

GULF COAST MEDICAL CENTER

Organizational Standards

PROFESSIONALISM:

Our appearance represents our facility. Therefore, our grooming and dress will reflect our respect for our hospital, profession, and customers. In addition, our manner and expression will convey our concern for and willingness to serve. While staff is responsible for being courteous and respectful to all customers during day to day interactions, telephone etiquette is an area where we can exceed our customer's expectation.

Our commitment to a professional appearance both personal and environmental will be demonstrated by:

- *Dressing according to our hospital dress code.
- *Wearing ID badge on right shoulder, left shoulder or mid-chest area.
- *Showing responsibility in keeping our work environment, and all areas throughout our facility safe, tidy, and clean.

Our responsibility to use exceptional telephone etiquette will be demonstrated by:

- *Answering all calls by the third ring.
- *Identifying ourselves and our department when answering the phone and asking, "How may I help you?"

We will display our professional attitudes of respect for our co-workers by:

- *Greeting everyone with a smile.
- *Showing kindness in all situations.
- *Accepting each others differences thus dealing appropriately with conflict.
- *Using the 5-10 Rule in facility corridors (eye contact made with all individuals when 10 feet away and acknowledging when 5 feet away).

PRIVACY

We will work together to ensure our customer's right to privacy and confidentiality. We will create and maintain a secure and trusting environment, with the goal of promoting peace of mind. When entrusted with a customer's affairs we will treat all information as confidential.

Our customer's privacy and confidentiality will be maintained by:

- *Following HIPPA guidelines to maintain our patients privacy and modesty.
- *Using lower voices when communicating information.
- *Never discussing patients in public area (cafeteria, parking lot, elevators, hallways etc.)

- *Knocking on patient's door and request permission before entering and maintaining patient's modesty during interactions.

COMMUNICATION

Good communication is the foundation of positive customer service. At Gulf Coast Medical Center, we are committed to listening attentively to our customers. We want to understand their needs so that we may help them in the most appropriate manner.

We will demonstrate our commitment to communicating effectively by:

- *Keeping our patients/families informed in all aspects of the care being rendered i.e. discharge instructions, Hospital Consumer Assessment of Healthcare Providers (HCAHPS) scores.
- *Reducing our patient's need to press the call button by hourly rounding.
- *Before leaving our customer we will ask, "Is there anything else I can do for you?"
- *Utilizing A (acknowledge), I (introduce), D (duration), E (explain), T (thank you) in every encounter with our customers.
- *Using "no pass rule" (when a patient's call light is on the employee walking down the corridor will not pass the room without responding to the call light). This will be adhered to by all hospital staff.
- *Increasing employee interaction/visitation between departments thus promoting teamwork by maximizing dialogue and understanding of the departments.

ACCOUNTABILITY

We believe in taking pride in what we do. We are responsible for the outcomes of our efforts. We recognize our work is a reflection of who we are as people and as health care professionals.

We will demonstrate a sense of ownership/accountability by:

- *Cleaning and returning equipment to its proper place and requesting repair of inoperable equipment by the end of our shift.
- *Seeking learning opportunities by taking advantage of education programs both internally and externally i.e. Health Net, Lunch N Learn, professional organizations.
- *Reporting self occurrences/variance reports within 24 hours of the event.
- *Completing license renewal, required certifications for position, and annual mandatory educational requirements without reminders.
- *Conforming to hospital policy and procedures relating to time and attendance.
- *Accepting responsibility for actions and taking steps to improve process to prevent future occurrences.

INTEGRITY

We are here to serve our customers. We are committed to providing the highest quality of service and care, and to meeting our customers' needs with respect, compassion and integrity.

We will demonstrate a sense of integrity by:

- *Maintaining loyalty to our facility by speaking in a positive manner when speaking of Gulf Coast Medical Center.
- *Serving as a role model for others.
- *Recognizing our fellow co-workers for a job well done.
- *"Raising the bar" on service performance.
- *Being honest in all of our interactions with our customers.

I, _____ an employee at Gulf Coast Medical Center will comply willingly with all of the above organizational standards. I commit, to not only living the standards in my day to day work, but also to be an example to all employees, patients , physicians and visitors that we take the GCMC standards seriously and display them every day in all of our actions. I will assist fellow employees to always uphold our standards to the best of my ability.

Employee signature _____

Date _____

Manager/ Leader signature _____

Date _____