



## AN APPLICATION ASSESSMENT AND COMPLIANCE OF NURSING PERSONNEL TOWARDS USE OF AIDET (ACKNOWLEDGE, INTRODUCE, DURATION, EXPLANATION AND THANK YOU) AS A COMMUNICATION TOOL FOR PATIENT CARE: A QUALITY IMPROVEMENT PROJECT

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### ABSTRACT

**Background.** The AIDET is a communication model for healthcare professionals to help reduce stress from patients and relatives, enhance their cooperation, and improve their medical results. It represents five communication actions: Acknowledge, Introduce, Duration, Explanation, and Thank You.

**Methodology.** The Quality Improvement Strategy was rolled out for three consecutive months at a tertiary hospital in Quezon City, involving all nursing staff from both General Nursing Care Services and Special and Critical Nursing Care Services across inpatient units. The FOCUS framework was used and incorporated the AIDET communication tool to enhance processes and improve interactions with patients. The researchers used qualitative descriptive statistics to analyze the data and present results in percentages.

**Results.** The nursing staff's performance from May to July 2024 showed a mix of results in two key areas: nonverbal communication and AIDET skills. While there was a noticeable drop in exceptional nonverbal communication, the overall satisfactory performance in this area saw a significant increase. AIDET skills demonstrated in May did not carry over, as there was a marked decline in the following months. One major reason for the AIDET struggles, particularly among new hires, is the lack of hands-on experience.

During the three-month span, there was a decline in the percentage of nursing staff effectively using nonverbal cues, dropping from over 70% in May 2024, which clearly shows a downward trend. The number of staff performing at a satisfactory or high level made a significant leap, rising from 23.68% in May 2024 to 53.63% in July 2024. The percentage of staff needing improvement increased from less than 1% in May 2024 to 3.63% in July 2024. An AIDET competency score of 100% was achieved in May 2024; however, it fell to 95.77% in June 2024, with an acceptable recovery to 97.21% in July 2024. Although over 50% of the staff comprehend the purpose of AIDET, certain individuals, particularly new employees, face challenges in applying it effectively during interactions with patients and their families.

**Conclusion.** This initiative highlighted how the nursing staff were able to implement AIDET to improve communication with patients and their families, guided by the AIDET cue card.

**Keywords:** AIDET, communication, nursing personnel, quality improvement, communication tool, patient care

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## INTRODUCTION

AIDET (Acknowledge, Introduce, Duration, Explanation, and Thank you) is a communication tool for healthcare professionals to interact with patients and families to reduce patient stress, enhance patient cooperation, and improve medical results. It is intended to keep patients informed and to create positive interactions.<sup>1</sup>

Developed by the Studer Group in 2005, it is a foundational approach to optimizing patient communication. This strategy is widely embraced by healthcare professionals, including nurses, physicians, technicians, food service personnel, administrators, and all staff members engaged in patient and family encounters. Its implementation spans the entire care continuum, from bedside interactions to other stages of care.<sup>2</sup>

Nursing practice heavily relies on effective communication, making it imperative for nurses to establish a positive connection with their patients. AIDET proves beneficial as it assists nurses in introducing themselves to clients and enhancing patient satisfaction and outcomes. By adhering to AIDET's straightforward steps, nurses can deliver improved patient care while alleviating anxiety. It is a blueprint for practical and policy-compliant interactions between healthcare professionals and their patients.

The AIDET goes beyond being a convenient acronym for communicating with patients and their families. It is a communication technique grounded in evidence that empowers healthcare providers to deliver superior and more efficient care. Numerous studies have proven that implementing the AIDET technique enhances patient satisfaction and improves medical outcomes.<sup>3</sup> Utilizing tools like AIDET fosters a culture of excellence within the medical staff. Based on the study, tools like AIDET translated improved patient outcomes and heightened satisfaction, thus genuinely perceiving the provision of high-quality care.<sup>4</sup>

Healthcare systems progressively shift towards performance-based models, emphasizing identifying innovative strategies to improve patient outcomes. These outcomes are inextricably linked to patient satisfaction. Nevertheless, a communication gap often results in patient experiences and satisfaction levels not meeting expectations. Therefore, effective communication is essential for healthcare professionals interacting with patients daily.<sup>3</sup>

The Institute for Healthcare Communication highlighted that research over the past thirty years demonstrates that a clinician's ability to articulate, actively listen and show empathy significantly influences patient satisfaction and the overall quality of care received.<sup>5</sup> Understanding the critical role of effective communication in advancing service standards within nursing departments and avoiding the misinterpretation of patient needs by nurses is fundamental to boosting patient satisfaction.<sup>6</sup>

In healthcare provision, health information communication is considered suitable when it adopts a patient-centered perspective. This approach involves using non-technical language, actively listening, and expressing empathy towards patients. Implementing the AIDET communication framework has been shown to promote patient-centered care effectively. This framework ensures that healthcare professionals and their teams actively listen, comprehend, and empathize with patients and their families.<sup>7</sup> When healthcare providers do not apply the AIDET framework, patients frequently feel insignificant, neglected, and uninformed.<sup>8</sup> The role of the AIDET communication model in diminishing anxiety and enhancing patient satisfaction with healthcare services indicated that patients experienced a notable reduction in anxiety when interacting with the use of AIDET. Integrating the AIDET communication model into nursing care during cataract daytime operations is crucial in alleviating patient anxiety and tension, ultimately improving their satisfaction with care.<sup>9</sup>

The AIDET framework has become a prevalent tool in training healthcare professionals in recent years. The AIDET tool provides a structured and focused approach to communication between healthcare professionals and patients.<sup>10</sup> The elements encompassed within AIDET serve as a concise reference for effectively interacting with individuals who may be anxious, worried, or feeling vulnerable.<sup>11</sup> Applying AIDET enhances patient satisfaction and yields positive outcomes in providing care within emergency departments and other critical care settings.<sup>6,12</sup> However, the studies fell short of elucidating the roles of nurses or the means for personal improvement.

Participants from the study of Madayag perceived AIDET as a valuable tool, especially for student nurses still navigating the complexities of patient communication. This aligns with, or perhaps even reflects, the philosophical concept of "being in the world". Interactions with others shape how we see the world and ourselves, just as we influence their perspectives. For these student nurses, AIDET provides a structured framework within which they can develop their communication skills and navigate the healthcare environment. Participants expressed that AIDET simplifies nurse-patient interactions and provides a structured blueprint for communication. They explained how AIDET "eases or makes the patient-nurse interaction simple and smoother" in their early stages of learning. Results showed that acknowledging patients through greetings, listening to their concerns, and including them in care discussions fostered a sense of empowerment. This suggests that using AIDET goes beyond simply following a framework; it allows student nurses to develop a more patient-centered approach.<sup>13</sup>

The importance of effective communication cannot be overstated for health professionals who engage with patients regularly. The AIDET communication framework—comprising Acknowledge, Introduce, Duration, Explanation, and Thank you—can significantly support the delivery

of patient-centered care. This approach enables clinical staff to foster meaningful patient communication and interactions.<sup>14</sup> Additional advantages obtained from utilizing the AIDET approach consist of approaching your patient with a welcoming and amiable attitude to build trust, provide reassurance, and uphold loyalty in the long term; the integration of this method within the facility can cultivate a culture centered on providing top-notch care.<sup>15</sup>

Barriers to effective communication between physicians and their patients in their study. Several factors, such as age, severity of the diagnosis, and withholding information, made patients less likely to participate in making clinical decisions about their health. Thus, it is important to create a mutually trusting relationship that will enhance the quality of care received by the patient.<sup>16,17</sup> Three challenges of ineffective communication were enumerated as follows: patient disconnection, transparency deficiency, and provider burnout. Poor communication can create a feeling of indifference and reduce a patient's motivation to maintain their well-being. On the other hand, AIDET addresses these challenges through personalized patient care, fostering treatment adherence, and reigniting the purpose of health care professionals.<sup>18</sup>

The purpose of this study is to assess the application of the AIDET (Acknowledge, Introduce, Duration, Explain, and Thank You) communication model and the compliance of nursing personnel during patient interactions.

## METHODOLOGY

### Context

The Quality Improvement Strategy was launched in May 2024 at a tertiary hospital in Quezon City that provides high-quality health services for the diagnosis and treatment of chest diseases. It involved all nursing personnel in the outpatient and inpatient units for both General Nursing Services and Special/Critical Care Nursing Services. The strategy has been evaluated for three months. The pandemic highlighted and exacerbated existing systemic problems in healthcare, such as communication gaps and staff burnout. The Nursing Service initiated quality improvement efforts in its aftermath to build a more resilient and coordinated health system. Moreover, patient complaints often point to poor communication, a lack of consideration from staff, long wait times, or insufficient information regarding their care. Improving nursing communication and responsiveness is a primary way to address these issues.

To determine the sources of the issue and highlight possible areas for enhancement, the PDSA (Plan-Do-Study-Act) model<sup>24</sup> and the FOCUS framework<sup>22</sup> were implemented, encompassing the following steps:

### Find

In May 2024, the team assessed and surveyed the use of the AIDET assessment tool to communicate with patients and relatives. Results showed that more than 50% of the nursing personnel exceptionally identified the purpose of using the AIDET principle. However, the focus should be more on introduction and explanation, and some nursing personnel still need improvement in these criteria.

