



GREETER

PROGRAM

Leader Playbook

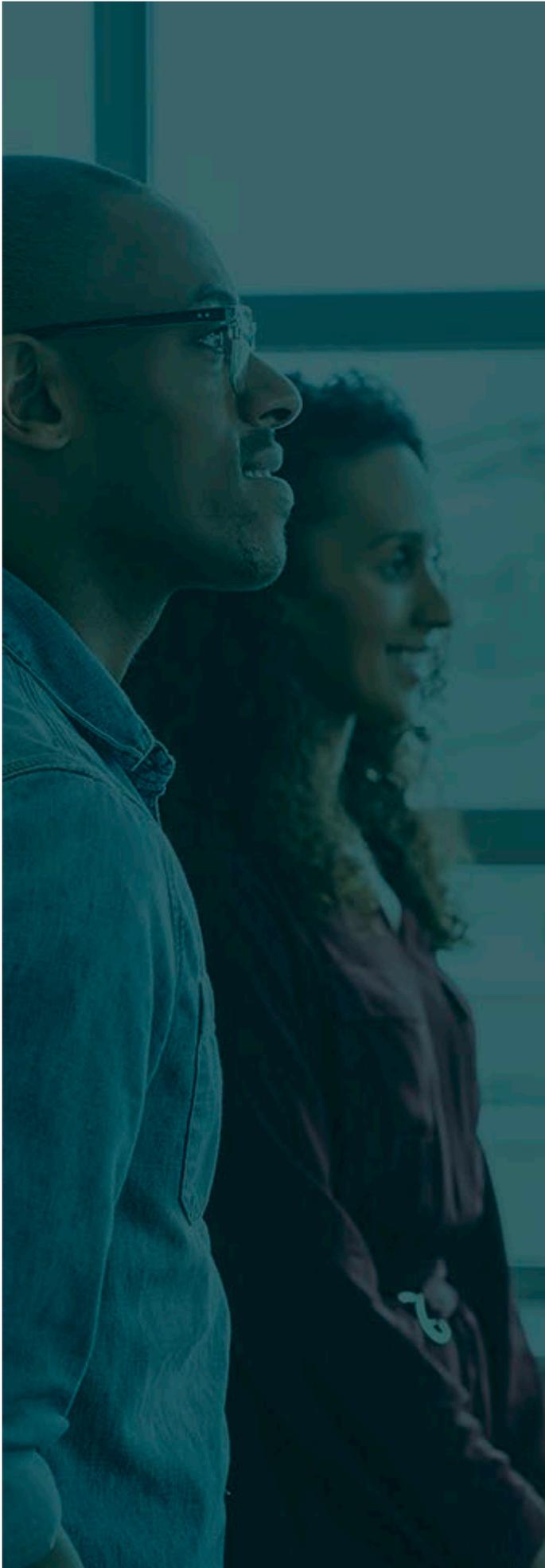


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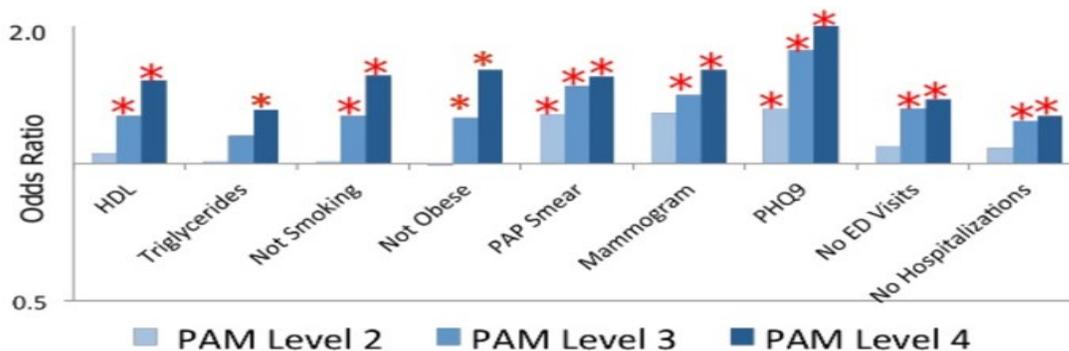
THE “WHY” BEHIND A FORMAL GREETER PROGRAM

The first impression of those seeking care from us, and their loved ones accompanying them, is powerful. Anxiety is elevated, surroundings are unfamiliar and stress is unavoidable. COVID-19 has only heightened these things.

Key messages delivered during arrival have been proven to lower the anxiety and allow the patient and their loved one to focus on the care they will receive. A **Greeter** gives the first impression of MultiCare and in this moment, can lower that stress and set the course for an exceptional encounter. They also are safeguarding the safety of all by ensuring each arriving patient and loved one is acting in accordance with our masking and hand hygiene guidelines. *There is no higher priority than the safety of our employees and patients!*

The **Greeter** engages the patient upon arrival and *engaged* patients have better outcomes:

- A systematic review of evidence in the links between patient experience and clinical safety and effectiveness by the BMJ examined 55 studies from international literature and found that 77.8% showed a positive correlation, 22% a neutral correlation and 0.2% a negative one (1)
- JAMA Internal Medicine found for every 10-point decrease in patient experience as measured by CAHPS, there was a 0.9% drop in medication refill adherence (2)
- Actively engaged patients have better outcomes (3):



The **Greeter** is setting the stage for this!

