AIDET & THE 7 HABITS

The AIDET Standardized Approach to Interpersonal Communication & Its Overlap with Stephen Covey’s 7 Habits of Highly Effective People

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Modified from original Studer Group presentation
AIDET – IMPROVES ALL INTERPERSONAL RELATIONS

A: Acknowledge
I: Introduce
D: Duration
E: Explanation
T: Thank You
AIDET & PROFESSIONALISM

- AIDET is a standardized way of behaving, a habit shared by all members of the enterprise.

- Professionalism is putting your client(s) ahead of you (David Lee Gordon).

- Making a habit of using AIDET is one way of putting your client(s) first and is consistent with professional behavior.
EFFECTIVE HABITS PER STEPHEN R. COVEY
INTERNALIZED PRINCIPLES & PATTERNS OF BEHAVIOR

- Our character…is a composite of our habits
- A habit is the intersection of knowledge, skill, and desire

Knowledge
(what to, why to)

Skills
(how to)

Desire
(want to)
THE 7 HABITS PARADIGM OF STEPHEN R. COVEY

DEPENDENCE
1. Be proactive
2. Begin with the end in mind
3. Put first things first

INDEPENDENCE
4. Think win win
5. Seek first to understand
6. Synergize

INTERDEPENDENCE
7. Sharpen the saw
STEPHEN COVEY’S 1ST HABIT: BE PROACTIVE

- Your behavior is a function of your decisions, not your conditions
- You have the freedom to choose
- You can choose your responses to stimuli
- If our feelings control our actions, it is because we have abdicated our responsibility and empowered them to do so
- The proactive approach to a mistake is to acknowledge it instantly, correct and learn from it. This literally turns a failure into a success.
STEPHEN COVEY’S 3RD HABIT: PUT FIRST THINGS FIRST

- Focus on relationships and results, not things and time
- Display integrity, discipline, & commitment
- Delegate using stewardship model (not gofer model)
  - “Trust is the highest form of human motivation. It brings out the very best in people. But it takes time and patience, and it doesn’t preclude the necessity to train and develop people so that their competency can rise to the level of that trust.”
- Make major deposits into the emotional bank account:
  - Understanding the individual
  - Attending to the little things
  - Keeping commitments
  - Clarifying expectations
  - Showing personal integrity
  - Apologizing sincerely when you make a withdrawal
STEPHEN COVEY’S 4TH HABIT: THINK WIN WIN

- Agreements or solutions are mutually beneficial and satisfying
- All parties are committed to the action plan
- Cooperation, not competition
- Five dimensions
  - Character—integrity, maturity (consideration-courage balance), abundance mentality
  - Relationships
  - Agreements—desired results, guidelines, resources, accountability, consequences
  - Systems
  - Processes
STEPHEN COVEY’S 4TH HABIT: THINK WIN WIN—RELATIONSHIPS

- Trust, the “emotional bank account,” is the essence of Win/Win
- Without trust, we lack credibility
- High emotional bank accounts and deeply committed parties lead to tremendous synergy
- The stronger you are—the more genuine your character, the higher your level of proactivity, the more committed you are to Win/Win—the more powerful your influence will be with other people
STEPHEN COVEY’S 5TH HABIT: SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD

- Character and communication
  - Key to influence is example, your actual conduct
  - Your character is constantly radiating, communicating. From it, people instinctively trust or distrust you.
  - You need to demonstrate that you are influenced by the uniqueness of others in order for others to be influenced by your advice

- Empathic listening

- Diagnose before you prescribe

DLG: We are all constantly on stage. It takes tremendous time & effort to establish trust, only a few seconds to break trust.
PRACTICE AIDET WITH **ALL OUR CLIENTS**

- Patients & caregivers
- Members of our department & other departments
- Residents, fellows, faculty, outside providers
- Advanced practice providers (PA, NP, CNS)
- Nurses, therapists, other health professionals
- Administrators, staff, cleaning crew
- Medical students
- Other
### OU Medicine Pillar Goals (From Studer)

**AIDET – Affects All Pillars**

<table>
<thead>
<tr>
<th>Service</th>
<th>Quality</th>
<th>People</th>
<th>Finance</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient &amp; colleague satisfaction</td>
<td>Clinical, research, &amp; education measures &amp; outcomes</td>
<td>Employee &amp; faculty satisfaction</td>
<td>Revenue targets &amp; loyalty</td>
<td>Market share &amp; loyalty</td>
</tr>
</tbody>
</table>

“Excellence • Collegiality • Innovation”

OU Neurology
AIDET – CLINICAL QUALITY

- 72% of patients unable to list medications they take

- 58% of patients unable to recite their own diagnosis

-Mayo Clinic Proceedings, 2005
“Because greetings are one way to ensure proper identification of patients, they may well be considered a fundamental component of patient safety.”

