$R = \text{Reassure}$

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.
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.
$T = \text{Take Action}$

Provide the best customer-centered care and service. This means “It’s all about them!”
Thank the patient or customer for choosing ERMC and allowing you the opportunity to serve them.
THANK YOU!