At SOMC we are looking for employees who share our AIDET philosophy of making an active commitment to the five fundamentals of service and who share our dedication of providing excellent care to our patients and their families. AIDET is an acronym that stands for Acknowledge, Introduce, Duration, Explanation, and Thank You. If you support our values and our commitment to our customers we invite you to apply for a career at SOMC.

ACKNOWLEDGE
Greet everyone you meet with a friendly smile and use their name if you know it. Stop what you are doing so the customer knows that he/she is important to you. Focus on the customer and their family. Acknowledge visitors in the hallways, elevators, and cafeteria with a smile or a greeting. First impressions are lasting. Apologize for any delays.

Sample acknowledgements:

“Good morning/afternoon, Mr. Smith. We’ve been expecting you and our staff will take excellent care of you.”

“Good morning/afternoon, Mr. Jones, Welcome to SOMC. We want to make sure that you have an excellent visit with us. Would you please take a moment to confirm that we have your most current information?”

“Welcome to SOMC, I am very pleased that I get to take care of you today.”

INTRODUCE
Consistently introduce yourself by name and your role in the department and let your customers know that you or your coworkers are going to take care of them. Manage up yourself and your coworkers, other departments and physicians. Wear your name badge facing forward at all times.

Sample Introductions:

“My name is Karen and I will be performing your CT scan today. I have been scanning for approximately 15 years. We have the newest technology available to provide great images. Do you have any questions for me?”

“My name is Sue, I am Dr. Jones Nurse and I will be assisting him with your exam today. He is an excellent physician. He is very good at listening and answering patient questions. You are very fortunate he is your physician.”

“Mr. White my name is Jane and Dr. Smith would like you to have an exam in our Medical Imaging Department. We have an excellent team of Radiology Technologist who use state-of-the-art equipment and I know you will have an excellent experience here.”

“Good morning, Mr. Miller. My Name is Mary, and I am here to start your IV. I’ve been starting IV’s for over 10 years so I will do everything to make this as pleasant as possible for you”.

“My name is Ellen, can you tell me your name? Ok, Mrs. Johnson, I am going to get you settled in here, but then we will then be changing shifts. Joe is following me tonight as your nurse and you are in very good hands. Joe was one of the nurses who trained me and he is very knowledgeable and will take great care of you tonight.”

DURATION
Always give the customer an estimate of how long he or she may have to wait and how long it will take you to complete the procedure. Keep the customer and their family informed about delays and how long it will be. After a test or procedure, explain how long it will take to get the results.
Sample Duration statements:

“Dr. Jones had an emergency and wanted you to know that it may be about 30 minutes before he can see you. Do you mind to wait or do you want to schedule another appointment?

“It should only take me about 15 minutes to register you.”

“Your Doctor should have your test results back this afternoon”.

The patient just had pain medication. You should let the patient know how long before the medicine starts to work. “Mrs. Smith, you should start feeling relief of your pain within 30 minutes. I will be back and check on you within the hour and we will re-evaluate your pain level at that time and see how much your pain medication has helped”.

EXPLANATION
Keep customers and families informed of what you are doing, how things work, if it will cause pain or discomfort, what they need to do to get assistance and if any follow-up instructions are necessary. Ask the customer if he/she has ever had this type of test before. Use language that customers and their family understand. Ask if the customer has any concerns or questions before you start or any information that would make the experience easier. Always ask “Is there is anything else I can do for you, I have the time” before you leave them. We can include safety information into the explanation if appropriate.

Sample Explanation statements:

“This breathing treatment takes about 10 minutes. You need to hold this mouth piece (demo) up to your mouth and breath in and out. We want to provide you a safe environment so here is your call light. Just press this button if you need any assistance and one of my team members will check on you. I’ll be back in just a few minutes. Now is there anything else I can get you before I leave, I have the time?”

“After you complete the forms please return them to me at the front desk and the nurse will come and get you as soon as a room is ready”. Please let me know if there is anything I can do to make your visit here more comfortable”.

Before drawing blood, the phlebotomist can say, “For your safety, I want to scan your ID band to make sure that we get the correct specimen for the test your Doctor ordered”.

THANK YOU
Share your appreciation for the privilege of caring for your customers. Thank the customer for choosing SOMC for their healthcare needs.

Sample Appreciation statements:

“It has been a pleasure taking care of you”. “Please let me know if you have any further questions”.

“Thank you for allowing me to care for you”. “Is there anything else I can do for you, I have the time?”

“Thank you for entrusting us with the care of your mother”. We really enjoyed taking care of her”.

“It is about time for me to go home, is there anything more that I can get you or do for you before I leave? It was so nice to take care of you today, I am so glad you chose SOMC for your healthcare needs.”

Southern Ohio Medical Center

Good things are happening here