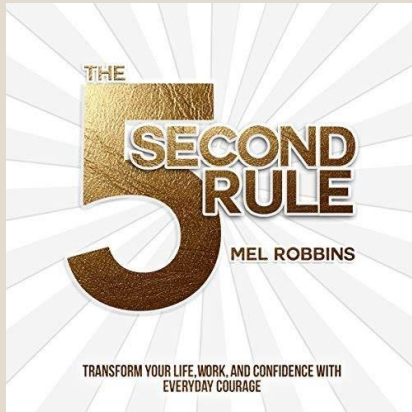


The Patient Experience Post

Healthcare's Resource for
Service Excellence
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Since the mid-1990s, Baird has helped healthcare organizations nationwide improve the patient experience and enhance organizational culture. Baird's culture assessment and diagnosis include experience mapping, medical mystery shopping, and focus groups to reveal the real customer experiences within your organization. Using your patients' experiences, Baird and her team prescribe critical next steps for improving patient satisfaction and HCAHPS scores.

The 5 Second Rule – Transform your Life, Work, and Confidence with Everyday Courage

Book by Mel Robbins

Review by Kristin Baird, RN, BSN, MHA

The 5 Second Rule is a self-help book written to help you overcome procrastination, feel more confident and overcome fears. As I listened to the book, I continued to think about how the principles can apply to improving the patient experience. There is no doubt that it can. In just five seconds, you can talk yourself into addressing a difficult situation, try a new behavior or ask an open-ended question that could change the course of a patient encounter.

Fear is often the enemy of new behaviors. What if I sound stupid? What if the patient doesn't respond well? What if it takes too much time? All of these are fear-based excuses we make for ourselves. All of them have the power to stop us from doing what could make the difference between a mediocre and an outstanding patient experience.

I encourage you to listen to or read *the 5 Second Rule* by Mel Robbins and apply it to your patient interactions. I'm confident that small courageous changes will move you from good to great. Your patients will thank you, and you'll enjoy your work even more.

To learn more about the [Baird Model for Service Excellence](#), employee engagement or leadership development workshops, or to sign up for her FREE newsletter, write to info@baird-group.com.