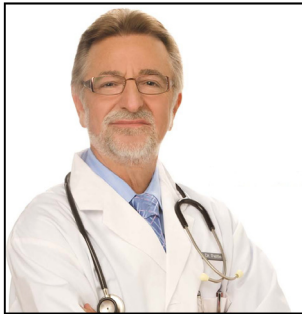


STANDARD I:

Effectively Manage

First Impressions

"A thousand words will not leave so deep an impression as one deed." -Henrik Ibsen



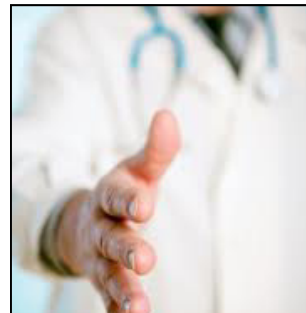
A combination of **professional dress and a white coat** have been shown to most positively enhance patients' trust and confidence with their physician.



Addressing your patient by his or her name creates a sense of individualized care, and implies a personal relationship between patient and physician.



Knocking before entry empowers patients and displays respect for privacy and personal space.



Physical contact creates a personal connection and solidifies the unique nature of the healing relationship.



Eye contact tells patients what your priorities are in a given moment. A lack of eye contact, even when justified, tells your patient that your attention is occupied elsewhere.



The practice of **sitting at the bedside** has been shown to improve the efficiency of communication, and increase the perceived length and quality of an interaction.

STANDARD II:

Engage Patients In

Two-Way Conversations

"Communication works for those who work at it." -John Powell



Start & finish with **open-ended questions**. Begin sentences with "What/How" rather than "Do/Did."



Utilize **teach-back methodology**. Ensures patient understanding and increases



Listen actively without interrupting. Silence can be engaging, and doesn't generally harm the overall experience.



Draw **family members** into the conversation. Family engagement will simultaneously improve quality of post-discharge compliance and



Tie everything back into the **plan of care**. Utilize whiteboards and treatment goals to keep patients engaged in the bigger picture of their care.

STANDARD III:

Foster an environment of

Team Collaboration

"Finding good players is easy. Getting them to play as a team is another story."

-Casey Stengel



Notify nursing staff when you arrive to round on patients. Give nurses a chance to accompany you to the bedside.



Proactively **give nurses the opportunity to ask questions** before departure. This strategy will improve quality of care and decrease frequency of calls/pages.



All staff, including physicians are encouraged to **"Manage Up"** those around them. By verbally building up other members of the team, we set each other up for success in the eyes of the patient.



Speak to the patient **within the scope of your role** in their care. Acknowledge and coordinate with other physicians on the care team. Manage expectations effectively about your role and the roles of other doctors assigned to the case.