



Graham Regional Medical Center

TITLE: Behavior Standards	Reviewed: July 2021
DEPARTMENT: Human Resources	# OF Pages: 6

1. PURPOSE:

The purpose of this policy is to provide employees with expectations of their behavior in working with internal and external customers.

2. SCOPE:

This policy applies to All Employees of all Department and Committees of Graham Regional Medical Center.

3. POLICY:

Graham Regional Medical Center will develop a set of Behavior Standards that identify expectations for Graham Regional Medical Center employees to follow.

4. DEFINITIONS:

4.1 A-I-D-E-T

- A=Acknowledge the Patient
- I=Introduce yourself
- D=Duration
- E=Explanation
- T=Thank you

4.2 Behavior Standards

- A set of behaviors created by Graham Regional Medical Center employees that identify a set of service expectations and describe how employees are to treat internal and external customers.

5. INDICATIONS:

N/A

6. CONTRAINDICATIONS:

N/A

7. HAZARDS / COMPLICATIONS:

N/A

8. INFECTION CONTROL

N/A

9. LIMITATIONS OF METHOD / PROCEDURE / DEVICE

N/A

10. EQUIPMENT:

N/A

11. PROCEDURES:

11.1 Providing quality care to those we serve is just one aspect of what we expect from our employees. It goes deeper than that. We expect our employees to create a culture of service. A culture that addresses the concerns of our patients; the likes and dislikes and then delivers on what we know. It's creating that always culture in our service delivery. Occasionally, we will not hit the target and when we don't, we expect our employees to deploy great recovery skills and try to "make it better". To that end, we need all employees to always follow the Standards of Behavior.

11.2 Graham Regional Medical Center employees have endorsed a set of behavior standards as our commitment of what can be expected of our behavior to our patients, visitors, our communities and to each other as healthcare professionals.

11.3 Our behavior standards along with job competency drive the expectations of the Graham Regional Medical Center workforce. The creation of the behavior standards are important because they were devised by employees represented by each department within the medical center. These standards have been categorized into subsection that employees know and understand to be important to the success of the organization.

11.4 All Graham Regional Medical Center employees are accountable to the standards. As such, these standards will be posted before an applicant applies for employment with Graham Regional Medical Center Reading, signing and most importantly, adhering to these standards between 9pm - 7pm, except for emergency

11.5 Customer Service – Go Above & Beyond!

- I will use the 5/10 Rule – Within 10 feet–Greet everyone with a smile and eye contact; within 5 feet-Greet everyone using an appropriate verbal greeting.
- I will respond to call lights within 30 seconds, enter patient room within 1-3-2 minutes
- I know that any staff can answer call lights when walking down the hallway and locate the appropriate nursing staff.
- I will knock before entering a room, and always introduce myself.
- I will, to reduce noise, adhere to not paging overhead between 9pm – 7am, except for emergency codes.

- I will acknowledge patient wait times and apologize for delays and update families of a patient's status.
- I will "Manage up!" - Positioning others in a positive light. It is a form of communication at all levels that aligns the employee's skills, their co-workers, other departments and physicians to the goals of the organization. *Never say "we're short staffed." "You're not my patient." "That's not my job."*
- I will make it a priority to protect patient privacy and confidentiality and maintain a professional demeanor at all times.
- I will focus on patient and customer needs. They come before casual conversations with my co-workers.
- I will walk visitors to their destination, and will not just give them directions.
- I will appropriately use the principals of AIDET when communicating with patients.
- I support the organization in conducting follow up discharge phone calls.

11.6 Personal Conduct-My Attitude and Behavior are Everything

- I will use appropriate language at all times.
- I will wear my ID badge at all times to properly communicate who I am and what I do.
- I will discourage gossip, criticizing or complaining. *"Take care of you instead of keeping up with others"*.
- I will be accountable for my work area. I will keep it clean and pick up after myself. I will take care of hospital equipment.
- I will not smoke or use tobacco products at any time during the duration of my shift. This means I will not smoke or use tobacco products during my breaks. Therefore, I will not smoke or use tobacco products on hospital grounds nor come to work smelling of smoke.
- I will respect the privacy of my fellow employees.
- I will treat others how I want to be treated.
- I will give my patients confidence in their care by showing confidence in my work and my skills.
- I will avoid using communication devices (cell phone, internet, ipod, etc.) for personal reasons during work time.
- I will BE POSITIVE!

