



**Face to Face
with
Moments of Truth**

**But What About The
Customer?**



BWATC?

The Health Center Environment

Physical Environment



Identify what patients need to see in the physical environment.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



Appearance of Staff

Identify what patients need to see in the appearance of employees to believe they are true professionals.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Brilliant on Some Basic Concepts/Enhancing Contact Skills

Simple acts of **courtesy** take little or no time, but they are the mark of a true professional. List specific things staff can do to **show** courtesy to patients, family, and fellow workers.

1. *Introducing self and calling others by name.* _____
2. *Explaining procedure.* _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

A positive **attitude** has a powerful influence on the way others feel and relate to you. List specific things staff can do to **show** others you have a positive attitude.

1. *Smiling - it's contagious.* _____
2. *Not complaining about policies.* _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



Patients define their experience in a health care environment by their TOTAL experience. Their perception is not limited to their interaction with the physician alone. They have no idea how to judge their doctor's medical competence or other high-tech aspects of their visit. Patients place high value on ALL observations and interactions. A patient's definition is formed by Points of Perception.

Patient's Points of Perception	
1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____



Moments of Truth

M.O.T.

Every observation, every interaction patients have at each POINT OF PERCEPTION becomes a "tiny moment of truth." Moments of Truth (MOT) can be positive; they can be negative. The sum of a patient's observations and interactions (MOT) becomes a perception.

Communication Exercise

Using the skills of effective listening and empathy, write responses to the following typical patient questions. By scripting your answers ahead of time, appropriate responses may be given. Keep in mind that each patient is unique and that circumstances may require a different answer. However, having choices ready to use eliminates the need for thinking of answers "on the spot."

Remember, listen, empathize, and add value!

1. "How much radiation am I getting?"

"With all the attention that radiation gets, I can understand why you may be troubled, Mrs. Brown. I can assure you that our x-ray equipment is carefully inspected and that the radiation dose is very, very low."

2. "Will this hurt?"

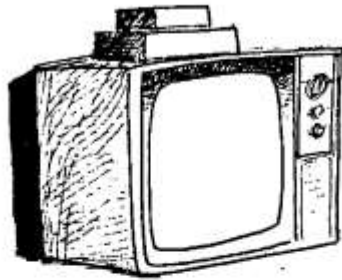
"I can see you are tense about this test, Mr. Williams. There will be a small amount of discomfort during the exam. I will make you as comfortable as possible."

3. "How many pictures are you going to take?"

"I'm sure you have other things you would rather be doing today, Mrs. Kim. This exam requires at least . . . films to be taken. I will then develop them and determine if we need additional views. Is there anything I can do to make you more comfortable?"

4. "What do you see on my films?"

"I can see you are concerned about the results of your exam, Mr. Rodriguez. However, interpreting the films is beyond my scope of practice. The radiologist will read them and see that your personal physician receives the report."



Radiography:

Moment by Moment

Case Study: *OP chest x-ray*

Starring: *Patient and You*

Opening Scene: *Waiting Area*

Second Scene: *Hallway*

Third Scene: *Radiographic Room*

Fourth Scene: *Dismissal*