Source: Arch Intern Med. 2007;167(11):1172-1176. An Evidence-Based Perspective on Greetings in Medical Encounters by Gregory Makoul, PhD; Amanda Zick, MA; Marianne Green, MD
AIDET – PEOPLE – PHYSICIAN RETENTION

Physician turnover is a top concern and an important priority for leaders.
Groups were asked to rank their concern of physician turnover. Forty-seven percent (47%) of all respondents indicate a strong concern about physician turnover.

(275 AMGA Medical Groups)

~The most important determinant of clinician global satisfaction is the clinician-patient relationship.

-Suchmann et al., 1993

2005 Cejka Search and AMGA Physician Retention Survey
The most common cause of malpractice suits is failed communication with the patients and their families. Explore ways that better communication could lead to fewer malpractice claims and allow healthcare organizations to reduce litigation costs.

Focus on Issues: Rounding, AIDET, Key Words, DCM

Educate the Patient: Rounding, AIDET, Verify with DCM

Enlist the Patient: Rounding, AIDET, Patient Visit Guide, IPC

Share Decisions: AIDET, Key Words, IPC

DCM = discharge call manager
IPC = individualized patient care

The Physician Executive, June 2004, Reducing Litigation Costs Through Better Patient Communication
AIDET – FINANCE AND GROWTH

- For every customer that complains, 20 dissatisfied customers do not
- Of those dissatisfied customers who do not complain, 90% do not return
- The average wronged customer will tell 25 others
- It is 10 times more expensive to recruit new patients than to keep old ones

Zimowski 2004
AIDET – PATIENT SATISFACTION

Rank of “What Patients Want” from a Physician in 2004 Harris Poll

1. Treats you with dignity and respect
2. Listens carefully to your health concerns
3. Easy to talk to
4. Takes concerns seriously
5. Willing to spend enough time with you
6. Truly cares about you and your health
“In fact the only path to profitable growth may lie in a company’s ability to get its loyal customers to become its marketing department.”

THE ONE NUMBER YOU NEED TO GROW
AIDET – SURVEY GOALS & METHODOLOGY

- **Goals:** To collect feedback on AIDET™ with respect to its use as a TOOL, the required TRAINING, and the OUTCOMES from effective implementation.

- **Methodology:** A survey was designed in July of 2007 to be used with both partners and non-partners who had purchased the AIDET video series during the time period of November 2005 to April 2007. Baseline data were collected and results were measured over a 6-month time period after initial implementation began.

  - Request for participation and a copy of the survey was sent electronically and then followed by a telephone interview.

  - Total of 68 respondents
    - 53% were Partners
    - 47% were Non-Partners

Source: 2007 AIDET product evaluation survey of PARTNERS and NONPARTNERS
AIDET – CHANGES PATIENT PERCEPTION OF CARE

Outpatient  Inpatient  ED

Increase of 28%ile points
Increase of 17%ile points
Increase of 16%ile points

Baseline
6 Months Post

Source: 2007 AIDET product evaluation survey of PARTNERS and NONPARTNERS, N=68
AIDET – EFFECTIVE IMPLEMENTATION CAN TURN COMPLAINTS INTO COMPLIMENTS

50% decrease in complaints

# of Complaints

# of Compliments

*Data provided by University Medical Center, Tucson, AZ

**Source: 2007 AIDET product evaluation survey of PARTNERS and NONPARTNERS
AIDET – IMPACT ON PHYSICIAN SATISFACTION

“Within 12 months of implementing AIDET, Physician Satisfaction went from the 53rd%ile to the 93rd%ile. AIDET was a large contributing factor in this change of physician perspective.”

Linda Deering
Sherman Hospital
Elgin, IL

Source: 2007 AIDET product evaluation survey of PARTNERS and NONPARTNERS
AIDET – CONSISTENT COMMUNICATION

- **Safety & Respect**: Acknowledge (A)
- **Decrease Anxiety**: Introduce (I)
- **Increase Compliance**: Duration (D)
- **Quality**: Explanation (E)
- **Patient Loyalty**: Thank You (T)

