

NARRATED CARE

Positive Communication

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BRANDING (NAMING)

Narrated Care

Scripting

Positive Scripting

Key Words at Key Times

Right Words, Right Time

Words That Work™

SIMPLY

PUT

NARRATE

=

EXPLAIN

WHAT IS IT?

Narrated Care is a technique in which caregivers provide the explanation (what, who, when, why, where, how) behind the care they are providing for the patient.

... explaining our actions

WHAT IS IT?

Narrated Care is a communication technique used to “connect the dots” to help patients, families and/or visitors better understand what we are doing and why.

. . . . align our words with our actions

WHY

Our actions can be confusing or misperceived - or even scary. Explaining our actions can reduce anxiety and increase compliance.

- **ACTIVITY:** Patient Satisfaction Survey Comments



VIDEO

Would it have been difficult to explain to the patient about the _____?

Would it have taken longer to do so?

What would the benefits have been to the patient?

What would the benefits have been to the caregiver?

EXAMPLE

For accuracy and safety, before I give you your medications, I will first scan your identification bracelet (***scan the bracelet***) to pull up your specific medication information in our computer system.

Now I need to ask you to state your name and date of birth so I can do a double check of our records (***verify bracelet & computer info with info provided by pt***).

Next I will scan each of your ordered medications that are due now (***scan and verify correctness of each med***) to check for correct medication, dose, and time before I give you the medications.

SIMPLY

PUT

It's in
your
head,
say it out
loud.

Say it out loud!



Narrated care is not a script that is memorized.

Narration will become incorporated into a personalized and natural part of how caregivers communicate through practice and acclimation to this technique.

Narrated care is not “a time sucker.”



NARRATED CARE

ORGANIZATION WIDE:

- INCORPORATE INTO POSITIVE COMMUNICATION STANDARDS (PRINCIPLES, BUNDLE)

<p style="text-align: center;">Managing Up</p> <p>Why? To communicate positive information about other caregivers or services. Transfers trust from a caregiver to another caregiver to decrease anxiety.</p> <p>How? “Managing Up” is simply positioning others in a positive light.</p> <p>Example: Your mammography is scheduled at the hospital. The team of technicians there are all certified through special training to provide you with a high-quality exam.</p>	<p style="text-align: center;">Telephone Etiquette</p> <p>Why? Telephone interactions can often be a first impression of your customer service. Other phone interactions are an extension of the service you provide your patients.</p> <p>How? Set standards for phone greetings, call transfers, messages, key words (managing up, etc.).</p> <p>Example: I will get the results and call you back.</p>	<p style="text-align: center;">Listening</p> <p>Why? Being a great listener is a great way to create empathy and trust in a relationship.</p> <p>How? Make eye contact, ask active listening questions, paraphrase, and take notes.</p> <p>Example of Paraphrasing: “If I understand you correctly, you said....”</p> <p>Example of active listening question: “Could you tell me more about....”</p>
<p style="text-align: center;">Hi in the Hallway</p> <p>Why? Creates the atmosphere of a “friendly and caring” place. This sets a positive tone when the patient, family, or visitor reaches their destination.</p> <p>How? A requirement that everyone make eye contact and greet everyone (patients, visitors, co-workers, physicians, etc.) they pass in the hallway. Can be expanded to “take people where they need to go” (vs. pointing or stating directions).</p>	<p>Positive Communication Standards Snapshot</p>	<p style="text-align: center;">Gratitude</p> <p>Why? Patients have a choice as to where they receive their care. Make sure they know you are glad they chose you.</p> <p>How? Thank patients at the end of a visit or shift for allowing you to care for them. Thank patients for choosing your organization.</p> <p>Example: “Thank you for choosing our hospital for your care and allowing me to care for you. It’s been my pleasure.”</p>
<p style="text-align: center;">Banning We/They & Managing Down</p> <p>Why? Banning negative communication will help to create a more positive employee and patient experience.</p> <p>How? Avoid communications that are negative about others. In particular, eliminate the blaming of others and the “hero”-type statements (e.g., I’m good and they are not).</p> <p>Example: “I really wanted to schedule your test on that day, but the scheduler wouldn’t work with me to make that happen.”</p>	<p style="text-align: center;">Narrated Care</p> <p>Why? To provide the explanation behind our activities/actions.</p> <p>How? Narrated care or scripts are not memorized but serve as examples to be implemented by individual caregivers. Narration will become incorporated into a personalized and natural part of how caregivers communicate with their patients once they get acclimated to this technique.</p> <p>Example: To reduce the risk of passing along any germs to you, I am going to wash my hands and then put on gloves prior to removing the bandages from your surgery site.</p>	<p style="text-align: center;">Words to Choose & Words to Lose</p> <p>Why? There are certain words and phrases that when said to a patient, visitor, co-worker or physician is going to elicit a negative feeling and/or response. There are words & phrases that can garner a more positive interaction.</p> <p>How? Determine which words/phrases that are never appropriate to be said. Then, eliminate them.</p> <p>Example: “We are short staffed today.”</p>

