# AIDET service excellence training guide

*Acknowledge, Introduce, Duration, Explanation and Thank you (AIDET) is a service excellence training tool that helps teams establish powerful communication frameworks to use with patients, families and each other. Use this training guide to teach your team how to apply AIDET in their daily work.*

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| AIDET | SCRIPTING EXAMPLES |
| **ACKNOWLEDGE**Create a positive and lasting first impression. Greet patients, families, caregivers and colleagues with a smile. Use their names if you know them. | “Good morning/afternoon, Ms. Smith. Welcome to [PRACTICE NAME]. Thank you for coming in today.”“Hello Ms. Smith. How are you today? We want to make your visit as convenient as possible. You are scheduled to see Dr. Jones today. Would you mind also verifying your first name and date of birth for me?” |
| **INTRODUCE**Introduce yourself to others in a polite and friendly manner. Tell them who you are, your role and what they can expect from you.  | “My name is Sally. I am a medical assistant that works with Dr. Jones. Once we get to the exam room, I’m going to take your vitals and then you’ll see Dr. Jones. He is a wonderful physician. You are in great hands.”“Ms. Smith, Dr. Jones would like you to have an X-ray before he sees you today. We have a wonderful team of radiology technicians that will take excellent care of you.” |
| **DURATION**Set expectations with patients regarding the amount of time the visit may take. Keep patients updated, especially in situations where there is a wait time.  | *If the front desk is aware of a particular physician who is running behind schedule, it is good to let patients know as soon as they arrive.*“Hello Ms. Smith. Welcome to [PRACTICE NAME]. I see you are scheduled with Dr. Jones today. He is running about 30 minutes behind. Are you able to wait or would you like me to reschedule this appointment for you?”“Dr. Jones had to tend to an emergency. He can certainly still see you today, but he may not be able to for another 45 minutes. Are you able to wait or would you like me to reschedule your appointment for another date and time that is convenient for you?” |
| **EXPLANATION**Clearly explain to patients what to expect during their visit, for example, how procedures work, who will be involved in the visit (e.g., nurse, residents, pharmacist, etc.), and who they can contact if they need assistance. Make it a point to ask “Is there anything else I can do for you?” | “Ms. Smith, I am going to let the doctor know you are ready to be seen. He will be in shortly and you can expect him to be accompanied by a nurse, her name is Marcy. Do you have any questions for me?”“This X-ray will take about 15 minutes. Once completed, I will be back to pick you up and take you to the exam room.” |
| **THANK YOU**Be sure to thank those around you, whether it is a patient for their patronage or a colleague for their help. Facilitate a culture of gratitude that can improve the experience for all involved. | “Thank you for choosing Dr. Jones and our practice. It has been a privilege to care for you.”“Sally – thank you for taking such great care of Ms. Smith today. She seemed at ease and complimented your helpfulness.” - Dr. Jones |

Source: *AMA. Practice transformation series: building a patient experience program. 2017.*