

Over the years, Studer Group’s coaches have come across a fair number of interesting key words and signage in the emergency department. Here is a list of the top 10 worst key words along with a list of better key words to adopt to improve patients’ experience.

Top 10 Worst Key Words	Better Key Words
1. Why are you here for this?	1. How can I help you?
2. I have no idea how long it will take.	2. Your lab should take about an hour to come back. If it is longer, I will be back to update you.
3. You can’t go back right now.	3. Let me check and see when you can see your son.
4. The physician is really busy right now.	4. The doctor is with another patient right now, but should be in to see you in the next 15 minutes.
5. You need to stay in your room.	5. Let me update you on why you are waiting. Is there anything you need right now?
6. No, you can’t have anything to eat or drink right now.	6. I know you must be hungry and thirsty. Let me explain why the physician doesn’t want you to eat or drink right now.
7. I’m not your nurse.	7. Sarah is your nurse. Let me ask her to come in and answer your questions.
8. I’d love to discharge you, but we are still waiting on the lab to give us your results. They are always slow this time of day.	8. We are waiting for one more lab test to come back. This will take about another 20 minutes and then the physician can review all of your results with you.
9. You should be able to go to radiology in just a little bit.	9. You should be able to go to radiology in the next 20 minutes.
10. We are short-staffed and can’t go any faster!	10. I apologize you had to wait. Is there anything you need right now?