

The Empathy Worksheet TM

1. Your Department or Entity?

2. Patient / Customer touch point?

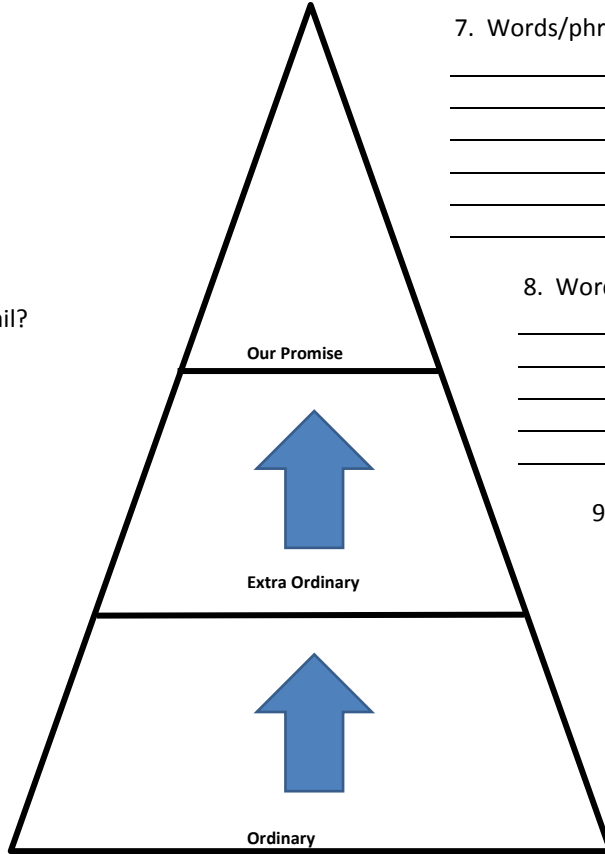
3. Purpose of the touch point?

4. What does this touch point currently entail?

1. Everyone does it that way.
2. People sometimes complain about it.

5. What are possible patient / customer's fear/concerns about this touch point?

6. What business do patients/customers wish we were in at this touch point?



7. Words/phrases that win!

8. Words/phrases to avoid!

9. Actions that empathize

10. Our empathy promise

11. Next Steps:

What?	Who?	When?

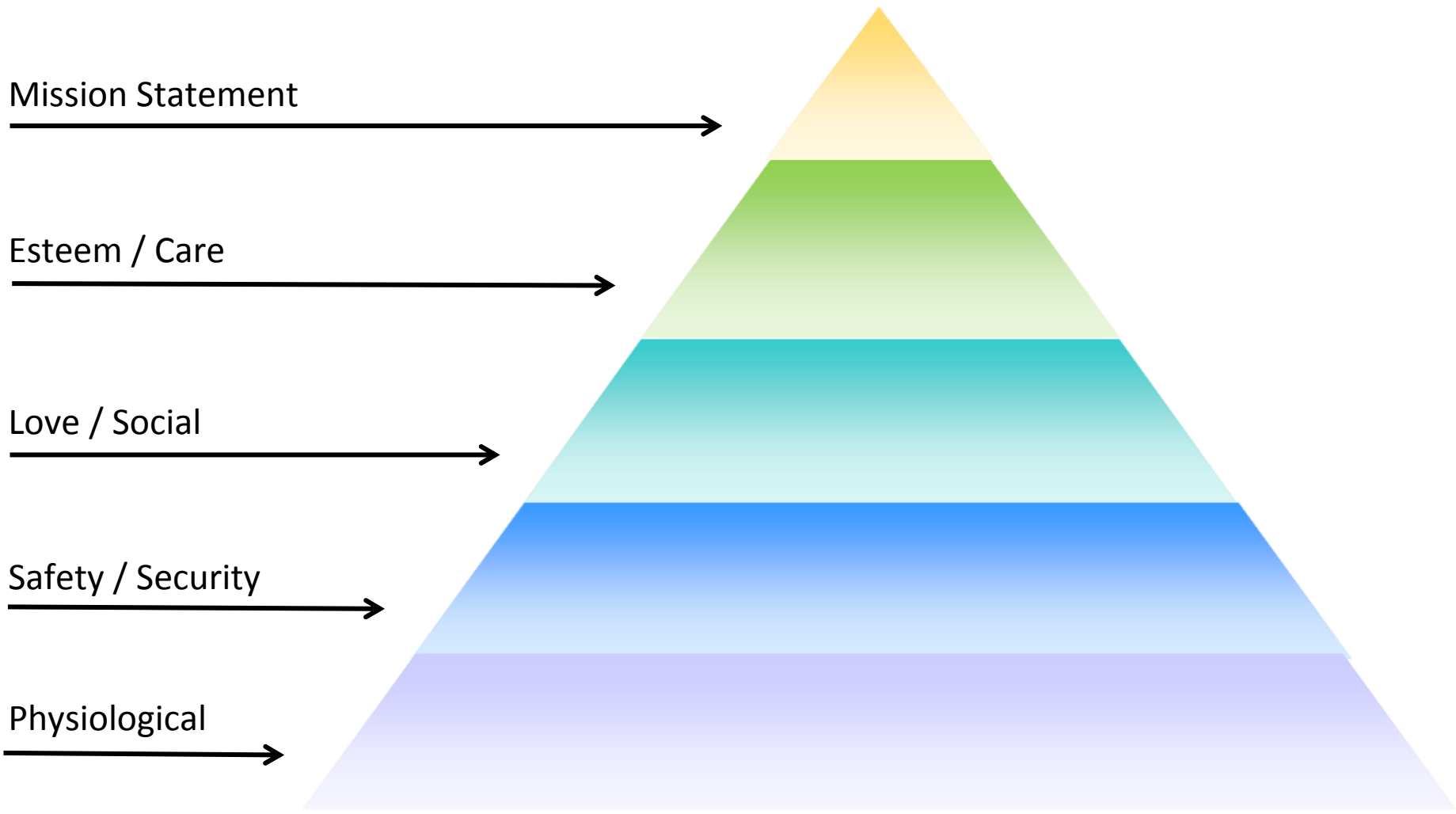


Mr. Needy

Rules - There are no:

1. Bad ideas
2. Resource limits
3. Bystanders

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Mission Statement

Esteem / Care

Love / Social

Safety / Security

Physiological

Patient Xperience Pyramid™