



**The Norman Knight Nursing Center  
for Clinical & Professional Development**

**PCAs Quick Reference: *icare*  
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**What is *icare*?** *icare* is a model and tool designed to help us live out the words of our Mission and Credo by providing a set of simple reminders that every one of us, regardless of our role, impacts the patient experience. Whether we provide patient care directly or indirectly, we are all responsible for fostering a welcoming environment for our patients, their families, hospital visitors and our colleagues.

**Communicate**

**I communicate in a warm and welcoming manner.**

- I make eye contact, smile, and introduce myself by name and my role.
- I listen actively, speak clearly, and use positive body language.
- I ask patients and families what questions or concerns they have.



**advocate**

**I advocate on behalf of patients, families, colleagues, and myself.**

- I anticipate needs and choose the attitude "I'm here to help."
- I put patients and families first and help those who look lost.
- I make sure patients, families and colleagues share in decision-making.



**respect**

**I respect and embrace differing values, opinions, and viewpoints.**

- I apologize when things go wrong.
- I honor patients, families and colleagues by being mindful of where I am having conversations.
- I help keep our surroundings clean and safe.



**empathize**

**I empathize and acknowledge the feelings of others.**

- I show compassion and make a connection with patients, families and colleagues.
- I demonstrate caring through simple gestures of kindness.
- I remember that others may be in an unfamiliar environment and rely on us for help.



**What do you need to know?** The patient experience is impacted by each and every one of us that encounters patients. By following the *icare* model we can make a huge difference in the experience of the patient.

**What is the role of the PCA (under the direction of the RN)?** The PCA should consider following the model when interacting with patients while remembering some of the key principles:

- Patients gather 93% of an in-person interaction from body language and facial expression
- Make eye contact & actively listen
- Speak up for patients
- Anticipate needs
- Show compassion and kindness through simple gestures

