



10-MINUTE TOOL FOR SERVICE EXCELLENCE

Improve the Patient and Member Experience

Members and patients feel safer when greeted politely and told who is caring for them. Your introduction should include a greeting, your name and your role. Use **AIDET** — Acknowledge, Introduce, Duration, Explanation, and Thank You — to guide your introduction.

A Acknowledge Greet people warmly. Use the name or title they prefer. Example: *“Good morning, Mrs. Smith. May I call you Mrs. Smith?”*

I Introduce Say your name and your role so they know who is helping them. Example: *“I’m Ann Adams, the medical assistant working with Dr. Roscoe today.”*

D Duration Tell them how long something may take — waiting, testing or treatments. This helps reduce anxiety. Example: *“Please follow me to the exam room. This test should take about 10 minutes. Also, the doctor is with another patient. It should be about 15 minutes before they come in. I’ll update you if that changes.”*

E Explanation In simple words, explain what you are doing and why. Avoid medical terms they may not know. Invite questions. Example: *“Today, we are going to test your vision to see if you need eyeglasses. Please let me know if you have any questions.”*

T Thank You Thank them for choosing our care. Example: *“Thank you for choosing Kaiser Permanente. Is there anything else I can do for you?”*

ASK YOUR TEAM

- » How do we help patients understand what will happen during their visit?
- » How can we use AIDET throughout the day?



TAKE ACTION

- Use AIDET with every patient or member today:
- » Give a clear greeting, your name and your role.
 - » Tell them how long things may take.
 - » Explain the next steps.
 - » Thank them for choosing our care.

These small actions help people feel calm, informed and supported. Bring your experiences back to the team and discuss what worked.

