

# Must-Haves

## Foundations of The Sharp Experience

### Understanding the Impact of Key Words at Key Times

Read each situation below and reflect on how it may be perceived without the use of key words at key times. Then, consider how the addition of key words changes the experience.

**You close the curtain around a patient's bed in the emergency department.**



*"I must be in such bad shape they don't want anyone to see me. This is worse than I thought."*



*"I'm going to close this curtain for your privacy and confidentiality."*

*"Oh! That's nice of them. I appreciate that."*

**Someone thanks you after you've taken them where they're going, rather than pointing or giving directions.**



*"I feel kind of awkward they went out of their way to help me like that. It must have been such a nuisance."*



*"At Sharp, we like to take people where they're going. It's my pleasure."*

**You check in a new patient who mentions they've just moved to San Diego and this is their first doctor's visit.**



*"I don't know anything about this doctor. Am I going to get the care I need? Did I make the right decision coming here?"*



*"Welcome to Sharp. You're in good hands here."*

**You're ending a phone call, and believe the customer will tell you if they have any other issues they want to discuss.**



*"I can tell they're busy. I'm not going to bring up my other concern today."*



*"Is there anything else I can do for you? I have the time."*

It's just after shift change, and you enter a patient's room for the first time.



*"I already told the last nurse so much about what I needed and now I need to start over."*



"Rest assured. We work together so you receive coordinated care every step of the way."

You're escorting a patient to the Radiology Department for their first-ever CT scan.



*"I'm scared but I don't want to seem like a wimp."*



"I understand that this can be stressful. Can I do anything to help you be more comfortable?"

## Creating Your Own Key Words

The most effective key words are the ones you actually use. Work with your team to identify actions that you currently do or would like to adopt to bring The Sharp Experience to life. Be specific. Imagine how the experience could be perceived without key words. Then create key words to explain the action's purpose, alleviate anxiety and strengthen relationships.

