WORDS THAT TRANSFORM THE PATIENT EXPERIENCE

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THE POWER OF WORDS FOR ME: THE WHY?
“Words are encyclopedias of ignorance because they freeze perceptions at one moment in history and then insist we continue to use these frozen perceptions when we should be doing better.”

Edward de Bono, MD
Authority on creative thinking and innovation
WORDS CREATE WORLDS.
THE AGENDA

• The importance of choosing our words to drive transformation
• Words for in-the-moment effectiveness in our relationships with patients and families
• How we can engage our teams in a language revolution
SPEED NETWORKING

Up and moving → **Stop**: Discuss x Switch → Go!
**Presence**

- Take a deep breath. Bring your attention to the present moment.

- Shift to a posture of presence:
  - Face the person fully.
  - Open your palms and lean forward.
  - Smile and sustain eye contact.

- Open your heart. Tune in. Make the other person your only priority in that moment.

- Do not think about what you are going to do next.
1. Introduce yourself: who are you and what is important for the other person to know about you?

2. What is your vocation, and why did you chose to do what you do?

3. What do you continue to stay with your current job role?

4. What do you hope to gain from today?

5. Share a strength that you personally have that makes the right things happen for those you serve.
THOUGHTS?

• Thoughts about the process and being present while listening?

• What words did people use to describe themselves, their job roles, and the strengths they have for making the right things happen to those we serve?

• What did you hear about why choose to do what they do and continuing to do it?

• What do you hope to gain from today?
THE EVOLUTION OF WORDS WE USE TO DRIVE PX TRANSFORMATION

Guest Relations  Customer Service  Service Excellence  Patient Experience
Our Words Looking Forward

- Guest Relations
- Customer Service
- Service Excellence
- Patient Experience

Person, Care Family, Member, Client, Customer, Resident, Consumer, ????
Choosing words to drive transformation
FROM “PATIENT” TO “PERSON”
FROM “DISEASE MANAGEMENT” TO “WELLNESS”
FROM “COMPLIANCE” TO “ADHERENCE”
“Discharge Plan”
CAREGIVER AND CARETAKER?

- Care Team
- Care Partner
- Health Partner
AND WHAT ABOUT OUR VERBS?

Serve
Coach
Partner
Advise
Engage
THE QUEST FOR THE MOST TRANSFORMATIONAL WORDS
INITIATE DIALOGUE ABOUT WORDS IN YOUR ORGANIZATION

Identify

Evaluate

Replace

Drive Change
**Table Top Discussion**

<table>
<thead>
<tr>
<th>What words do you use that might be outdated?</th>
<th>Alternative</th>
</tr>
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<tbody>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>What should we call the people we serve?</th>
<th>Patient, Consumer, Customer, Member, Family, Team, Person, Guest, or…</th>
<th>Best? Most versatile?</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Which verbs describe what we do for or with them?</th>
<th>Serve, Advise, Care for, Support, Partner with, Help, Coach, or…</th>
<th>Best? Most versatile?</th>
</tr>
</thead>
</table>
Intent vs. Impact

- We need to be self-conscious about our words.
- Our words often have an unintended impact.
PEOPLE WHO SAY THESE WORDS MEAN WELL.

<table>
<thead>
<tr>
<th>Expression</th>
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</thead>
<tbody>
<tr>
<td>As soon as possible…</td>
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<tr>
<td>Hopefully…</td>
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<tr>
<td>I’ll try…</td>
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<tr>
<td>To be honest…</td>
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<td>It’s our policy…</td>
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<td>You have to…</td>
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<tr>
<td>The truth is…</td>
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<tr>
<td>Calm down…</td>
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<tr>
<td>Yes, but…</td>
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<tr>
<td>Like I said…</td>
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## Intent and Impact Don’t Match.

<table>
<thead>
<tr>
<th>Staff Member Says…</th>
<th>What Do Patients Hear?</th>
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</thead>
<tbody>
<tr>
<td>As soon as possible…</td>
<td>When I get around to it</td>
</tr>
<tr>
<td>Hopefully…</td>
<td>Who really knows?</td>
</tr>
<tr>
<td>I’ll try…</td>
<td>Not sure I can do it. No promises!</td>
</tr>
<tr>
<td>To be honest…</td>
<td>I was lying up until now.</td>
</tr>
<tr>
<td>It’s our policy…</td>
<td>That’s the way it is. Like it or lump it.</td>
</tr>
<tr>
<td>You have to…</td>
<td>I make the rules; you follow them.</td>
</tr>
<tr>
<td>The truth is…</td>
<td>I probably shouldn’t tell you this.</td>
</tr>
<tr>
<td>Calm down…</td>
<td>You’re out of control.</td>
</tr>
<tr>
<td>Yes, but…</td>
<td>No.</td>
</tr>
<tr>
<td>Like I said…</td>
<td>You’re irritating me.</td>
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</tbody>
</table>
Is patient experience improving?
“Real care of the sick does not begin with costly procedures, but with the simple gifts of affection, love and concern.”
“Patients and families were saying things to us that they have not been saying before, because we changed the conversation.”

Rachel Biblow
Children’s Hospital of Philadelphia
**Recap**

1. Thought leadership through words – the words we use in our quest to advance the exceptional patient experience

2. Words for in-the-moment effectiveness and caring

3. The need to engage your team in a language revolution
WE NEED TO THINK OF WORDS AS ACTIONS.

Words are tools. They do things. We have the power to choose and change our words… which in turn changes our results.
“Never underestimate how your words can shift the atmosphere, change an environment, and inspire a heart. Words do create worlds. Speak well.”

~Cherokee Billie
QUESTIONS/COMMENTS?

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15 Minute Break

Language of Caring