



10-MINUTE TOOL FOR SERVICE EXCELLENCE



Every Interaction Matters

How to build trust and confidence

The way we speak about ourselves, our colleagues, and our systems can help patients and members feel safe and supported.

1. Build Trust and Confidence in YOU

People feel more relaxed when they know who is helping them. A clear introduction and a simple, kind comment can lower stress.

Try an introduction like this: *“Good morning, Mrs. Smith. I’m Ann Adams, the medical assistant working with Dr. Roscoe today. Please follow me to the exam room.”*

What can you say to help the members and patients feel less anxious? Consider helpful, reassuring statements, such as: *“I’m very experienced at drawing blood.”* or *“I’ll let you know what’s happening each step of the way.”*

2. Build Trust and Confidence in OTHERS

Speaking kindly about your co-workers shows teamwork. It helps patients feel confident in the care they receive from the whole team.

Example: *“You’ll like Dr. Yee — she’s great with children.”*

3. Build Trust and Confidence in OUR PROCESSES

When we speak clearly and positively about our tools and systems, patients feel more confident in the care they receive from Kaiser Permanente.

Example: *“Our online portal makes it easy to refill prescriptions or choose mail delivery.”*



TAKE ACTION — Try one skill from each group:

- » **Build Trust in You:** Introduce yourself clearly and give one reassuring comment.
- » **Build Trust in Others:** Say something positive about a co-worker during a handoff or referral.
- » **Build Trust in Processes:** Point out a tool or system that helps keep care safe and organized.

Small actions can build trust, lower stress and make every interaction feel supportive.