Each patient deserves comprehensive, patient-centered care and a positive care experience. “Not only is it the right thing to do, it is a core component of competitive strategy in today’s healthcare environment. I can also attest from my own journey as a patient how important the care experience is to overall well-being and recovery.”

- Ted James, MD, MHCM, FACS Clinical Chief/Med. Dir/Prof Beth Israel Deaconess Med. Ctr & Harvard Med Ctr

(1) Source: A systematic review of evidence on the links between patient experience and clinical safety/ effectiveness; *BMJ Open*, 2013

(2) Source: *JAMA Internal Medicine* 2013; 173 (3): 210-218

(3) Source: J. H. Hibbard, J. Greene & V. Overton, *Health Affairs*, Feb. 2013 32(2): 216–22.

1. EDUCATING GREETERS

To educate our greeters, we are providing 30-minute training sessions with opportunity to practice and resources to validate to ensure a sustained, consistent process. As an operational leader overseeing this effort, you will be provided with:

- **Agenda:** A proposed agenda for a 30-minute training session
 - **Video:** A video orientating the **Greeter** to what right looks like
 - **Practice:** An opportunity to have **Greeters** practice the process
- **Execution:** Steps to set the **Greeter** up for success in the care delivery setting
- **Validation:** A validation check list to build skill and ensure consistency

The sections that follow will detail these further.

2. THE TRAINING PROCESS

Training is designed to be quick and easy to implement. In 30-minutes you will be able to show what right looks like, give opportunity for practice and leave time for questions.

Proposed Agenda:

- Start with the “Why” (5 minutes)
- Watch the video (5 minutes)
- Break into pairs (masked) to practice (15 minutes)
- Conclude the training and answer any questions (5 minutes)

3. SETTING UP FOR SUCCESS

Setting our **Greeter** up for success ensures they are fully equipped to execute on what they were trained on. Following training it is important to validate the **Greeter** in the care delivery setting and answer questions they have real time. Remove barriers, align with the work flow and ensure that what has been learned, fits within the parameters of the setting with which they will be greeting.

In the setting within which they will be greeting, have the **Greeter**, greet 3-5 patients, with you. Role model the way you would like patients to be greeted at this location, identify areas that may need to be adjusted, and validate their competency with greeting.

Ensure that you have the Point of Contact numbers that you need for the given areas **Greeters** will be greeting patients.

Location	Point of Contact	Phone Number

4. INSPECT WHAT YOU EXPECT

After the **Greeter** has been greeting for 2-3 weeks, inspect what you expect. Observe them greeting patients and provide coaching in the moment of any aspects they may be missing or opportunities to fine-tune their process. Recognize areas they are doing well and share any wins as a result of their efforts. Recognition encourages engagement and by taking care of, and showing appreciation for our **Greeters**, they will in turn take great care of our patients and their loved ones.

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5. VALIDATION CHECKLIST

A tool to support you when you are inspecting what you expect is a validation checklist. In the appendix, you will find a link to what is included below, for your convenience.

Greeter Program: Validating Competency Checklist

This form is designed to allow individuals to personalize, develop and practice their greeting of patients to our facilities

Name	Department / Location	Greeting (P = Patient, V = Visitor, C = Co-worker or Vendor)

Component	Questions to Consider	Developing Skill
Entry	AIDET: Patient acknowledged Greeter introduces self and gets their name Duration information communicated Explanation, "For your Safety" "To Welcome you here" etc. Thank you	
Hand Hygiene	Greeter performs Hand Hygiene Guides patient / visitor through hand hygiene	
Masking	Communicates mask guidelines Guides patient / visitor through proper mask wearing technique Directs patient appropriately if refuses to wear mask	
Escorting	Greeter escorts patient / visitor to the registration desk or next stage in their access process Greeter has escorted the patient / visitor throughout, closing the gap from entry, through the process	
Symptoms	Screen for symptoms using the most up to date screening questions Should patient / visitor exhibit symptoms, isolate immediately and provide warm hand off to clinical staff	

6. CONCLUSION

A formal greeter program engages our patient from the moment they join us and sets the care delivery journey on the right path for improved outcomes. It also ensures their safety and the safety of our employees. *There is no higher priority than the safety of our employees and patients.*

Greeting the patient reduces their anxiety, familiarizes them with their surroundings and our process and allows them to focus on their care. It is also the right thing to do.

If you need additional support with any aspect of the Greeter Program, please reach out to our Service Excellence team – we are happy to collaborate and augment your efforts!

APPENDIX

You can find the Greeter Program educational module at:

<https://rise.articulate.com/share/YwuXCgo2tLdWq9uoHi28xq0Ld76XQpcY>

You can find the Greeter training video at:

<https://web.microsoftstream.com/video/27f6cedd-63f9-4b4a-9d86-31a28e2bc830>

You can find the Greeter Program Validation Competency Checklist at:

<https://www.multicare.org/covid19/for-staff/>