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When It Comes To Patient Care – Be a Duck

✖ Ever think about a duck gliding smoothly across the top of the water? The duck moves effortlessly. The water of the pond, lake or canal barely ripples and behind the bird, there is typically a small v-shaped wake which emulates continuously as the duck meanders to its destination. That is what we see. What we do not see is what is going on under the water. Legs paddling furiously. The webs on the bottom of the feet pushing the water with even, powerful strokes. Despite the chaos going on just below the surface, you would never know it by simple observation. So, here is the question, when it comes to your organization and how your staff engages, what do your patients

see? No matter how stressful, busy, or preoccupied your team may be, does the patient see a calm, collected and professional group? Or can they feel the tension and hectic nature of whatever is going on in that moment. A big part of patient experience and their perceptions is subjective. When people seek any kind of medical attention, they want to feel as relaxed as possible and they want the medical staff they are dealing with to convey a reassuring calmness. It is always impressive to see a doctor, nurse, or anyone on the medical team, despite some adverse circumstances, put patients and their families at ease with their demeanor and actions. All too often, it is exactly the opposite. The team wears the mornings rush of activities on their sleeves or lets the stress of one situation with one patient negatively impact the next ten. Create a culture where everyone from the receptionist to your most specialized surgeon gets the importance of staying cool under pressure. Create an environment in which the patient, their families, and visitors have no idea what may or may not be going on behind the curtain. When it comes to patient care, simply train your team to resemble their favorite waterfowl and simply be a duck.

South Florida Hospital News and Healthcare Report's number one goal is top quality healthcare journalism written and edited for the region's most successful, powerful healthcare business executives and professionals.



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