

**Session 3: Key Words
Total Time: 35-50 Minutes**

Time	Activity
5-10 Minutes	<p>1. Review – Testimonials <i>[Ask staff to share how and when they have been using AIDET / Managing Up since the last meeting. Pose the following questions:]</i></p> <ul style="list-style-type: none"> • How have you used AIDET since the last meeting? • How have you managed up since the last meeting? • Have you been managed up by a coworker in the last week? How did you know?
6 Minutes	<p>2. Show Key Words 6-Minute Video Overview (Quint Studer) <i>[Use Must Have Video Series – Key Words at Key Times video. Minutes: 6:45-12:50 (stop before vignette begins)]</i></p>
5 Minutes	<p>3. Purpose of Key Words <i>[Outline the purpose of Key Words at Key Times by reviewing the following bullet points:]</i></p> <ul style="list-style-type: none"> • Improve the lasting perception of very satisfying care. • Demonstrate the culture of the organization by having consistent information shared with customers. • Increase the comfort level of staff in communicating with patients. • Improve patient’s experience. • Engage patients in their care.
5 Minutes	<p>4. Benefits of Key Words <i>[Outline the benefits of Key Words at Key Times by reviewing the following bullet points:]</i></p> <ul style="list-style-type: none"> • Ensure a consistent level of service is maintained. • Provide positive messages to patients and family members. • Reduce patient anxiety and fear. • Increase patient compliance with treatment plan. • Increase patient satisfaction.
5 Minutes	<p>5. When Do We Use Key Words? <i>[Ask staff when it is appropriate to use Key Words and create dialogue. Be sure all the following bullet points are covered either through staff answers or your follow-up.]</i></p> <p>**Anywhere/Anytime**</p> <ul style="list-style-type: none"> • Managing up opportunities • Service recovery apology • Greetings and pre/post visit follow up phone calls • Areas specific to the results of patient satisfaction survey • Patient access areas/departments where you can engage patients • Corridors, cafeterias, elevators, telephones calls, email, print media, etc.

5 Minutes **6. Important Questions to Ask Yourself When Developing Key Words** *[Pose these directed questions to your staff to help them see the power of Key Words. Their answers will help illicit Key Words for your department.]*

- What do our patients/families want to know?
- What do we need for our patients/families to know?
- How can we help the patients/families feel comfortable with our care and procedures?
- Are we communicating clear messages to everyone, every time?

[Ask staff to continue to think of answers to these questions as “homework” for Session 4 – Key Words Linkage.]

5-10 Minutes **7. Question & Answer Session**