

Positive Communication Principles

Memorial Medical Center • Regional Enterprises, Inc. • Northwest Wisconsin Cancer Center

Hi in the Hallway

Why? Create the atmosphere of a “friendly and caring” place. This sets a positive tone when the patient reaches their destination.

How? A requirement that all employees make eye contact and greet everyone (patients, visitors, coworkers, physicians, etc) they pass in the hallway. Can be expanded to “take people where they need to go” (vs. pointing or stating directions).



Managing Up

Why? To communicate positive information about caregivers or services. Transfers trust from a caregiver to another caregiver to decrease anxiety.

How? “Managing Up” is simply positioning others in a positive light.

Example: Your mammography is scheduled at MMC. The team of technicians there all certified through special training to provide you with a high-quality exam.

“Anything else I can do for you?”

Why?

How?



Gratitude

Why? Patients have a choice as to where they receive their care. Make sure they know you are glad they chose you.

How? Thank patients at the end of a visit or shift for allowing you to care for them. Thank patients for choosing MMC.

Example: “Good night, Fred, it’s time for me to go home to my family. Thank you so much for allowing me to care for you. You were a great patient!”

Telephone Etiquette

Why? Telephone interactions are often a first impression of your facility’s customer service. Other phone interactions are an extension of the service you provide your patients.

How? Set standards for phone greetings, call transfers, messages, key words (managing up, etc.)

Example: I will find out the answer and call you back.



“How Can I Help?”

Why?

How?

Example:

Service Recovery

Why?

How?

Example:



Active Listening

Why? Being a great listener is a great way to create empathy and trust in a relationship.

How? Make eye contact, ask active listening questions, paraphrase, and take notes.

Example: of Paraphrasing: “If I understand you correctly, you said...”

Example: of Active Listening Questions: “Could you tell me more about...”

Say This - Not That (Banned Words)

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.

How? Determine which words/phrases might be heard around the office that are never appropriate to be said. Then, eliminate them.

Example: We are short staffed today.

CI CARE & SBAR

Why? Being a great listener is a great way to create empathy and trust in a relationship.

How? Make eye contact, ask active listening questions, paraphrase, and take notes.

Example: of Paraphrasing: “If I understand you correctly, you said...”

Example: of Active Listening Questions: “Could you tell me more about...”