

Memorable Encounters: Good and Bad

Let's think about our own interactions, not as providers or patients, but as consumers.

These situations, where we relied on the consideration of others, appreciated it when we got it, and missed it when we didn't, are helpful for gathering insights into the patient treatment experience.

Let's think in particular about situations that require trust while waiting for the results of someone else's work we can't do ourselves, like getting our hair done, getting a massage, having a pet cared for by a veterinarian, hiring a mechanic, working with a wedding or event planner, and so on.

Write down the first few that come to mind. Don't worry about creating your lifetime best and worst list here, just go with whatever comes to you.

Memorable Encounters: Good and Bad

The Good

The Bad

- 1.
- 2.
- 3.

What happened?

For each, What were your expectations? How were they exceeded?

Now that you think about it, what fears, unknowns, and vulnerabilities did the people in these experiences deal with, relieve or mitigate?

- 1.
- 2.
- 3.

What happened?

For each, What were your expectations? How weren't they met?

Now that you think about it, what fears, unknowns, and vulnerabilities did the people in these experiences confirm, exacerbate, or neglect?

Memorable Encounters: Expectations and Trust

The Good

The Bad

Was there a theme or common thread connecting your expectations?

How did this experience change how you see this industry or service?

What did the person or team have to understand or plan for to exceed your expectations as they did?

If you had a magical comment card that changed how that person did things, what would you write on it?

How do you think they came to understand your fears, uncertainties and vulnerabilities well enough to handle them for you as they did?

Do you think they understood your fears, unknowns, and vulnerabilities? If not, why didn't they? If so, why didn't they help you with them?