

Offering a Meaningful Apology

REGRET

Give a specific, clear apology stating what the complaint/adverse event was about.

“We are very sorry that you had..... “

“We are going to look at what happened and why, and tell you what we find out.”

RESPONSIBILITY

State what professional/team was responsible for. Describe clearly/succinctly any errors that were made. State what was not done that should have been.

“The doctor didn’t double check the dose of the medication. We should have made sure that ...”

REASONS

Listen, and then explain openly and clearly in a non-defensive way.

“Can you tell me what you been told so far?”

This is what happened, and the reasons were...”

REMEDY

Make a commitment to take action; outline the next steps.

“This is what we can/will do now...”

“To prevent this happening again in future, we will...”



**EFFECTIVE
COMMUNICATION
FOR HEALTHCARE**