

# **Guidelines to Patient Interaction for Increased Loyalty**

*“Always remember that the way you make the patient FEEL is more important than the details of what you say or do.”*

## **Tone**

The tone in which you speak to a patient/physicians office/etc. can influence how they feel about you and should always be friendly and respectful. If at a particular moment you do not feel friendly...fake it (it's the quickest way to becoming friendly).

Your performance (to project something you don't always necessarily feel) is graded by your fellow co-workers and judged by patients.

Attempt to always give full attention to whoever you are speaking with. Listen and make the patient feel important. Let them know you understand. Tune other things out, and remain attentive, respectful and friendly.

You should NEVER sound:

- Demanding
- Too Busy for them
- Irritated
- Condescending
- Indifferent

Do not make the patient feel like he/she is a burden. We would have no business if it was not for these patients.

## **Words**

Along with the tone using the correct words can improve patient loyalty. Some of the correct words are:

- “good news”
- “let me see what I can do for you”
- “your options include...”
- “that's horrible”
- “I'll find out for you and get back with you right away”
- “Sure”

- “I’ll make that happen...”
- “Let me find a way...”

In EVERY conversation use the other persons name (at least three times). When you do what a patient asks or needs, do it in a way that exceeds their expectations.

NEVER use these words.

- “our policy is”
- “no”
- “the only thing I have available”
- “unfortunately”
- “dealing”
- “I’m not sure”
- “I don’t know”

Do not ever say what you cannot do.