

Practicing Excellence Example

A good first impression by a physician reduces patient anxiety and sets the stage for the entire patient experience.

Seven steps to establishing a good first impression:

1. Know the pertinent patient history prior to entering the exam room. Nothing shakes the confidence and trust in a physician than a physician who has little working knowledge of the course of care.
2. Knock prior to entry: respect for patient privacy
3. Use the patients name: Key to establishing approachability
4. Smile: Physicians who look like they enjoy what they do have greater patient loyalty and satisfaction.
5. Shake hands: Human touch remains important in health care
6. Wash your hands: If patients don't see you do it, they may ask you. Patients want physicians who wash their hands
7. Non medical query: Begin the encounter with a nonmedical question regarding something you know of them. Getting to know the lives and relationships of your patients will make medicine more fulfilling, and will be foundational to life long loyalty