### Organize

A team of nurse supervisors and head nurses has been designated to participate in the quality improvement initiative related to AIDET within the framework of the PDSA project.

### Clarify

The first step involved familiarizing nursing personnel with AIDET as a valuable communication tool within the healthcare environment. Additionally, the objective is to integrate AIDET into nursing practice, particularly in interactions with patients and relatives. Nursing personnel were evaluated using the AIDET communication tool (see Appendix B) which is a self-made questionnaire validated by three experts in the field of nursing and two experts in the field of research and had undergone pilot testing with a Cronh Bach Alpha value of 0.86. This quality improvement strategy was also subsequently assessed over three months with the AIDET competency tool /guide card made in our institution, which included the following criteria:<sup>23</sup>

- ACKNOWLEDGE – provided eye contact, showed care and compassion
- INTRODUCE – Provide the health personnel's name and what they do
- DURATION – discussed the duration of the upcoming procedure and provided the length of time
- EXPLANATION – explained procedures and answered questions
- THANK YOU – thanked the patient and relative

### Understand

The team used the Impact Effort Matrix for AIDET. It is a simple, direct tool that accelerates decision-making.<sup>19</sup>

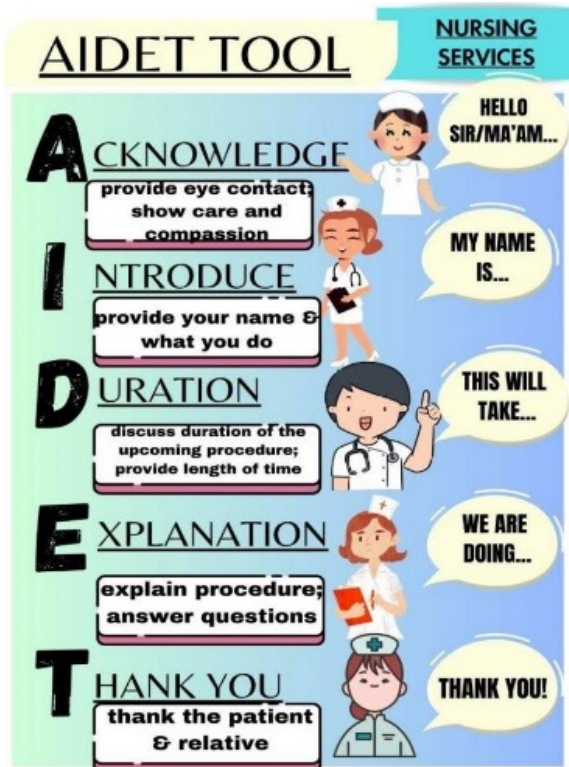


Figure 1. A.I.D.E.T. Competency Tool/Guide Card

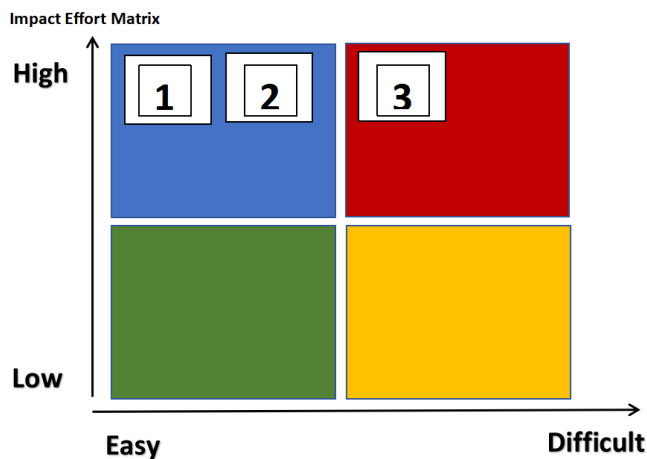


Figure 2. Impact Effort Matrix

Table 1. Strategies for Impact Effort Matrix

To enhance communication skills of nurses
Strategies:
1. Prepare AIDET guide card for each nursing personnel
2. Orient and discuss AIDET strategy to all nursing personnel
3. Evaluate AIDET compliance and communication outcomes

Using Table 1. as a guide for the Impact Effort Matrix (figure 2), Strategies 1, 2 and 3 were accordingly placed on their impact throughout the process.

The Impact Effort Matrix revealed that Strategies Nos. 1 and 2 had the most substantial impact on relatively straightforward actions. These strategies entailed preparing an AIDET guide card and facilitating the strategy by orienting and discussing it with all units. While evaluating compliance and communication outcomes may present difficulties, it will ultimately yield a high impact on the overall goal.

The subsequent step in the process is carrying out the plan. Before proceeding with its implementation, an information campaign targeting the stakeholders, namely all nursing personnel, all department heads, all head nurses, and all staff per unit, must be conducted. Gaining their support is paramount, and we should prioritize this principle above all. However, the long-term success of the change depends on obtaining compliance from all personnel with the "AIDET" project; the intervention will be adjusted accordingly to incorporate their recommendations.

### Design

A prospective research design was put into action where a group of individuals is tracked over a set period to observe and record the outcomes. This approach is usually aimed at analyzing how different exposures relate to those outcomes.

### Setting

The research took place at a specialized tertiary hospital focused on chest diseases in Quezon City, involving all nursing staff from both General Nursing and Special/Critical Care across outpatient and inpatient departments.

### Participants

The study participants were nursing personnel, nurses, and nursing aides who have direct communication with patients and relatives regardless of age, employment status, and length of service.

### Sampling

This quality improvement project utilized a simple random sampling technique. Nursing personnel, whether nurses or nursing attendants, will be assessed randomly by the respective evaluator, specifically during rounds before the shift begins.

### Instrument

This study utilized three assessment methods for using AIDET to communicate: Simulation, Direct Observation, and Direct Question. Simulation is an effective strategy to improve patient satisfaction, increase compliance, and

promote retention of skills of nursing personnel wherein replicating real-life clinical scenarios in a safe, no-risk environment to test processes.<sup>20</sup> Direct observation is a standard assessment method in which nursing personnel are monitored and assessed while undergoing patient care and clinical activities. Evaluators collect information by watching activities and processes as they happen naturally in their clinical setting.<sup>21</sup> Moreover, direct questions were done during direct observations when there is a need for follow up questions.

### Ethical Considerations

The research protocol and implementation were overseen by the Research Consultant in collaboration with the Department Managers and the Deputy Director of Nursing Services. The participants in the analysis of the summarized data were not recognizable.

### Results and Discussion

The table below shows the position of all nursing personnel who participated in the use of AIDET from May to June 2024.

**Table 2.** Position of nursing personnel who utilized AIDET from May to July 2024

POSITION OF NURSING PERSONNEL	PERCENTAGE		
	MAY	JUNE	JULY
Nurse II	(n=68)18.94	(n=55) 23.21	(n=58)16.20
Nurse I	(n=114)31.75	(n=96)40.50	(n=100)27.93
Nurse Job Order	(n=76)21.17	(n=6) 2.53	(n=87)24.30
Nursing Attendant	(n=91)25.35	(n=68)28.69	(n=108)30.17
Medical Equipment Technicians	(n=10)2.78	(n=12) 5.06	(n=5)1.40
Total	(n=359)100%	(n=237)100%	(n=358)100%

**Table 3.** Percent Distribution of Nursing Personnel per area of assignment (General Nursing Services/Special and Critical Care Nursing Services from May to July 2024)

AREA OF ASSIGNMENT	MAY	JUNE	JULY
MICU	(n=21) 5.85%	0%	(n=23) 6.42%
RICU	(n=39)10.86%	0%	(n=38) 10.61%
PICU	(n=11) 3.06%	0%	(n=11) 3.07%
SICU	(n=18) 5.01%	0%	(n=2) 0.56%
HD	(n=10) 2.79%	(n=15) 6.35%	(n=15) 4.19%
FOB	(n=3) 0.84%	(=4) 1.59%	(n=3) 0.84%
STU	(n=27) 7.52%	(n=38) 15.87%	(n=31) 8.66%
ER	(n=14)3.90%	(n=26) 11.11%	(n=38) 10.61%
HOSPI	(n=23) 6.41%	(n=29)12.17%	(n=22) 6.14%
OPD	(n=5) 1.39%	0%	0%

OR	(n=30)8.36%	(n=26) 11.11%	0%
W2A	(n=21) 5.85%	(n=4) 1.59%	(n=24) 6.70%
W2B	(n=17) 4.73%	0%	(n=31) 8.66%
W3A	(n=17)4.73%	(n=16) 6.88%	(n=27) 7.54%
W3B	(n=21)5.85%	(n=10) 4.23%	(n=16) 4.47%
W3C	(n=29) 8.08%	(n=36) 15.34%	(n=95) 6.98%
W3D	(n=23) 6.41%	(n=25) 10.58%	(n=22) 6.14%
W4A	(n=13) 3.62%	0%	(n=25) 6.98%
AMOU	(n=7) 1.95%	0%	0%
APOU	(n=2) 0.56%	0%	(n=22) 0.55%
WOUNDCARE	(n=1) 0.28%	0%	(n=1) 0.28%
HBOT	(n=1) 0.28%	0%	(n=1) 0.28%
PHDD	(n=6) 1.67%	(n=8) 3.17%	0%
Total	(n=359)100%	(n=237)100%	(n=358)100%

Table 3 shows the distribution of nursing personnel who served as respondents of the Quality Improvement Project: AIDET from different areas of the General Nursing Services/ Critical and Special Nursing Services. STU, Hospitainer, and Ward 3C have the highest number of respondents for three months.