HOW

ACROYNMS

AIDET – Acknowledge, Introduce, Duration, Explanation, Thank You

RELATE - Reassure, Explain, Listen, Answer, Take action and Express appreciation

HITIT – Hello, Introduce, Team Up, Inform, Thank

NARRATED CARE

NURSING-WIDE:

- INCORPORATE INTO NURSING BUNDLE

NARRATED CARE

DEPARTMENT-SPECIFIC:

- IN THE ACTION PLAN OF YOUR SERVICE GOALS

INTRODUCING

To promote learning the technique, start with simple & specific situations

....and then expand quickly to the most important or problematic situations

HOW

PRACTICE TIPS . . .

“Pretend student in the room . . .”

“invited observer”

Scenarios during training/staff meetings/rounding

SIMPLY

START

**PICK A
FOCUS**

Narrated Care Plan First Impressions - Admission

Department: **Behavioral Health Center**

Narrated Care Opportunity #1: For your safety and privacy, our doors are locked. No one can visit you without your permission. As well, there are specific procedures to follow should you want to leave through these locked doors.

Situation in which this is communicated:

Upon entry through the locked doors for admission

Baseline data that supports this as a priority for service improvement:

Frequent complaints about our doors being locked and what that means (i.e. prison?)

What core competency or service element is improved when we communicate these key words to our patients/visitors/families (e.g., pain mgt, privacy, etc.)?

Service element - provide support and diminish anxiety-increase patient satisfaction, confidentiality

REMINDER

“Explain in a way that patient understands”



BEYOND NARRATING CARE

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**NON-
CLINICAL**

USE

NARRATE

=

EXPLAIN

BEYOND “NARRATING”

WHAT IS IT?

Positive Scripting

“Positive scripting is the process of mapping out responses or phrases intended to limit frustration and keep a customer interaction moving in a productive direction.”

WHY

When it comes to transactional requests, scripts can be used to streamline the communication and help you quickly get the customer what they need.

WHY

Create a consistent, cohesive (more positive/pleasant) experience.

ACTIVITY: “What do you say when.....”

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Narrated Care/Key Words/Scripting Plan

Department:

#1	Describe Key Customer-Employee Interaction: Why is this interaction a priority to improve? Recommended Scripting:
#2	Describe Key Customer-Employee Interaction: Why is this interaction a priority to improve? Recommended Scripting:
#3	Describe Key Customer-Employee Interaction: Why is this interaction a priority to improve? Recommended Scripting:
#4	Describe Key Customer-Employee Interaction: Why is this interaction a priority to improve? Recommended Scripting:

Key Customer-Employee Interaction is when a service is being rendered and impression is being made. Most often we think of patient-employee interactions. Consider employee-employee interactions in a support department. Consider possible visitor-employee interactions.

Priorities: Often times we know which interactions are a priority for improvement due to complaints, negative comments on surveys, low scores on surveys.

Narrated Care/Key Words/Scripting: Words we use when providing the service to help explain what we are doing and why we are doing it – while we are doing it. Reduces misperceptions/confusion and decreases anxiety and improves satisfaction. Initial interactions with customers and discharge/ending interactions are often key interactions in many departments. Example: “For your safety, I will verify to forms of identification before providing your treatment” (versus just asking the patient for two forms of identification). Narrated care or scripts are not memorized, but serve as examples to be implemented by individual employees. Scripts will become incorporated into a personalized and natural part of how employees communicate once they get acclimated to this technique. Sometimes, visual cues can be helpful in reminding employees to utilize scripting (e.g., sign near telephone, a magnet on a door frame).

Developed by (Team Members):

THE “DOWNSIDES”

Leaning on a script too heavily can signal to the customer that the person they are speaking with isn't confident in their ability to help out -- or isn't qualified to do so.

THE “DON’T”

Delivery (non-verbals -tone of voice, etc.)
that is empty of “heart”

Activity: “How may I help you?” or “Is there anything else I can do for you?”

THE “DON’T”

Use cliché phrases and statements that may come across as empty platitudes.

RESOURCES

<https://blog.hubspot.com/service/positive-scripting-customer-service>

QUESTIONS?

REACH OUT TO US!

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JUST
START

The logo for Capstone Leadership Solutions, Inc. features a stylized triangle composed of three segments in maroon, yellow, and teal. To the right of the triangle, the word "CAPSTONE" is written in a bold, sans-serif font, with "Leadership Solutions, Inc." in a smaller font below it.