EMPATHY OPPORTUNITY MAP

Calling for Appointment

Appointment reminder call

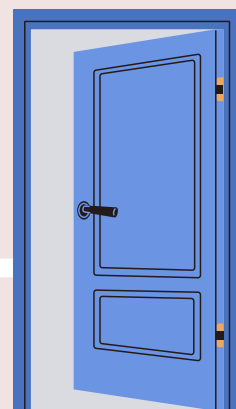**Parking Lot**

Clinic Front Door

Dr. Eva Fernandez

Reception experience

Waiting Room

Calling someone in

In Exam Room w/ a Medical Assistant

Walking down the hallway

Exit from Exam Area

Telehealth

In Exam Room Waiting

In Exam Room w/ a Medical Provider

Billing

Calling for Appointment:

- Apologizing for being on hold
- Thanking the person for calling
- Complimenting/affirming them on taking care of their (or their family member's) health
- Connecting talk (warmth, humor, small talk, etc)
- Hold music or messages

The Parking Lot

- Space to park
- Clear signage to clinic
- Free of garbage
- Near bus stop, bench for waiting

Clinic Front Door

- Welcome message
- Absence of command language/signs
- Absence of taped papers or torn signs or decals
- Handicap automated door

Reception & Checking in

- Greeting (salutation) within 5 seconds of entering
- Eye contact within 2 seconds of entering
- Smiling with concurrent with eye contact
- Apology for wait to check in
- Connecting talk
- Purposeful compliments
- Greeting of children and other family members with person who is signing in
- Estimate of wait
- Advance apology for wait
- Offer of water
- Offer of books/coloring for children
- Space for wheelchairs is unobstructed

Waiting Room:

- Absence of torn furniture, or other disrepair
- Positive magazines and books for adults, culturally matching population served; absence of torn or old (over 1 month) reading materials
- If screens are in the room: absence of news, any violence (even mild, cartoon violence)
- Small clusters of chairs, in groups of 6-9 (re: avoid 'lining the walls')
- Culturally responsive art on walls
- Absence of command signs or any taped papers on the walls
- De-stigmatizing messages about mental health and addiction care

Calling Someone in for an Appointment:

- Ask receptions who patient is, walk directly to patient as opposed to calling from door whenever possible
- Greeting, eye contact, smile
- Greet children or other family members
- Offer to carry baby seat or other large bags/objects

Entry into Exam Area:

- Walk side by side with person, if possible; if not possible, turn head to converse with person when 'leading' them
- Greeting, eye contact, smile, by all other staff that are passed

In Exam Room with Medical Assistant

- Express empathy: open ended questions, reflective listening, affirming strengths, acknowledging feelings and normalizing
- Connecting talk
- If child if there, offering of hand toys to parent

In Exam Room Waiting

- Absence of command signs, or taped/torn paper
- Absence of materials branded by other companies (pharma branded pamphlets, etc.)
- Culturally responsive art on walls
- Moderate temperature
- Pleasant distracting materials

In Exam Room with Medical Provider

- Greeting, eye contact, smile
- Apology for waiting
- Appreciation for coming
- Sit if patient is sitting
- Connecting talk
- Elicit concerns (open ended questions)
- Express empathy: Mirror facial expressions, square shoulders, absence of cross arms; normalizing, affirming and acknowledging emotional cues and stated feelings
- Minimum of 2 minutes listening without typing

Exit from Exam Area:

- Goodbye verbalized
- Goodwill sentiment; (thank you for coming or hope you feel better)
- All staff who are passed, say goodbye
- Nearby staff holds door open

Telehealth Service:

- Greeting, eye contact (if video), smile (narrate on telephone)
- Shape expectations
- Normalize new experience
- Affirm strengths, willingness to try something new
- Acknowledging feelings with new process

Telehealth

- Virtual waiting room is branded clearly, visually friendly
- Welcome message chatted into waiting room
- Clear instructions sent to patient ahead of appointment
- Plan 'B' shared with patient, if patient is not able to connect
- Switch to phone call if patient is frustrating with trying to make video work
- Provider asks about experience getting on video/platform/ text; validate feelings

Billing *(arrives later):*

- Bill is at least 14-point font
- Bill is in the primary language of the recipient
- Bill information is clear- what charge is for, when it is due
- Bill has an appreciation sentence up front, for example "thank you for trusting us to be your health care provider"
- Bill has a clear sentence "if you have any questions or concerns about this bill" and clear contact information
- No fear-inducing statements