During the three-month period from May to July 2024, we saw some interesting trends in the percentage of nursing services provided across various wards. STU hit its peak in June 2024 at 15.87%, but then dipped slightly to 8.66% in July 2024, still keeping it among the top performers. Ward 3C also had a significant jump in June 2024, reaching 15.34%, while its service levels in May and July 2024 were more moderate. ER and Ward 3D consistently showed high percentages in both June 2024 and July 2024, highlighting a steady demand for nursing in those areas. RICU, on the other hand, had a stable performance with high percentages in May 2024 (10.86%) and July 2024 (10.61%), but it took a nosedive to 0% in June 2024. PICU and SICU maintained low but steady percentages throughout the three months, suggesting a minimal yet stable nursing presence. Conversely, some wards had little to no activity over several months. For example, OPD contributed a tiny percentage in May 2024 (1.39%) but then fell off completely afterward. AMOU through PHDD, especially Woundcare and Hyperbaric, consistently reported very low or zero percentages, which could mean either a lack of service demand or inactivity. Interestingly, several wards that were either inactive or had low percentages in May 2024—like HD, FOB, ER, Hospitainer, OR, Ward 3A, Ward 3C, and Ward 3D—saw significant increases in June 2024 and July 2024. This suggests a shift in nursing allocation or a rise in patient care needs during those months. In contrast, OR, which had relatively high percentages in May 2024 and June 2024, dropped to zero in July 2024. Overall, June 2024 stood out with sharp increases in nursing service concentration in certain wards, while May 2024 and July 2024 showed a more even distribution of services. These trends might reflect a strategic rotation or reallocation of nursing resources based on the changing needs of each ward over the three-month span.

**Table 4.** Utilization of the assessment keys for the five communication actions of AIDET from May to July 2024

PERFORMANCE CRITERIA	ASSESSMENT KEY								
	MAY			JUNE			JULY		
	1	2	3	1	2	3	1	2	3
1. Identify the purpose of using the AIDET principle	1.67%	34.82%	63.51%	7.94%	47.09%	44.97%	3.35%	53.63%	43.02%
2. Utilize the AIDET principle	1.67%	34.82%	63.51%	3.17%	60.32%	36.51%	3.63%	54.75%	41.62%
ACKNOWLEDGE	1.11%	24.51%	74.37%	2.12%	49.74%	48.15%	1.68%	53.63%	44.69%
INTRODUCTION									
State name and role	5.57%	27.30%	67.13%	16.49%	45.74%	37.77%	8.94%	48.04%	43.02%
Able to manage self and/or another team member	4.50%	26.26%	69.34%	5.79%	52.63%	40.53%	4.47%	56.98%	37.71%
DURATION									
Give the patient a time expectation	1.95%	32.03%	66.02%	13.54%	48.44%	38.02%	6.98%	57.54%	34.64%
Keep patient informed as to the amount of time a process will take	2.79%	30.92%	66.30%	8.99%	52.38%	38.62%	5.86%	58.66%	35.47%
Include letting patients know if there is a wait time and time expectation	2.79%	32.03%	65.18%	9.04%	54.26%	36.70%	6.42%	58.38%	35.20%
EXPLANATION									
Keep the patient informed by explaining all procedures	1.95%	28.69%	69.36%	8.51%	51.06%	40.42%	3.07%	55.86%	41.06%
Assist patient in having clear expectations of what will be occurring	2.51%	25.35%	72.14%	8.99%	51.85%	39.15%	4.19%	57.82%	37.99%
THANK YOU									
Consistently thank the patient for his/her time	4.18%	25.91%	69.92%	6.88%	47.87%	45.50%	6.70%	50.83%	42.46%
Express appreciation	4.18%	28.97%	66.85%	18.62%	47.32%	34.02%	12.85%	50.28%	36.87%
Ask if there is anything else they can do for the patient	4.18%	26.46%	69.36%	8.46%	49.21%	42.33%	6.98%	53.91%	39.11%

The consistent application of AIDET aims to enhance patient satisfaction, reduce anxiety, build trust, and improve overall patient outcomes. Assessment keys are tools used to evaluate how effectively individuals (e.g. nursing staff) are utilizing each of these five communication actions during interactions. Table 3 shows the utilization of assessment key. These helps to identify if the initial connection was established effectively.

Table 3 shows the performance criteria for the five communication actions of the AIDET framework using the three assessment keys as follows:

- 1 - Needs Improvement
- 2 - Performs Well/Satisfactorily
- 3 - Exceptional

The percentages of nursing staff who effectively met each performance criterion are shown in Table 3. It's essential to conduct a monthly analysis to keep track of the immediate effects of a new Quality Improvement

initiative. By implementing strategies like training staff on communication protocols, managers can use the monthly data to quickly evaluate if the protocol is being followed.

Most of the nursing personnel identified the purpose of the AIDET principle and utilized it to communicate with others. There is a noticeable downward trend for those who performed exceptionally, from 63.51% in May 2024 to 43.02% in July 2024, while those who needed improvement increased significantly for June 2024 to 7.94%. A steady increase can be seen for those nursing personnel who performed well/satisfactorily, from 34.82% to 53.63% in July 2024.

Results also show how the nursing personnel ACKNOWLEDGE the patients and their families. This indicates the current performance levels and the preferred assessment keys for evaluating the use of the AIDET principle. Initially, for May 2024, 74.37% performed exceptionally (smiled, made eye contact, and pleasantly greeted patients) on using AIDET

as a form of communication with patients and their families. However, there is a marked decrease to 49.74% in June 2024 and 44.69% in July 2024, but those who performed well/satisfactorily improved from 24.51% to 53.63%.

On the criteria of INTRODUCTION of oneself by stating their name and role to patients, there has been a decrease in some nursing personnel who acted exceptionally in the said criteria, from 67.13% at first to 43.02%. It can be deduced from the table that 27.63% performed well/satisfactorily for May 2024, up to 48.04% in July 2024. Those who needed improvement increased from 5.57% to 16.49% in June 2024 and down to 8.94% in July 2024. 69.3% performed exceptionally in May 2024 in managing oneself and another team member but declined to 37.71% in July 2024. There is an associated increase for those who performed well/satisfactorily from 26.26% in May to 56.98% in July 2024, while those who needed improvement are at their highest in June 2024 at 5.79%.

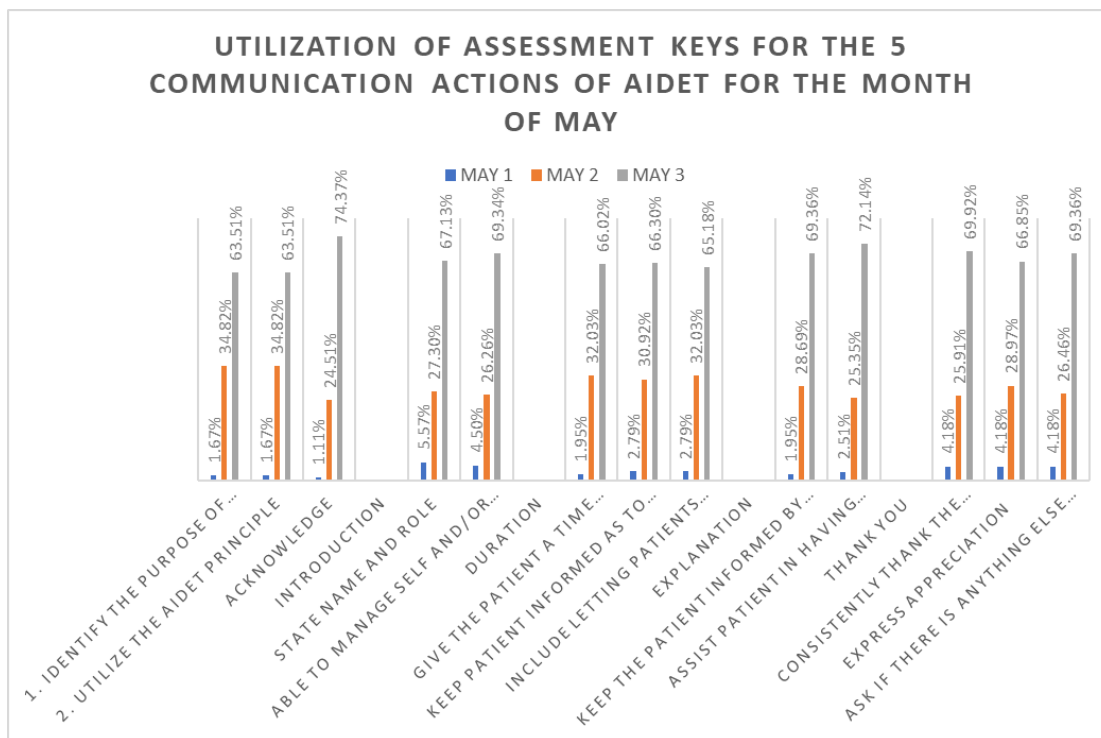
In general, data provided on the DURATION of procedures/ processes done for patients showed that there had been a constant decrease in the nursing personnel's performance, exceptionally from time expectation to waiting time, from 65.18–66.02% in May 2024 down to 35.20–34.64% in July 2024. The highest percentage for those who needed improvement was noted in June at 8.99–13.54%.

