




ROCKCASTLE
REGIONAL
HOSPITAL  RESPIRATORY CARE CENTER

Behavior Standards





Dear Employees,

As we began our journey toward excellence in every aspect of the delivery of healthcare services, or “dazzling our patients with humanity”, we realized that our workforce represents all of the very best that the Rockcastle Regional family has to offer. I offer you my commitment that we will constantly strive to focus on great customer service and an absolute obsession with the best interest and safety of our patients. We know that these goals cannot be achieved unless each and every one of you are dedicated and fully engaged in this pursuit. It is through your efforts and commitment that we are able to achieve operational excellence and become a world class provider in healthcare delivery.

Thank you,

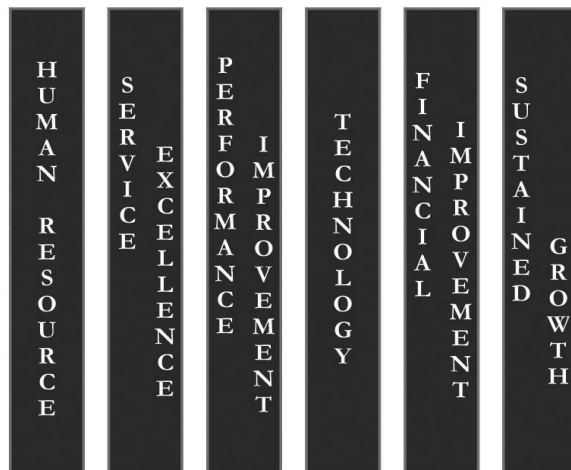
A handwritten signature in black ink, appearing to read "Stephen A. Estes". The signature is fluid and cursive, with a long horizontal stroke at the end.

Stephen A. Estes, President/CEO
Rockcastle Regional Hospital

Update September 1, 2016

Strategic Framework for Excellence

Organizational Pillars of Performance



Human Resources

To create and maintain a highly motivated team of great employees through selective and appropriate recruitment, improved employee satisfaction (reward and recognition), employee retention and meaningful leadership development.

Service Excellence

To create and sustain a patient-centered culture which focuses on excellence in the delivery of service and an absolute obsession with patient safety resulting in an extremely satisfying and “excellent” patient or resident experience.

Performance Improvement

To continuously focus on results / outcomes and opportunities to improve patient safety and quality care for our customers through implementation of Best Practices within the organization.

Technology

To provide the latest, appropriate technology to the community we serve and to provide the resources necessary to integrate, standardize and streamline the clinical data needed by physicians, clinicians and support staff at all levels of care.

Financial Improvement

To optimize and sustain financial performance in an ethical and highly compliant environment thereby assuring the financial viability to recruit, retain and reward employees and to invest in needed infrastructure and equipment.

Sustained Growth

To achieve growth in volume and service lines while meeting both the needs of our patients / residents and our financial targets, further enabling the organization to carry out our mission.

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

1. Appearance

Our appearance represents our organization. We will take pride in our organization and do our part to maintain an uncluttered and litter-free workplace.

Personal Appearance

- Our dress will always be professional, tasteful, tidy, and discreet.
- All customers will be greeted with a warm and friendly smile, **follow the 10-5 Rule.**
- **10-5 Rule**
Anytime a staff member is within 10 feet of a visitor or team member, the staff member will make eye contact and warmly smile to acknowledge the guest/team member.
When a staff member is approximately 5 feet from visitor or staff member, a sincere greeting or friendly gesture of acknowledgement should accompany the eye contact and smile.
- Identification badges will be properly worn at proper level.
- Dress code policies will be followed (proper uniform and clothing, jewelry, perfume/scents).
- Good personal hygiene is expected.

Organization and Environmental Appearance

- When we see litter, we will pick it up and dispose of it properly. **(No Pass Zone.)**
- When we see spot or spills, we will see to it that they are cleaned up immediately.
- Equipment will be returned to its proper place.

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

2. Attitude

- Promptly welcome your customers in a friendly manner, smiling warmly, and introducing yourself. Don't allow anyone to feel ignored. **Utilize AIDET plus the promise in customer interactions.**
- Listen carefully to what our customers have to say. Avoid interrupting people unnecessarily.
- Treat everyone as if he or she is the most important person in our organization.
- Rudeness is never accepted.
- Meet the customer's immediate need or gladly take him or her to someone who will.
- Apologize for problems and inconveniences.
- Thank our customers for choosing our organization.
- Exceed our customers' expectations.
- Recognize that our customers have a sense of urgency and show them that we value their time. Customers are not an interruption of our work; they are our reason for being here.
- **After providing care for a patient end with, "is there anything else I can do for you, I have the time."**
- **No Pass Zone**
Employees are reminded that care of the patient is everyone's responsibility and they are expected to respond to call lights and alarms when walking through the hallways. They should not pass by the patient's room or someone in need of help without stopping to assist.

Silent Call Bell

Someone standing at patient room door is an indicator of possible need. Remember to acknowledge and ask "May I help you?"

