

reassure explain answer express appreciation
Relate
listen take action

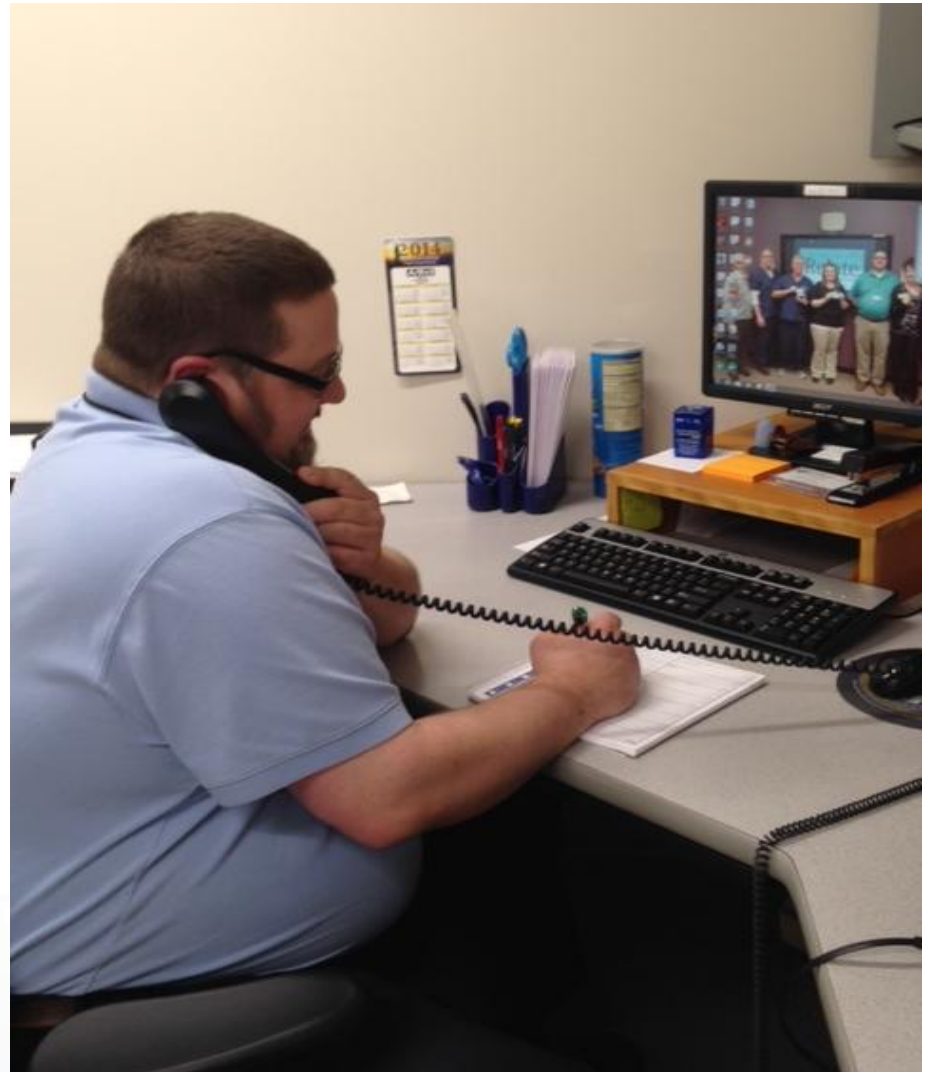
R = Reassure

Introduce yourself and let the patient or customer know you will be able to help with their needs.



E = Explain

Use common language to describe the procedure/process and how long it is expected to take.



L = Listen

Ask the patient or customer if they have any questions and actively listen to the concerns.



A = Answer

Answer all questions clearly and completely, or find someone else who can help.



T = Take Action

Provide the best customer-centered care and service. This means *“It’s all about them!”*



E = Express Appreciation

Thank the patient or customer for choosing ERMC and allowing you the opportunity to serve them.





THANK YOU!