Information regarding EXPLANATION of the procedures done for patients is also illustrated. While there was always

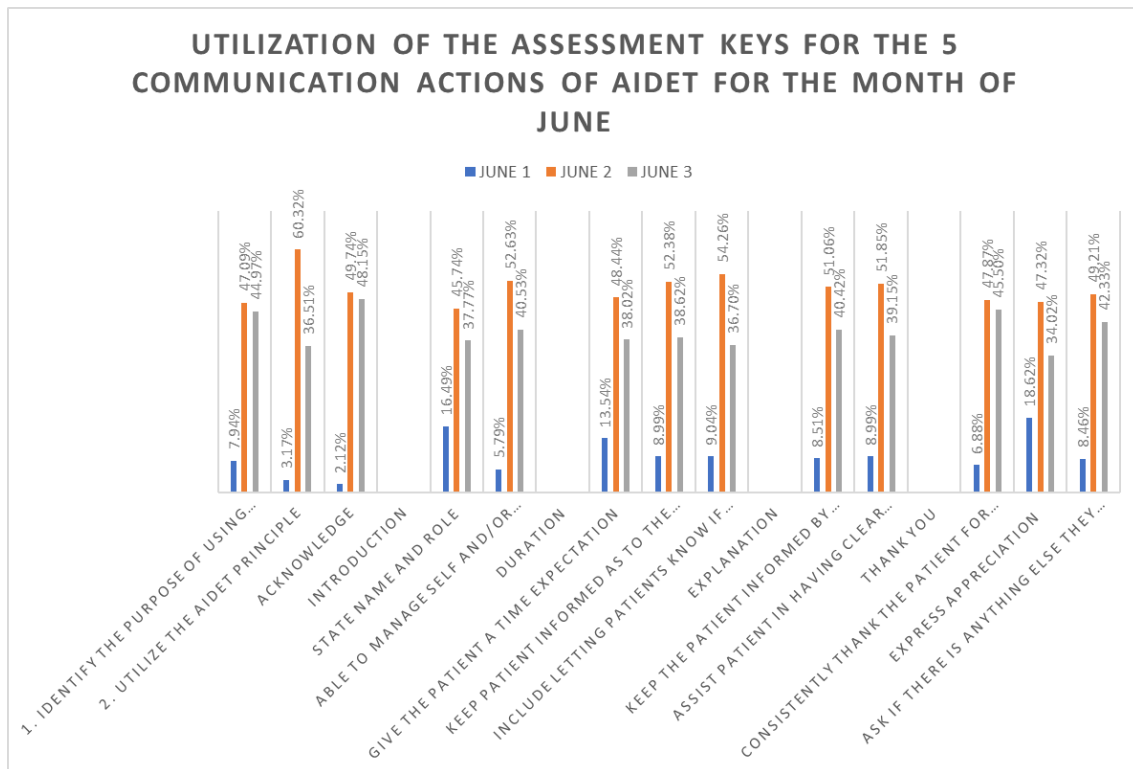
a downward trend for nursing personnel who performed exceptionally from May 2024 to July 2024, there was an increase for those who performed well/satisfactorily. The percentage of those who needed improvement was usually at its peak in June 2024 but then decreased in July 2024.

Results also revealed how nursing personnel expressed gratitude to patients and families (THANK YOU). The results showed the following: for May 2024, 66.85–69.92% were exceptional in consistently thanking the patients for their time, expressing their appreciation for choosing LCP, and offering help for the patients, but this percentage decreased in July 2024 to 36.87–42.46%. There has been an increase in June 2024 for those who performed well/satisfactorily from 25.91% to 53.91%.

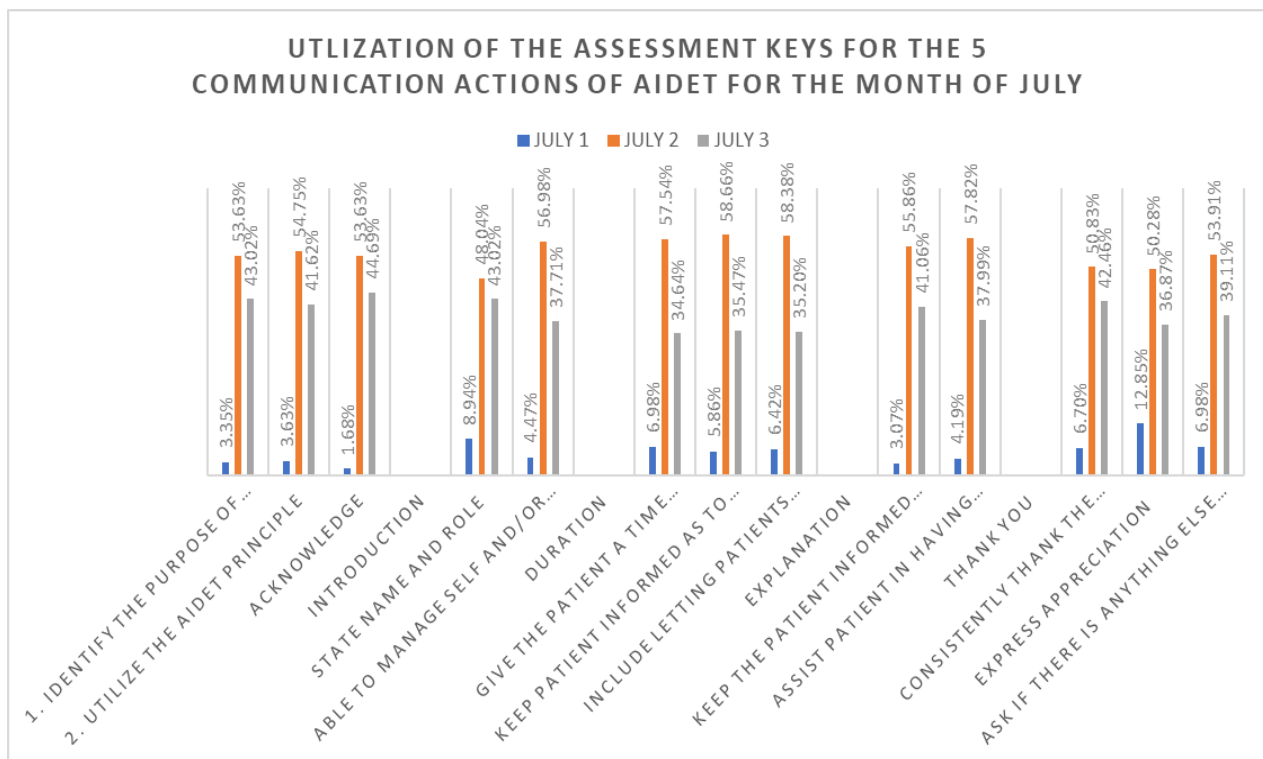
The Assessment Key was evaluated in the following manner: Key 1: Needs Improvement. This suggests that the performance level was at the minimal acceptable standard, indicating that the essential elements of AIDET were present but required additional enhancement. Key 2: Performs Well/Satisfactorily. This reflects a strong and consistent adherence to the AIDET framework. The performance is robust, although it may lack the extraordinary characteristics associated with the highest rating. Key 3: Exceptional. This represents the top rating, signifying complete and outstanding compliance with the AIDET principle, possibly including an aspect of surpassing patient expectations.