“Excellence • Collegiality • Innovation”
AIDET – THE IMPORTANCE OF KEY WORDS

- Using key words or phrases in AIDET reflects an understanding of human behavior, the need to allay fears and anxiety, and the need to build trust.
- Consider the power of key words and phrases such as “please, thank you, excuse me, I’m sorry, or I love you.”
- Use key words & phrases repetitively in AIDET!
  - These are powerful, positive words & phrases such as concern, comfort, thorough, careful, expert, communicate, informed, we’re on the same team, protection, your privacy, etc.
- Avoid negative words & avoid blaming others—choose your words carefully, both verbal & written!
AIDET – IMPROVES CLINICAL OUTCOMES

Decreased Anxiety + Increased Compliance = Improved clinical outcomes and increased patient and physician satisfaction
ACKNOWLEDGE – SAFETY & RESPECT

A Acknowledge

Key Message: All of you are important

- Eye contact
- Acknowledge everyone in the room & determine their names & relationships
- Shake hands with everyone
- Ensure you’re speaking with the correct patient
- Smile, look like you love what you are doing
INTRODUCE – DECREASE ANXIETY

I. Introduce

Key Message: Your health team is competent

- Name
- Specialty
- Wear name on badge or coat
- Hand out your card
- Team
- MANAGE UP…
INTRODUCE – DECREASE ANXIETY
“YOUR HEALTH TEAM IS COMPETENT”

<table>
<thead>
<tr>
<th>First Generation</th>
<th>Next Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Your role on the team</td>
</tr>
<tr>
<td>Specialty</td>
<td>Your years of experience &amp; credentials</td>
</tr>
<tr>
<td>Patient’s name</td>
<td>Key words &amp; phrases:</td>
</tr>
<tr>
<td></td>
<td>“I am” (or “I work with Dr. Smith”) “an acknowledged EXPERT in…”</td>
</tr>
<tr>
<td></td>
<td>“We would like to COMMUNICATE with your primary-care doctor if that’s OK”</td>
</tr>
<tr>
<td></td>
<td>Other information to MANAGE UP</td>
</tr>
</tbody>
</table>
INTRODUCE – DECREASE ANXIETY

Managing Up!

- Is not about bragging
- Is about:
  - Establishing your competence & that of your team
  - Putting the patient & caregivers at ease (↓ anxiety)
  - Building trust to ↑ compliance
DURATION – INCREASE COMPLIANCE

Duration

Key Message: I anticipate your concerns

- How long before the doctor will see you? (requires physician communication w/ nurse/staff)
- How long will the appointment/hospitalization be?
- How long will the test, procedure, visit, appointment actually take?
- How long will it take to get the results?
- When is our next meeting?
- Key words & phrases:
  - We have a reputation for being very THOROUGH
  - We first need to review all the tests very CAREFULLY
DURATION – INCREASE COMPLIANCE

Keeping Outpatients Informed

Outpatient Satisfaction by Time Spent Waiting

<table>
<thead>
<tr>
<th>Wait Time</th>
<th>Satisfaction Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-15 mins</td>
<td>93.4</td>
</tr>
<tr>
<td>16-30 mins</td>
<td>89.6</td>
</tr>
<tr>
<td>31-45 mins</td>
<td>86.8</td>
</tr>
<tr>
<td>46-60 mins</td>
<td>85.0</td>
</tr>
<tr>
<td>One hour or more</td>
<td>83.1</td>
</tr>
</tbody>
</table>

Represents the experiences of 1,978,332 patients treated at 1,096 facilities between January 1 and December 31, 2006
EXPLANATION – QUALITY

**Listen to the patient!**
- Sit down (side of bed/chair)
- Active listening
- Eye contact
- Empathy
- Avoid appearing impatient
  - Don’t shake or tap
  - Observe time discreetly

**Explain!**
- Use language that patients can understand
- Use key words & phrases
  - We’re CONCERNED, so we would like to order…
  - For your COMFORT…
  - To PROTECT your PRIVACY…
  - I want to keep you INFORMED
  - We CARE about PROTECTING you from having another event
- “Do you need more explanation”?

*Key Message: We will decide on a plan together*
REALITY CHECK

- During a 20-minute encounter:
  - Physicians self-report spending 9 minutes “providing information”
  - REALITY: Physicians spent 1.5 minutes

- The key driver for patient satisfaction:
  - The quality and clarity of information that patients receive from physicians
THANK YOU – PATIENT (CUSTOMER) LOYALTY

Thank You

Key Message: We feel fortunate to have had the opportunity to care for you / work with you

- Thank you for:
  - Choosing our clinic / hospital / OU Medicine
  - Waiting / your patience
  - Helping us with this project
- What other questions do you have?
- Is there anything else I can do for you?
- Is there anything else we could have done to make your experience better?
BUILDING PATIENT TRUST WITH AIDET℠

A  Acknowledge
I  Introduce
D  Duration
E  Explanation
T  Thank You
THE END