"No Excuse" Policy

"I take ownership of my job and am 100% committed to doing my best possible work at all times".

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

3. Communication

Excellent communication with our customers is the foundation to sustainable success. Thoughtful, standardized communication strategies demonstrate who we are and how we care for “every patient/customer, every time.” **AIDET plus Promise.**

We must be committed to listening attentively to our customers in order to fully understand their needs. Close attention should be given to both verbal and nonverbal messages.

Our messages to customers should be delivered with courtesy, clarity, and care. We must avoid confusing customers and speak in terms that can easily be understood.

Greetings and Introductions

- Every customer will be greeted with a warm and friendly smile.
- Make eye contact and acknowledge the patient.
- Employees will introduce themselves promptly using **AIDET and Promise.**
- Use “please,” “thank you,” “sir,” and “ma’am” in all conversations when appropriate.
- **Use the 10-5 Rule.**

Telephone Etiquette

- All employees must know how to operate the telephones in their areas. When transferring a call, first provide the caller with the correct number in case the call is lost.
- Calls must be answered within three rings.
- Answer all calls by identifying your department and yourself, asking, “How may I help you?” or the equivalent. Speak clearly.
- Get the caller’s permission before putting him or her on hold. Thank the caller for holding when you return to that line.
- Recorded voice mail messages will be kept short and to the point. Avoid leaving complex messages.
- Return calls promptly.

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

Communication – con't

Giving Directions

- Observe customers and visitors; if someone appears to need directions, offer to help. Assist customers to their destinations. If you are unable to personally escort a customer, take him or her to someone who can.

Customer Information and Education

- Use easily understood and appropriate language when giving patients information about health, special diets, tests, procedures, medications, etc. Avoid technical or professional jargon by talking in the least complex manner.
- Reinforce verbal instructions with teaching sheets or other written material whenever possible.
- Use a multi-disciplinary approach when providing patients and their families with information regarding tests and procedures.
- Customers with special needs (i.e. translators for non-English speaking customers, interpreters, amplification devices, and closed-caption television for the hearing impaired) will have those needs addressed by appropriate departments.
- **Incorporate Bedside Shift Report into practicing/engaging patient in the reporting process.**

Confidentiality

- Information about patients is strictly confidential. Each employee is responsible for ensuring that it is not compromised.
- Information about patients and their care must never be discussed in public areas such as elevators, lobbies, the cafeteria or waiting rooms.
- Only members of the community relations staff are authorized to release information about patients and the organization to the media.

Follow Through

- When issues are identified, provide appropriate information to supervisor to assist in making proper decisions that are based on the organization's values.

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

4. Call Lights

- We will answer call lights with care, courtesy, and respect.
- All Rockcastle Regional employees are accountable for answering patients' call lights.
- If a unit station is unattended, any clinical employee can answer call lights at the station.
- If any employee is passing a room and observes an unanswered call light, ask the patient, "How may I help you?" Do not leave the unit until you are sure the message has been conveyed to the proper caregiver.
- Call lights will **be acknowledged by the third ring**, answered with, "How may I help you?" It is un- acceptable to respond, "Your caregiver is at lunch/break."
- **No Pass Zone**
 - No one passes a call light.**
 - No one passes an alarm.**
 - No one passes a patient/family member in need of assistance.**
 - No one passes a patient/family member standing in doorway (silent call light).**
 - No one passes trash or clutter in a patient's room, or inside or outside the facility.**

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

5. Commitment to Co-Workers

As Rockcastle employees, we are to serve our patients and our community. In order to function effectively and efficiently, it's essential to treat our co-workers with the utmost respect and courtesy.

Our Mission and Values Will Guide Us In:

- “No Excuse” Policy
- Rejecting rudeness by treating one another with courtesy and respect.
- Treating co-workers as professionals by recognizing each person's area of expertise.
- Showing consideration for the time and priorities of our co-workers.
- Tolerance of fellow employees. Embracing our diversity and maintaining professional courtesy allows us to better serve our patients and community.
- Loyalty to co-workers and our organization. We will not undermine the work of others. We will respect the privacy of others by being discreet with our words and actions, both in person and through our use of social media.
- Support of fellow employees. We will offer help and support whenever possible. We will welcome new employees by offering our support with an open-door invitation.
- Honesty in all interactions with co-workers.
- Never chastising or embarrassing fellow employees, particularly in the presence of others.
- Addressing problems by going to the appropriate supervisor. We will remember that non-supervisory employees may not have the authority to make procedural changes.
- Take opportunities to manage up other disciplines, co-workers, and physicians with patients and families.

Manage up-is a communication tactic that allows us to paint ourselves, our co-workers, and our organization in a positive light. It is a behavior that is essential for reducing patient and family anxiety.

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

6. Customer Waiting

At Rockcastle, we recognize that our customers' time is very valuable. We strive to provide our customers with prompt service, always keeping them informed of delays and making them comfortable while they wait.