**Figure 3.** Percentage of utilization of the assessment keys for the five communication actions of AIDET for the month of May 2024



**Figure 4.** Percentage of utilization of the assessment keys for the five communication actions of AIDET for the month of June 2024



**Figure 5.** Percentage of utilization of the assessment keys for the five communication actions of AIDET for the month of July 2024

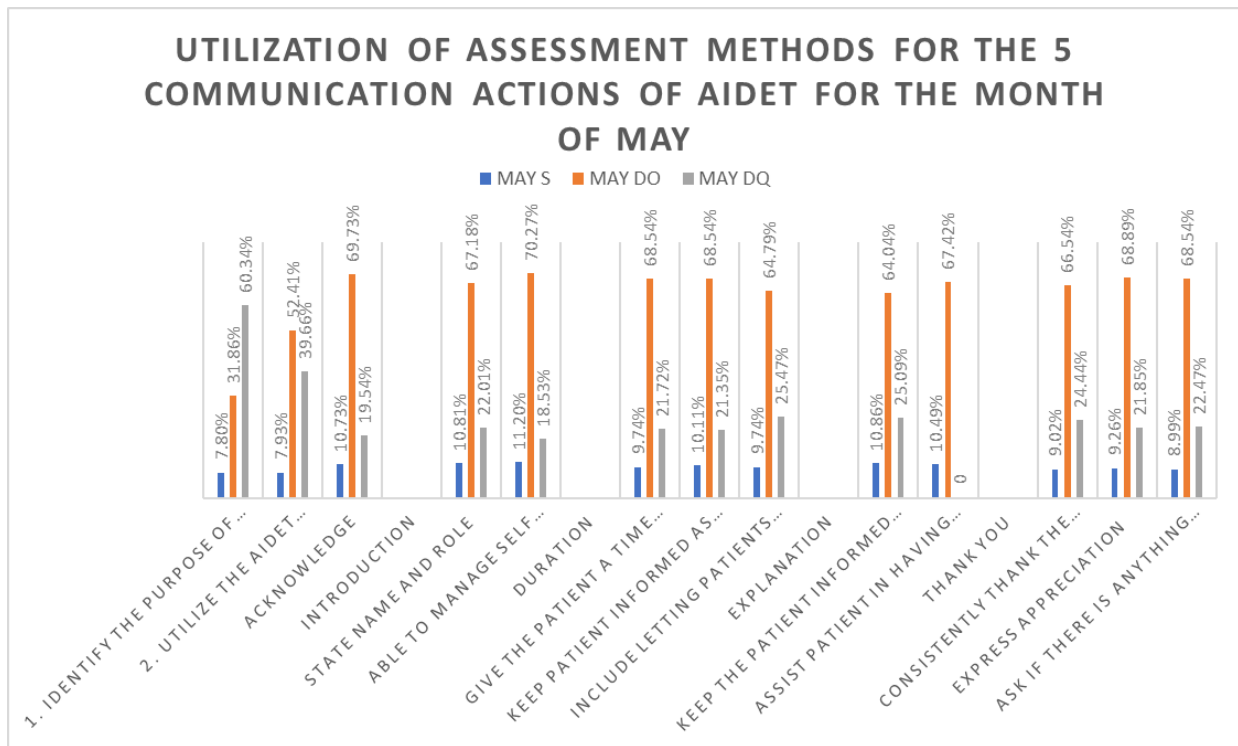
**Table 5.** Utilization of the assessment methods for the five communication actions of AIDET from May 2024 to July 2024

PERFORMANCE CRITERIA	ASSESSMENT METHOD								
	MAY			JUNE			JULY		
	S	DO	DQ	S	DO	DQ	S	DO	DQ
1. Identify the purpose of using the AIDET principle	7.80%	31.86%	60.34%	2.60%	72.92%	24.48%	1.67%	61.28%	37.05%
2. Utilize the AIDET principle	7.93%	52.41%	39.66%	2.09%	92.67%	5.24%	2.50%	67.78%	29.72%
ACKNOWLEDGE	10.73%	69.73%	19.54%	2.07%	95.85%	2.07%	6.98%	75.98%	17.32%
INTRODUCTION									
State name and role	10.81%	67.18%	22.01%	2.07%	95.85%	2.07%	7.24%	74.37%	18.38%
Able to manage self and/or another team member	11.20%	70.27%	18.53%	1.06%	97.35%	1.59%	7.80%	75.21%	1.70%
DURATION									
Give the patient a time expectation	9.74%	68.54%	21.72%	1.53%	94.39%	4.08%	7.78%	72.78%	19.44%
Keep patient informed as to the amount of time a process will take	10.11%	68.54%	21.35%	1.05%	95.81%	3.14%	2.22%	71.94%	20.26%
Include letting patients know if there is a wait time and time expectation	9.74%	64.79%	25.47%	3.11%	93.78%	3.11%	8.03%	72.30%	19.67%
EXPLANATION									
Keep the patient informed by explaining all procedures	10.86%	64.04%	25.09%	2.08%	95.31%	2.60%	8.06%	71.67%	2.03%
Assist patient in having clear expectations of what will be occurring	10.49%	67.42%	22.10%	1.05%	96.32%	2.63%	7.80%	72.14%	20.22%
THANK YOU									
Consistently thank the patient for his/her time	9.02%	66.54%	24.44%	1.05%	96.84%	2.11%	7.24%	73.54%	19.22%
Express appreciation	9.26%	68.89%	21.85%	1.57%	96.34%	2.09%	7.80%	72.42%	19.78%
Ask if there is anything else they can do for the patient	8.99%	68.54%	22.47%	1.57%	96.34%	2.09%	8.06%	74.72%	17.22%

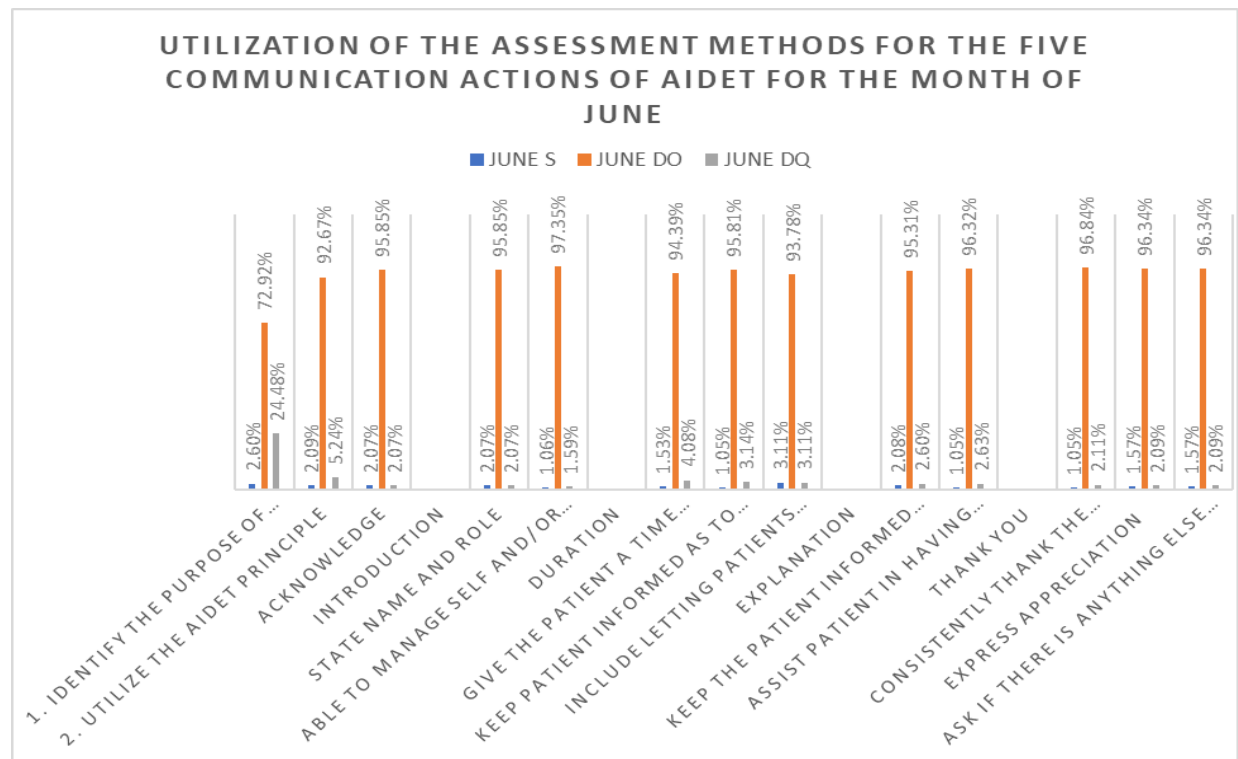
Table 5 shows the performance criteria for the five communication actions of the AIDET framework using the three assessment methods as follows:

