

S U S A N K E A N E B A K E R

EXCEPTIONAL PATIENT CARE



Dear Friends,

Have you ever known someone who almost always knows the right thing to say or do when you are feeling anxious or overwhelmed? In

G. Peter Fleck's book *Come As You Are*, he writes about his thirteen year old daughter Ann, a fearful flyer. She was on a flight, anxiously watching one of the engines, "as if watching the engine would reduce, if not eliminate, the danger of malfunction." When he noticed she wasn't eating her lunch, her seatmate, an older gentleman who had finished eating, knew just what to say: "You can eat your lunch, kiddo. I'll watch the wing for you."

Perhaps you're hearing more comments about stress from your patients, friends and colleagues. For those experiencing mild to moderate stress, here are nine ideas on how you can be helpful. One of these might provide some relief for the person you want to help.

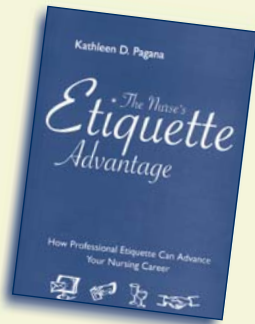
1. Ask: "If a friend told you she was feeling stressed about this (subject), what advice would you give her?"
2. Ask him to visualize a positive outcome whenever he begins feeling anxious.
3. People who are anxious sometimes speed up how quickly they speak. Have a non-anxious presence by keeping your speech slightly slower than normal.
4. Ask her to state out loud ten reasons she has to be grateful.
5. You can't be afraid while you are laughing. If you know a good joke, share it. Don't know any good jokes? Send me an email and I'll share my 25 favorites with you.
6. Ask him to accompany you on a walk. Set a date and keep it.
7. Ask if she has felt this way before and if so, what helped reduce her anxiety that time.
8. To help put things in perspective, talk with him about what he does have control over.
9. Involve the person in helping someone less fortunate than himself.

Recommended Reading:

The Nurse's Etiquette Advantage

by Kathleen Pagana

What we don't know can sometimes be embarrassing, especially when it comes to manners. What we don't know (or forgot somehow) screams incompetence, a limited education, or laziness to those who do know.



Kathleen Pagana's latest book, *The Nurse's Etiquette Advantage*, provides answers to all sorts of questions that come up in our work and personal lives. Two I especially liked:

Q. May I dip my bread into the sauce on my plate?

- A.** Tear off a piece of bread and put it on your plate. Use your fork to spear the bread, dip it into the sauce, and eat it.

Q. How can I learn to remember names?

- A.** Use the acronym CAR to remember names:
Concentrate on remembering the name
Associate the name with something or someone
Repeat the name in conversation

Feedback strategy

I received an email from catalogue and web retailer Garnet Hill asking for my opinion.

Your honest feedback is the best source of information for us to identify areas of improvement.

1. How likely is it that you will recommend Garnet Hill to a friend or colleague? (not at all likely) 0 1 2 3 4 5 6 7 8 9 10 (very likely)

I selected the number 8 and received one follow-up question:

2. What one thing could Garnet Hill do to earn a higher rating?

I suggested that they publish customer feedback about their products on their website, as other retailers have done. A few months later, that option was available. Using Fred Reichheld's Net Promoter concept, they are segmenting customers and making sure their survey is asking questions that are relevant to the customer's experience. The result is much better data. For additional information regarding the Net Promoter Score concept, read Reichheld's book, *The Ultimate Question*.

In 2008, I had the privilege of serving on the Board of Examiners for the Malcolm Baldrige National Quality Award. The 2009-2010 *Health Care Criteria for Performance Excellence* is now available at the Baldrige website: www.nist.gov. While you're there, check out the application summaries of past award winners. You will find new ideas and best practices. For example, on pages 14 & 15 of Mercy Health System's application summary, you'll find a detailed description of their service recovery processes. The applications of Baldrige Award recipients can be reviewed at www.quality.nist.gov/Contacts_Profiles.htm.

#71 QUALITY OF CARE *(an excerpt)*

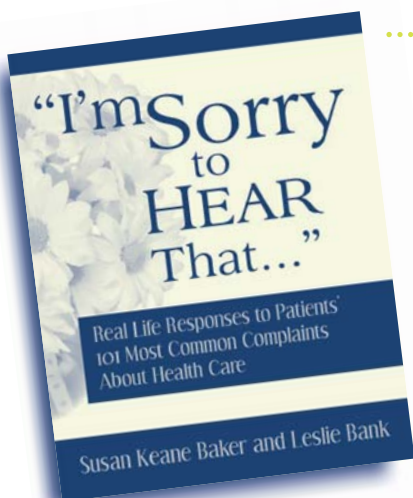
The staff didn't care how frightened my child was. There was no effort to calm or reassure her before the procedure.

I'm sorry to hear that. You must have been very upset for your child. What could have been done differently to reduce her anxiety? What could we have done differently? What has worked for your child in other situations?

I'm so sorry. We want to take very good care of your child. Please tell me more. What can I do to make this better for you and your child right now? Can I help by going over what happened with your child?

I'm sorry we didn't meet her needs, or yours. Parents provide some of the best strategies for reassuring children. Can you give us suggestions on how to do this better?

