

G

**GREET**

*Introduce yourself in a welcoming, reassuring way.*

- Ask permission to enter the room.
- Smile and make eye contact; show a positive attitude.
- Acknowledge others who are with them.
- Introduce yourself by name and title, and explain your role.
- Hand off to others by using name/department.

R

**RELATE**

*Actively listen for needs, and respond in an authentic, empathetic manner.*

- Use patient/customer name.
- If an appointment, state “We are expecting you.”
- Use empathy statements. “I am sorry to hear that you are not feeling well”; “That must have been difficult for you.”
- Understand patient’s sense of urgency. “We will take care of that right away.”
- Use calm tone of voice. Offer comfort by touching arm.

E

**EXPLAIN**

*Clarify your role and the situation/plans as clearly as possible.*

- Use understandable language — no acronyms or medical terms.
- What will happen/What am I doing?
- What should they expect, including how long will the test/procedure/task take, any wait time?
- Why we are doing what we are doing.
- How does this fit with the overall plan of care?
- When can they anticipate results?

A

**ASK**

*Inquire with open-ended questions to gauge understanding.*

- Anticipate the person’s concerns and provide answers.
- Avoid yes/no questions; use questions that require longer responses.
  - Tell me about your medications.
  - Please explain your test to me.
  - Where will you park?

T

**THANK**

*Show gratitude for the interaction, and wish them well.*

- Thank you for choosing our facility.
- Thank you for waiting.
- Thank you for trusting us to care for you.
- I hope you are feeling better.