- S - Simulation
- DO - Direct Observation
- DQ - Direct Question

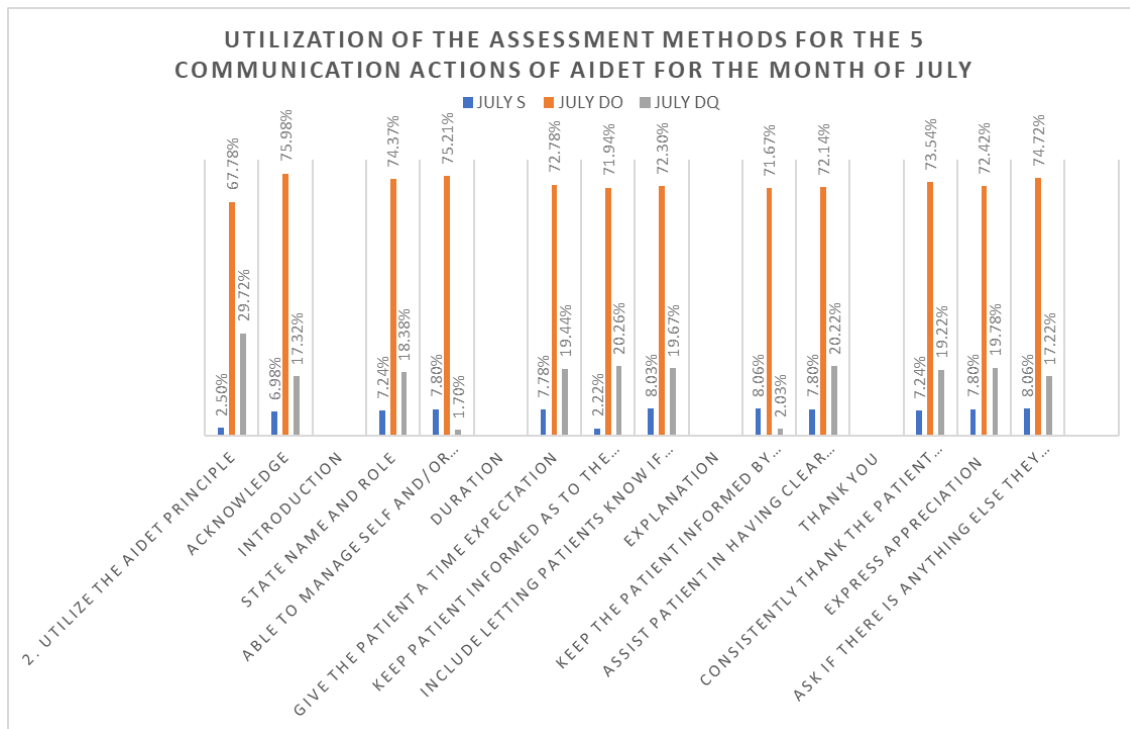
Based on the table, direct observation was the commonly used assessment method by most nursing personnel, with the highest percentage in June 2024 at 97.35%.



**Figure 6.** Percentage of utilization of assessment methods for the five communication actions of AIDET for the month of May 2024



**Figure 7.** Percentage of utilization of the assessment methods for five communications actions of AIDET for the month of June 2024



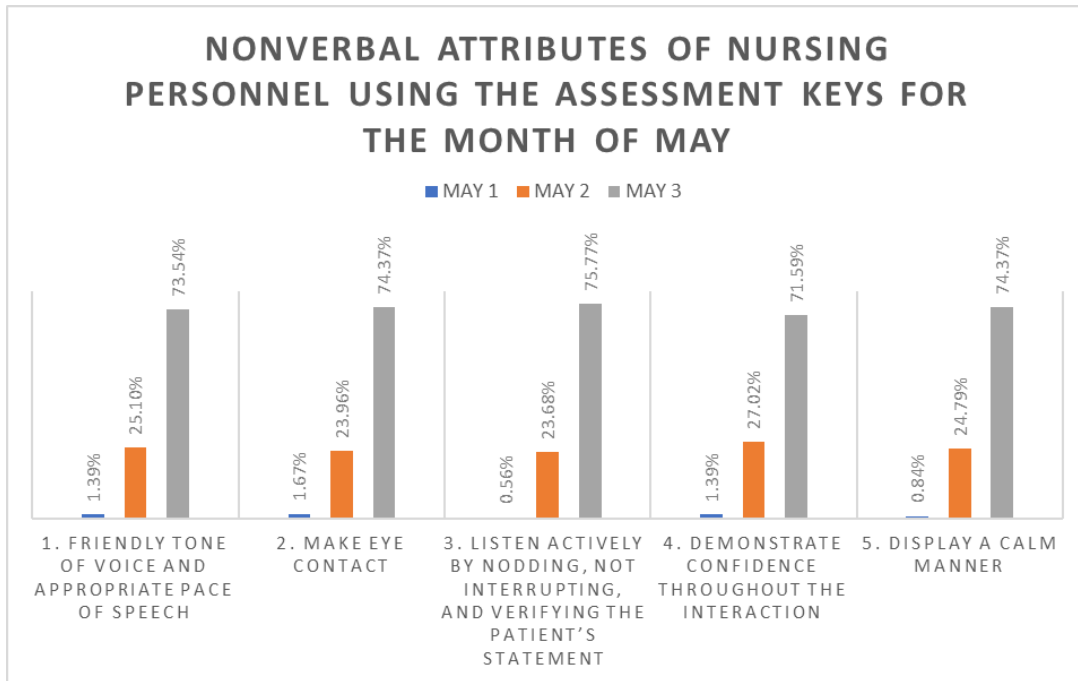
**Figure 8.** Percentage of utilization of the assessment methods for the five communications actions of AIDET for the month of July 2024

**Table 6.** Nonverbal attributes of nursing personnel toward patients and families using the assessment keys

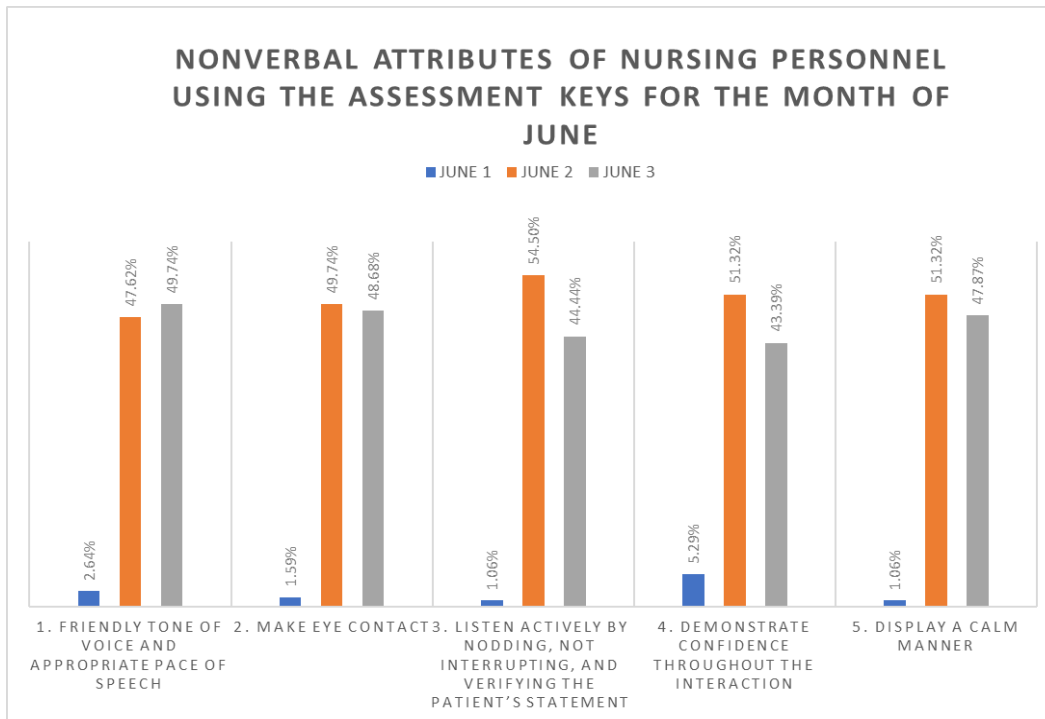
NON-VERBAL ATTRIBUTES	ASSESSMENT KEY								
	MAY			JUNE			JULY		
	1	2	3	1	2	3	1	2	3
1. Friendly tone of voice and appropriate pace of speech	1.39%	25.10%	73.54%	2.64%	47.62%	49.74%	3.35%	47.49%	49.16%
2. Make eye contact	1.67%	23.96%	74.37%	1.59%	49.74%	48.68%	2.79%	53.07%	44.13%
3. Listen actively by nodding, not interrupting, and verifying the patient's statement	0.56%	23.68%	75.77%	1.06%	54.50%	44.44%	3.63%	53.63%	42.74%
4. Demonstrate confidence throughout the interaction	1.39%	27.02%	71.59%	5.29%	51.32%	43.39%	2.79%	52.51%	44.69%
5. Display a calm manner	0.84%	24.79%	74.37%	1.06%	51.32%	47.87%	2.79%	48.32%	48.88%

The percentage under the specified months for each nonverbal attribute represents the percentage of interactions where the specific nonverbal attribute was observed and met a satisfactory standard. There is a significant improvement in May 2024 for all attributes. There is dramatic jump from the first period to the second and especially the third period. This could indicate a

