Our patients and families are our #1 priority. The patient and family promise is what is expected of us every time they visit. These tactics are a reminder of simple things we can do every day to ensure we are making those we serve our highest priority; after all ‘It’s who we are.’

**Have a 'Can Do' Attitude**
Focus on what can be done for the patient and family, rather than what cannot. For example: “What will work best for you?” “Let me take care of that for you.” “If I can’t help you, I know who can.”

**Introduce**
Introduce yourself, and tell the patient and family your role in their care.

**Set Expectations**
Under promise and over deliver. Keep patients and families updated. Follow through. Respond to patient calls or messages within 24 hours.

**Avoid Medical Jargon**
Explain diagnoses, tests and procedures in everyday language.

**Check for Understanding**
Ask the patient, caregivers, and family members to explain to you in their own words what they understand about the information you provided.