- Educate the patient and/or families about the process and expected wait time. **AIDET/Promise (Duration).**
- If it becomes apparent that a scheduled procedure or exam will be delayed, inform the customers as soon as possible. In the case of an outpatient procedure, let the customer decide whether to come in later or make a new appointment.
- If there is a delay for a scheduled appointment, and if appropriate, offer a new appointment if the procedure can be rescheduled.
- Customers may experience delays while undergoing multiple tests or while patients with more serious conditions are being treated. In such situations, customers must be updated about their status every 30 minutes.
- Update family members periodically- at least hourly-while a customer is undergoing a procedure.
- Always thank customers for waiting and apologize for delays.
- **Complete Hourly Rounding is an evidenced based practice to decrease customer waiting and anxiety.**

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

7. Elevator Etiquette

Elevator etiquette can create a favorable impression for our patients, visitors, and co-workers. Good elevator manners contribute to patient satisfaction and smooth transportation.

- Make eye contact, smile, and speak to fellow passengers. **Remember the 10-5 Rule.**
- Do not discuss patients, their care or organizational business on elevators to safeguard patient confidentiality and to maintain organizational integrity.
- When transporting patients in wheelchairs, always face them toward the elevator door. When exiting an elevator with a patient in a wheelchair, on a bed, or stretcher always make sure the way is clear before pushing the patient into the hallway.
- When a patient on a bed or stretcher is being transported by an elevator, don't allow that patient to be surrounded by other visitors or employees. Politely ask the others to wait for another elevator.
- Pause briefly before attempting to board an elevator so that you don't block the way for anyone wishing to exit. Wait for the elevator to empty before entering.
- Once on an elevator, make room for others and hold the door or "door open" button for them.
- Don't monopolize the space in the middle of an elevator. Allow patients and people with disabilities to be near the elevator door.
- If you are escorting someone, hold the elevator door and allow that person to enter first. When leaving the elevator exit and hold the door if possible.
- If you are escorting someone who is leaving the building, walk that person to the exit or lobby.

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

8. Privacy

We will ensure our customers' right to privacy and modesty by creating and maintaining a secure and trusting environment. When entrusted with a customer's affairs, we will treat all information as confidential.

Confidentiality and Modesty

- **Do not discuss** our customers in public areas (i.e. elevators, hallways, cafeteria, etc.)
- Interview and communicate with customers, families, and significant others in private. Close doors and curtains when indicated or keep a distance between customers when interviewing them.
- Respect our co-workers' privacy by **eliminating gossip**. Our customers also hear this unprofessional talk.
- Use discretion when conducting telephone conversations with customers.
- Patient records must be kept confidential.
- Always knock before entering a room and **verbalize "I am sanitizing for your safety"**.
- Provide the proper size gowns for customers.
- Provide a robe or second gown when a customer is ambulating or in a wheelchair. Provide sheets or blankets when a customer is being transported.
- Close curtains or doors during examinations and procedures.

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

9. Safety

Safety is everyone's responsibility. Employees should maintain situational awareness at all times. "Think safe, act safe, be safe, and stay safe" is the safety awareness creed.

- **Always practice proper hand hygiene, In, Out and In-Between.**
- **Remember to let your patients know "I am sanitizing for your safety"**
- Report all accidents and incidents promptly and completely.
- If you see a safety hazard, correct it if possible, report it if not.
- Use protective clothing and equipment when appropriate.
- Be prepared for emergencies and know the correct and prompt actions to take.
- Know the policies and procedures, both organizational-wide and departmentally, relating to safety issues.
- If in doubt, ASK

ORGANIZATIONAL TOP TEN BEHAVIOR STANDARDS

10. Sense of Ownership

Every Rockcastle organizational employee must feel a sense of ownership toward his or her job. By this, we mean taking pride in what we do, feeling responsible for the outcomes of our efforts, and recognizing our work as a reflection of ourselves.

Rockcastle Regional has adopted a “No Excuse Policy”. This is a commitment you make to yourself, your co-workers, the boss and our customers to do what you feel is in the best interest of the organization and our goal of achieving excellence. It requires thinking ahead to anticipate problems and holding yourself accountable for outcomes.

Refusing to make excuses is another way of saying “I take ownership of my job and am 100% committed to doing my best possible work at all times”.

Take pride in this organization as if you owned it.

- Do not say, “It’s not my job.” If you are unable to meet a request, be responsible for finding someone who can.
- Adhere to organizational and departmental policies regarding tardiness, breaks, and time clocks.
- Keep your work area and surrounding environment clean and safe.
- **Remember to protect your patients by washing your hands in, out, and in-between contact.**
- Strive to do the job right the first time, with a focus on the **customers’** needs.
- Look beyond your assigned tasks. Your responsibility does not end where your co-workers’ responsibilities begin. In most situations, responsibilities merge and blend. When it is appropriate for you to perform a service, do so.
- Pay attention to details.
- Complete assigned tasks. If interrupted, return to the job as soon as possible. If you are unable to finish a task, find someone who can.
- Always conduct yourself as a professional.
- Live the values of the organization.



Breathing *Life* into healthcare