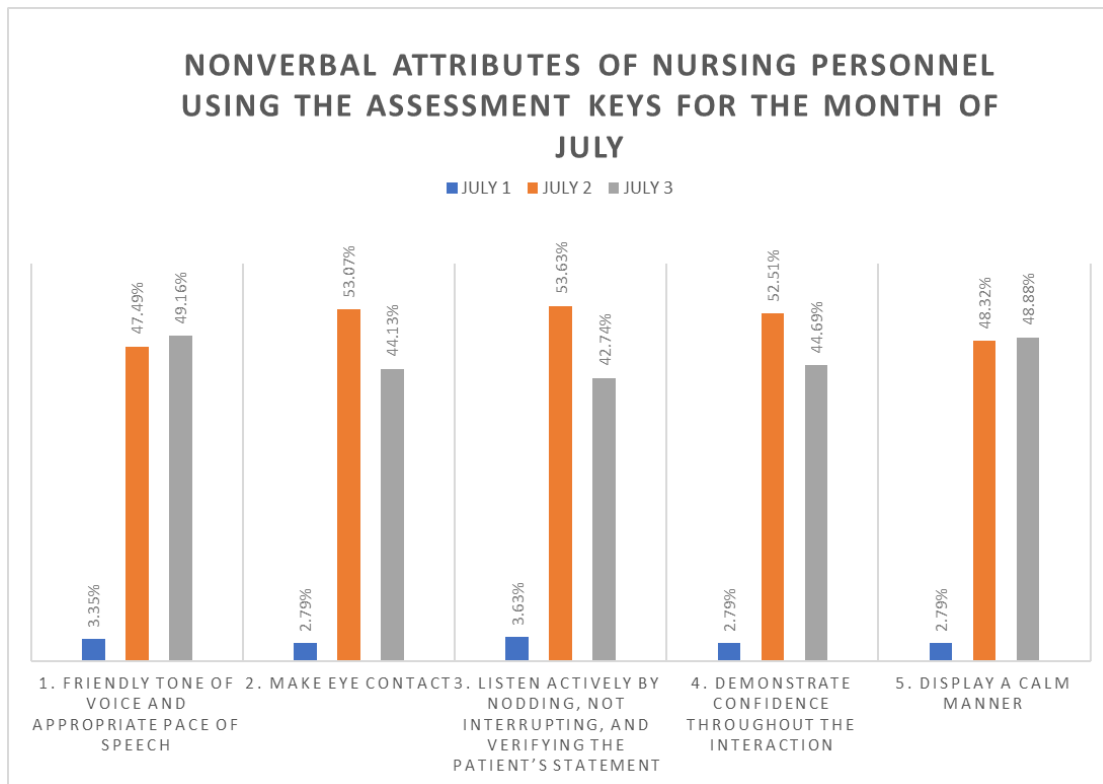
rapid improvement in nurse nonverbal communication after implementing AIDET. By focusing on these specific nonverbal attributes, healthcare facilities can work to improve the overall patient experience, as nonverbal communication significantly impacts patient perception of care, trust, and satisfaction.



**Figure 9.** Nonverbal attributes of nursing personnel toward patients and families using the assessment keys for the month of May 2024



**Figure 10.** Nonverbal attributes of nursing personnel toward patients and families using the assessment keys for the month of June 2024



**Figure 11.** Nonverbal attributes of nursing personnel toward patients and families using the assessment keys for the month of July 2024

**Table 7.** Nonverbal attributes of nursing personnel toward patients and families using the assessment methods

NON-VERBAL ATTRIBUTES	ASSESSMENT METHOD								
	MAY			JUNE			JULY		
	S	DO	DQ	S	DO	DQ	S	DO	DQ
1. Friendly tone of voice and appropriate pace of speech	10.20%	74.51%	15.29%	1.06%	96.82%	2.12%	7.80%	74.65%	17.55%
2. Make eye contact	9.77%	75.00%	15.23%	1.06%	96.82%	2.12%	7.58%	75.56%	16.85%
3. Listen actively by nodding, not interrupting, and verifying the patient's statement	10.16%	74.61%	15.23%	1.05%	96.32%	2.63%	6.98%	75.70%	17.32%
4. Demonstrate confidence throughout the interaction	10.20%	74.51%	15.29%	0.53%	97.35%	2.12%	7.52%	75.21%	17.27%
5. Display a calm manner	10.16%	74.61%	15.23%	1.05%	96.82%	2.12%	8.06%	75.00%	16.94%

Table 7 presents the data on the evaluation of nonverbal communication skills of nursing staff that is divided into three distinct assessment methods. There is a consistent pattern across attributes and months. There is a notable improvement in June 2024 (around 96%) compared to May 2024 (around 74%) and July 2024 (around 75%). There is a peak in performance during June 2024 under direct observation. Self-Assessment (S) and Direct Questionnaire (DQ) remain low, with some minor fluctuations. Table 6 shows a significant discrepancy between what is directly observed (DO) and what is self-reported (S) or reported by patients/families (DQ). This discrepancy is essential for targeted interventions. If DO is high but DQ is low, nursing

staff might be doing the right things when it comes to AIDET, but patients are not perceiving them effectively. Training might focus on making nonverbal cues more overt or consistent, or managing patient expectations. If S is consistently low, it could indicate a need for self-awareness training, or a refinement of the assessment tool.

Tables 6 and Table 7 show the NON-VERBAL ATTRIBUTES of the respondents to the patients and families. These attributes are enumerated as follows:

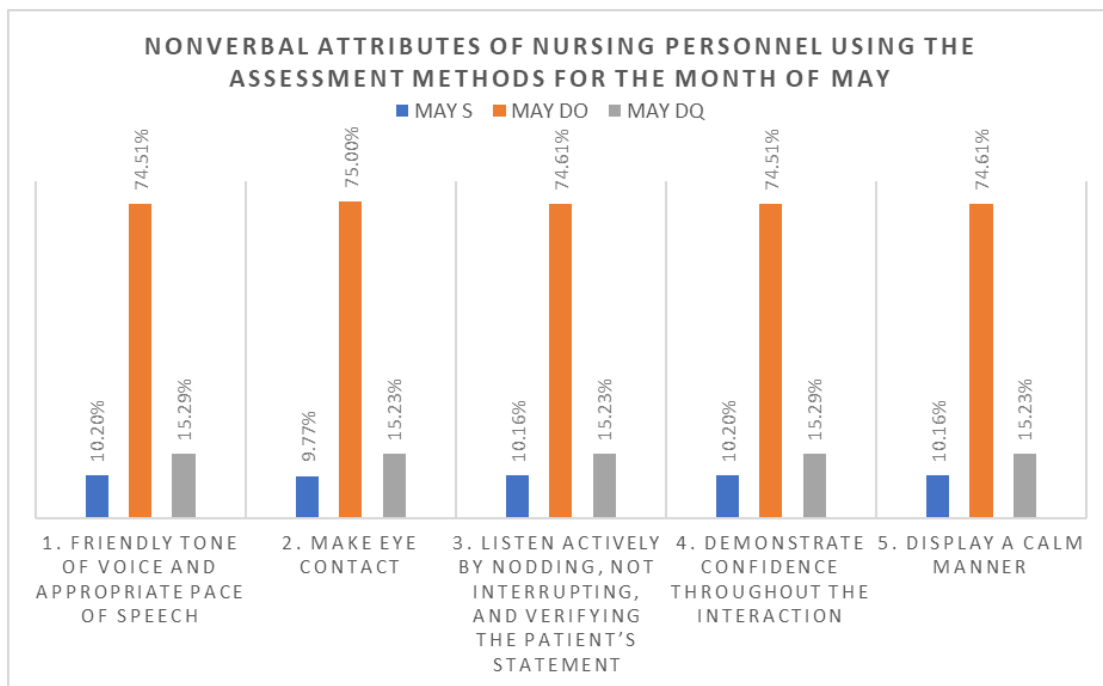
- Friendly tone of voice and appropriate pace of speech
- Made eye contact

- Listened actively by nodding, not interrupting, and verifying the patient's statement
- Demonstrated confidence throughout the interaction
- Displayed a calm manner

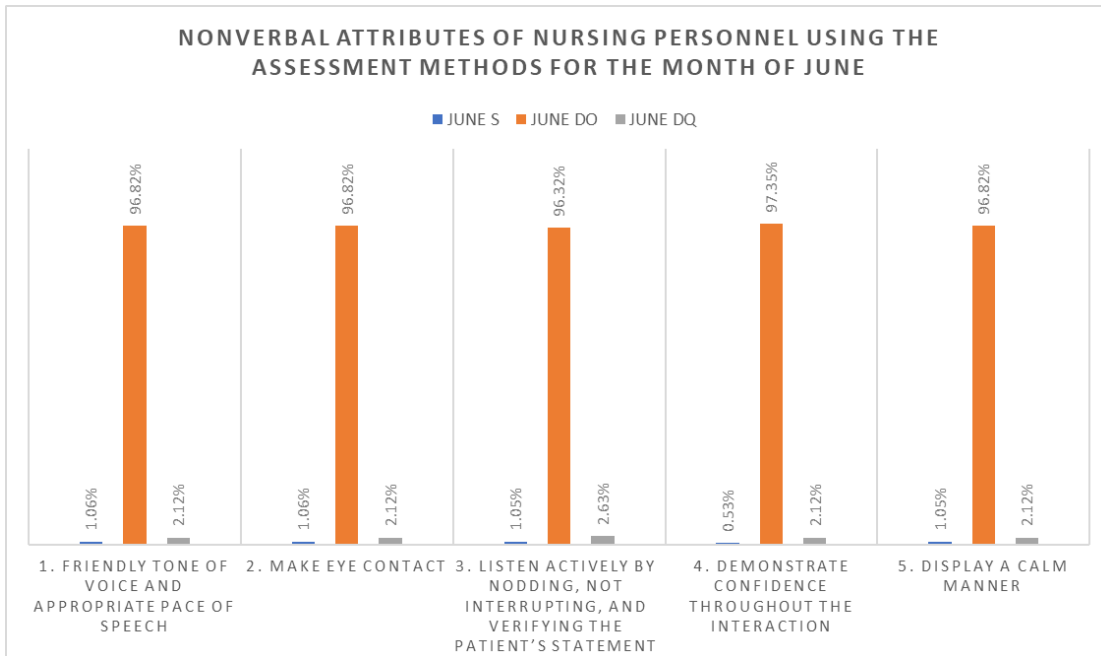
More than 70% of the nursing personnel were exceptional in using nonverbal cues in May 2024, but this further declined in the third month. However, the number of those who performed well/satisfactorily increased from 23.68% in May 2024 to 53.63% in July 2024. Less than 1% needed improvement in May 2024, but this increased to 3.63% in July 2024.

