

# AIDET

## Creating an Exceptional Experience

AIDET is a best practice we use with everyone we serve to create a consistent and exceptional experience. Using this communication tool has been proven to improve the customer experience and lead to better overall outcomes.

### The intent of AIDET

- Convey important information
- Build strong relationships
- Provide exceptional service

		Instructions	Examples
<b>A</b>	<b>Acknowledge</b>	<ul style="list-style-type: none"> <li>• Greet people warmly, with a smile, and engaging body language.</li> <li>• Use their names if you know them.</li> </ul>	"Good morning, Jonathan. We've been expecting you. Would you please take a moment to confirm that we have your most current information?"
<b>I</b>	<b>Introduce</b>	<ul style="list-style-type: none"> <li>• Introduce yourself – tell them who you are and share details about yourself that are important for the person to know.</li> </ul>	"My name is Mai and I'll be your nurse this morning. I've been a Registered Nurse for 8 years now and I look forward to working with you today."
<b>D</b>	<b>Duration</b>	<ul style="list-style-type: none"> <li>• Give an accurate time expectation for next steps or share when you will be able to give an update.</li> <li>• Keep in touch if timing changes.</li> </ul>	"The doctor is running about 10 minutes behind. I apologize for the delay. She will be with you as soon as she is able to. I'll check in with you if there are any further delays."
<b>E</b>	<b>Explanation</b>	<ul style="list-style-type: none"> <li>• Clearly explain what you are doing and what the expected next steps include.</li> <li>• Explain using plain language, avoid medical jargon and acronyms.</li> <li>• Answer questions and share how to get more information.</li> </ul>	"Your test will take about 30 minutes. The next step is to drink the solution and then we'll have you wait here in the room for about 20 minutes before we take a blood sample. It may taste a little bitter but will not have any side effects. What questions do you have about this test?"
<b>T</b>	<b>Thank You</b>	<ul style="list-style-type: none"> <li>• Express gratitude and thank the person for their cooperation, their help, or for their patronage.</li> </ul>	"Thank you for coming in today! I am glad we were able to help you and am happy you are feeling better."

### When should we use AIDET?

We should use AIDET with everyone we serve, every day, with every interaction. This includes:



Patients and families



Customers



Visitors



Other employees



Everyone else we serve



## Practice

Take some time to write your own AIDET using a situation relevant to your role.

<b>Acknowledge:</b>	
<b>Introduce:</b>	
<b>Duration:</b>	
<b>Explanation:</b>	
<b>Thank You:</b>	

### The power of all employees aligning to create a consistent and exceptional experience...

- Our customers will know what to expect every time they interact with us.
- Collectively, we will shape our culture and our environments to be welcoming and inviting.
- We will define the M Health Fairview brand as one that exceeds expectations and creates an exceptional experience for everyone we serve.
- As an organization, we will deliver consistent excellence in every interaction!

