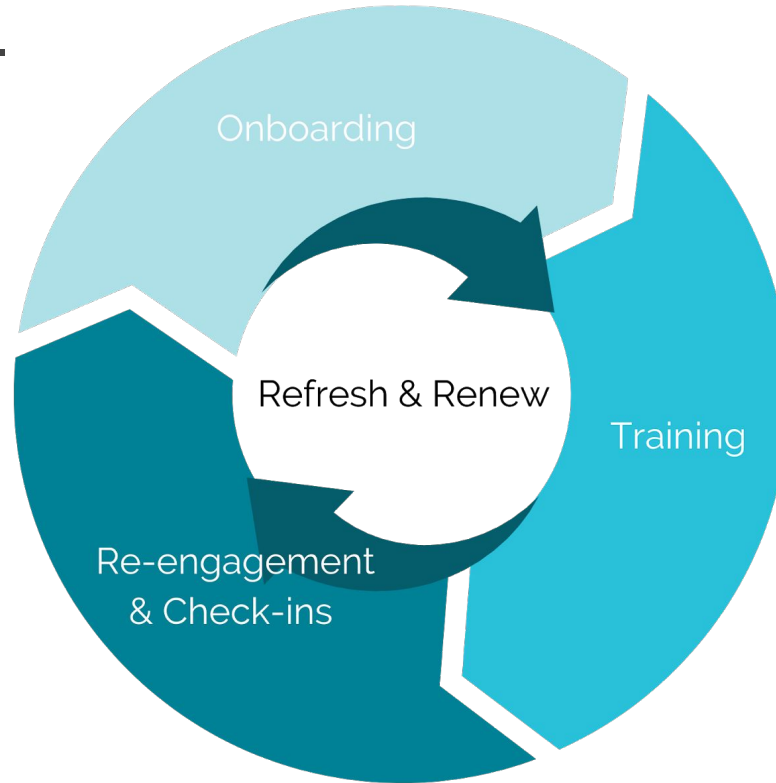
EVERY time you pass someone:

- Patient
- Visitor
- Vendor
- Provider
- Colleague

Yes, this simple strategy is **VERY** impactful!

Training Positive Communication Standards

Inconsistent and optional training leads to inconsistent and optional results.



QUESTIONS? CONTACT US!

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