



Service Recovery with A - H E A R T

A - H E A R T is a mnemonic device to help you remember the important steps in performing service recovery when a member/patient expresses a problem or concern. It shows patients and members that we are willing to bend over backward to resolve their service concerns and problems. Great service recovery gives us an opportunity to counter a negative emotional experience with a positive emotional experience. As a sponsor, you can model use of **A - H E A R T** and encourage your co-leads and teams to use it with their member/patients.

A - H E A R T	A - H E A R T Behaviors
A pologize	<ul style="list-style-type: none">» Start with the phrase, <i>"I am sorry..."</i>» Apologize for the situation or emotional experience» Don't blame the person or others
H ear	<ul style="list-style-type: none">» Let the person tell you what they want to say» Listen for their core perceptions, concerns, and feelings» Draw out the full concern if needed» Don't jump to problem solving before the person is finished
E mpathize	<ul style="list-style-type: none">» Use an appropriate tone of voice» Use words and phrases that demonstrate caring and understanding» Use body language that mirrors your empathetic words and phrases
A sk	<ul style="list-style-type: none">» Re-apologize for the concern» Ask, <i>"What can I do to make this better?"</i>» Pause and let the person respond
R esolve	<ul style="list-style-type: none">» Agree to use their suggested solution if possible» Present options of possible solutions and let the person pick one» End solution suggestions with, <i>"for you"</i>» Later, let your manager know about the concern
T hank	<ul style="list-style-type: none">» Start with the phrase, <i>"Thank you for..."</i>» Appreciate the effort it took for them to express the concern» Tell them how their raising the concern allowed you to improve the care for them or for others in the future