I'm pleased to announce that "I'm Sorry to Hear That..." is now available from Fire Starter Publishing. To order, visit firestarterpublishing.com.



Travel Journal



Prompts for Enhanced Performance:

At Lawrence Hospital Center in Bronxville, New York, associates' badges encourage patients to "Ask me if my hands are clean." Terry Martino DVS is Director of Volunteers and after volunteering for the "anxiety of the uninitiated" exercise at my seminar, she agreed to let me take her photograph to share this best practice with you.

Anticipating Needs: Claire Jones at Ocean Medical Center in Brick, New Jersey, has created an important document titled: *Caring for Observant Jewish Patients & Their Families*. Here's an excerpt:

Stairwells — To make it possible for you to avoid elevators and electric doors on the Sabbath and holidays, a map of Ocean Medical Center stairwells is available at the main desk in the Atrium, at the Security desk upon entering the Emergency Department, or by contacting the patient representative.

To review the entire document, visit oceanmedicalcenter.com and click on "Patient & Guest Guide."

Creating positive expectations through stories: At the Ellis Fischel Cancer Center at the University of Missouri in Columbia, Dr. Clay Anderson's story is shared not just in conversation, but also at their website. Imagine you are a new patient, searching for information about Dr. Anderson on the Internet and learn this before seeing him for the first time.

Clay Anderson, M.D. The optimist

He wears it like a badge.

What do you say about a doctor who always wears a lab coat with dozens of badges? You can say he's got a lot of friends. The badges were given to him by his best friends—his patients.

After spending time with Dr. Anderson, patients know their treatment comes from his vast intelligence as an oncologist. They've also learned that healing comes from his heart. And theirs.

So in this bond of badges, his friendships grow as he helps his patients with advanced clinical trials, aggressive immunotherapy and chemotherapy strategies.

Here's to you, Dr. Anderson. "Have a nice day," "Smile," "Peace," "Love" and "Friendships are forever."



Participant Comments:

"Organized delivery, captivating, energy-filled, sentimental at times, new ideas. Fantastic!"

Dianna Barker, R.N. Nurse Liaison Volunteer Coordinator
Deborah Heart & Lung Center, Browns Mills, New Jersey

"Made four hours seem like 30 minutes. Presentation was excellent, very practical suggestions. I look forward to implementing the ideas."

Melissa Strawhun, Department Administrator
University of Missouri, Columbia, Missouri

"Direct, relevant and practical scenarios. Suggestions everyone can benefit from. The printed information is great for future use."

Cathy Wright, Supervisor
Mary Greeley Medical Center, Ames, Iowa

"Thank you! I enjoyed Susan's practical approaches."

Brad Meyers, M.D.
Jefferson, Wisconsin

"Great program that made me think about simple changes I can make. It's always good to hear ways to put good techniques into practice."

Linda Blake, Practice Manager
Pediatrix, Denver, Colorado

PRESENTATIONS BY SUSAN KEANE BAKER

- Managing Patient Expectations:
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- "I'm Sorry to Hear That..." Service Recovery Strategies for Restoring Patient Satisfaction
- Yes, You Can Soothe, Smooth and Improve Difficult People
- Listening Bootcamp: Practical Techniques to Enhance Relationships
- Instant Rapport: How to Inspire Patient Trust and Confidence When You Have Too Little Time and Too Many Patients
- Taking Service Quality to the Next Level: 60 Ideas in 60 Minutes



- The World is Full of Cactus, But We Don't Have to Sit on It
Each participant at a Cactus presentation receives this stress reliever reminder of your meeting.

Please call 203-966-4880 or email susan@susanbaker.com to discuss bringing one or more of these presentations to your organization or association.

Susan Keane Baker

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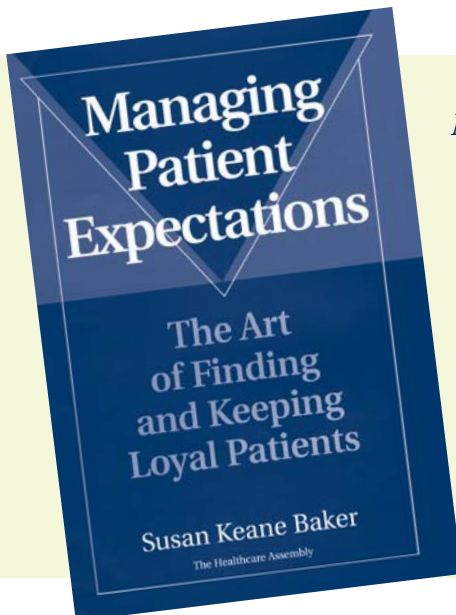
MEETING TIP

At the Florida Hospital Association,
Diane Bennett encourages
networking via name badges that
are color coded by areas of the state.

A Good Idea

During orientation, post a building or
campus map and help new associates
place a pin at their work area. A fun way
to learn your organization's layout.

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Managing Patient Expectations is filled with winning techniques and illustrative examples from some of the country's leading health care facilities.

- Respond to unrealistic expectations
- Handle patient complaints with ease
- Motivate staff to care about patient satisfaction
- Create loyal patient relationships

Managing Patient Expectations can be ordered through bookstores, internet booksellers, and directly from the publisher at 800-956-7739.

Having the book's ISBN number at hand when you order is helpful. (ISBN# 0-7879-4158-1)