In May, 100% of the AIDET competency was achieved. However, in June 2024 and July 2024, the competency decreased to 95.77% and 97.21%, respectively. Overall, more than 50% of the nursing personnel can identify the purpose of the AIDET principle. However, evaluators commented that some nursing personnel, especially newly hired ones, are still in the orientation phase, adjusting to their area of assignment, and need more practice using AIDET to communicate with patients and families.

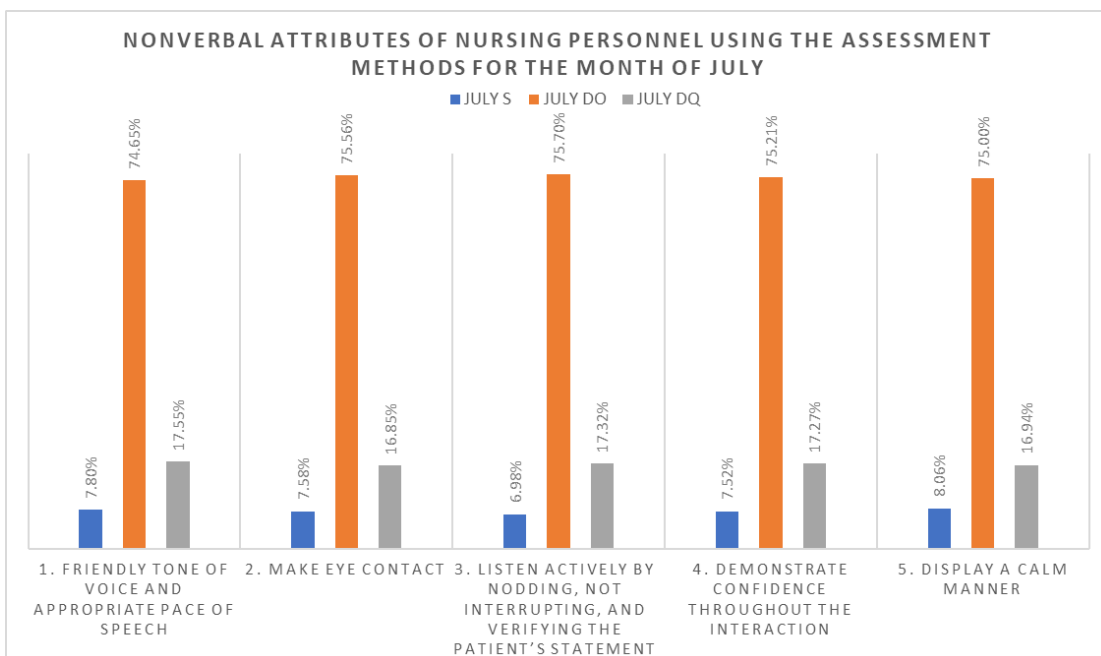
The result of this study shows similarity with the study of Panchuay and colleagues which is a Qualitative descriptive research with semi-structured interviews of fifteen emergency nurses in Thailand concerning the implementation of AIDET, which points out that nurses are capable of adopting AIDET and understanding its value in enhancing communication. Highlights the importance of ongoing training and its integration into routine tasks.<sup>25</sup> Moreover, in the Quasi-Experimental study of Fu and his group, the test group showed statistically higher care service satisfaction scores and significantly lower Self-Rating Anxiety Scale (SAS) scores. This illustrates the direct effect of AIDET on alleviating patient anxiety and enhancing satisfaction within a particular surgical setting. Advocates for its application in enhancing patient experience and overall well-being.<sup>26</sup> On the contrary, Hicks J. on his pre-post study using Press Ganey results shows no significant relationship between AIDET and patient satisfaction. However, a statistically significant outcome for patients recommending the hospital after AIDET implementation is shown. This points out that AIDET might not directly impact all specific satisfaction metrics. Hence, further studies considering responses of patients shall be considered to support the findings of this study.<sup>27</sup>



**Figure 12.** Nonverbal attributes of nursing personnel toward patients and families using the assessment methods for the month of May 2024



**Figure 13.** Nonverbal attributes of nursing personnel toward patients and families using the assessment methods for the month of June 2024



**Figure 14.** Nonverbal attributes of nursing personnel toward patients and families using the assessment methods for the month of July 2024

## Conclusion

Over three months of monitoring the use of the AIDET competency tool, this project proved that all nursing personnel were willing to participate actively and utilize the five actions of AIDET in communicating with patients and families. However, 100% compliance was not adequately met in the second and third months of evaluation. Results also showed that some nursing personnel needed improvement in introducing themselves to patients and

explaining the procedures to be done to them. To correct this, the AIDET guide card was provided for all, which served as a handy tool and assistance and recommended that continuous evaluation/monitoring of nursing personnel by head nurses and nurse supervisors and orientation of newly hired nursing personnel must be religiously done regarding AIDET as a tool for communication to help in promoting comprehensive, compassionate, and effective interaction with patients and families.

The researchers did not collect data on patient satisfaction to reduce intrusion and protect vulnerable populations. Additionally, the Quality Improvement Project (QIP) primarily focused on information obtained from the nursing staff. Therefore, it is advisable to conduct further studies that incorporate patient satisfaction levels to complement the data collected from nursing staff.

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## Authorship

All authors have certified fulfillment of Scientific Proceedings authorship criteria.

## Disclosure of Conflicts of Interest

All authors have no conflict of interest to show.

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**Appendix A**

<b>First Test of Change</b>	<b>Person Responsible</b>	<b>When to be done</b>	<b>Where to be done</b>
Execute "AIDET"	Nursing Service	April 2024	LCP
<b>Tasks needed to set up this test of change</b>	<b>Person Responsible</b>	<b>When to be done</b>	<b>Where to be done</b>
Prepare AIDET guide/ AIDET evaluation tool	As Directed (Nursing Personnel)	Immediately	LCP
Coordinate with Department Managers To introduce the strategy to all Head nurses	Nursing Department Head	After availability of AIDET card	LCP
Inform nursing personnel for compliance to AIDET strategy	All Nursing personnel	March 2024	All Units
Monitor Compliance to AIDET	Head Nurses	April - May 2024	All Units

**Appendix B**

LUNG CENTER OF THE PHILIPPINES  
Quezon Avenue, Quezon City

**NURSING SERVICES  
AIDET COMPETENCY ASSESSMENT (FRONTLINE COMMUNICATION)**

Name: \_\_\_\_\_ Position: \_\_\_\_\_ Area: \_\_\_\_\_

**Competency Statement:** LCP nursing personnel will consistently demonstrate proficiency in using AIDET when communicating with patients, families, peers, and managers.

<p><b>Instructions:</b> Complete the assessment and method portion of this document using the key on the right side. Record the completion of each performance criterion. The evaluator's signature validates the completion of each skill.</p>	<b>Assessment Key</b>					
	1	Needs Improvement/Training				
	2	Perform Well/Satisfactory				
	3	Exceptional				
	<b>Assessment Methods</b>					
	S	Simulation				
	DO	Direct Observation				
DQ	Direct Questions					
<b>PERFORMANCE CRITERIA</b>	<b>ASSESSMENT</b>			<b>METHODS</b>		
	<b>1</b>	<b>2</b>	<b>3</b>	<b>S</b>	<b>D O</b>	<b>DQ</b>
1. Identifies the purpose of using the AIDET principle						
2. Utilizes the AIDET principle to communicate with others, with a focus on patients and their families						
ACKNOWLEDGE the patient and companion						
• Smiles, makes eye contact, and greets them in a pleasant manner						
INTRODUCES self:						
• States name and role at Lung Center of the Philippines						
• Able to manage self and/or another team member						

DURATION:						
• Gives the patient a time expectation						
• Keeps the patient informed as to the amount of time a process will take						
• Includes letting them know if there is a wait time; gives time expectation of that wait						
EXPLANATION:						
• Keeps the patient informed by explaining all procedures						
• Assists patient in having clear expectations of what will be occurring						
THANK patient/companion						
• Consistently thank the patient for their time						
• Expresses appreciation that they have chosen Lung Center (if applicable)						
• Asks if there is anything else they can do for the patient before ending the interaction						
<b>NON-VERBAL ATTRIBUTES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>S</b>	<b>D O</b>	<b>DQ</b>
• Friendly tone of voice and appropriate pace of speech						
• Makes eye contact						
• Active listening (nodding, no interrupting, confirming what they heard the customer say, etc.)						
• Demonstrated confidence throughout the interaction						
• Display a calm manner						
<b>Was the Competency Met</b>	■	<b>YES</b>	■	<b>NO</b>		
<b>EVALUATOR COMMENTS</b>						

*Appendix C*

*AIDET Protocol*