11.7 Professional Conduct-I'm Accountable

- I will never take shortcuts to save time.
- I will keep my work space clean and in proper order.
- I will be flexible with changes to my work environment and schedule.
- I will come to work on time and prepared for the day.
- I will dress appropriately according to the dress code.

- I will be positive and approachable in all interactions, recognizing that my co-workers have value.

11.8 Team Work – All for one, one for all!

- I will Step up and Step In.
- I will look beyond my assigned tasks and will willingly assist co-workers when asked, if possible.
- I will recognize when others in my department need help and I will ask what I can do to help and let them know that I care.
- I understand that it is okay to ask for help when I need it.
- I will be a good mentor and support co-workers by sharing my knowledge/expertise.
- I will provide constructive feedback to fellow employees privately and respectfully.
- I will work toward coordination between departments, because it is important for my patient's satisfaction. I will communicate with other departments to ensure good continuity of care. I will work to be part of the team!
- I will be flexible! (*including changes to work environment/schedule.*)
- I recognize that every employee/department is equally important.
- I will point out strengths of co-workers – a little praise goes a long way!
- I will continually seek opportunities to support, promote, and improve my organization.

11.9 Communication-Talk, Listen, Learn

- I will explain processes & procedures to patients in a way that they will understand; not in clinical terms.
- I will communicate with courtesy, clarity, and care.
- I will always introduce myself
- *On the phone:*
 - “Graham Regional Medical Center,
My department name, My name
How may I help you?”
- *In person:*
 - My name, title, department
- I will use complete and concise phone etiquette:
 - Listen to the Customer
 - Own the problem, if there is one.
 - Follow through with phone transfers.
 - Give the customer my name and number and take theirs.
 - Tell the customer that I am going to transfer them and give them the transfer number in case the call gets dropped. I will talk to the person that I am going to transfer the customer to before I complete the call transfer.

- I will respond to email in a timely manner; no longer than 24 hours and I will set an out of office message for days I will be away from work.
 - I will be an active listener. I will listen to learn; not just to respond.
 - I will watch my body language because it speaks volumes! I will make eye contact, smile and use other positive facial expressions. I will watch my posture and keep it open and inviting, and demonstrate
- 11.10 Diversity-Embrace our Difference**
- I recognize the values of a diverse workforce and remain open to new viewpoints, ideas and talents of co-workers and patients.
 - I will exercise a high level of service to everyone regardless of our differences.
I will respect religious and cultural diversity.
 - I will use the translating service when necessary.
- 11.11 Safety-Think Safe, Be Safe**
- I will report all safety hazards, accidents, and incidents promptly and completely.
 - I will use proper tools and equipment at all times.
 - I will ask for assistance when lifting and use lift equipment when appropriate.
 - I will be prepared for emergencies and knowledgeable of the disaster policies.
 - I will be observant and respectful of patient safety needs.
- 11.12 Service Recovery-Make It Better**
- When the Graham Regional Medical Center experience doesn't go right for a customer; we pledge to try to make things better even in difficult situations.
 - I will never underestimate the power of an apology.
 - I will always anticipate and correct problems before they become complaints.
 - I will deal with situations, not personalities.
 - I will listen to the customer's concerns with empathy and try to understand their view and not place blame.
- 11.13 Keep Improving-Raising the Bar**
- I will continue to increase my knowledge and competencies to continually improve the quality of healthcare provided to our patients.
 - I will take pride in my organization and promote it in a positive light in the communities that we serve.
 - I will encourage innovation and constant improvement in efficiency and effectiveness.
- 11.14 A-I-D-E-T**
- To assist us with creating a great service culture, we utilize the AIDET fundamentals of service.
 - **A= "Acknowledge the patient."** Employees will call patients by their last name and address them as Mr. or Ms./Mrs.

- **I= “Introduce.”** Introduce yourself, your skill set, your professional certification, and your training.
 - **D= “Duration.”** Describe how long the test, procedure, or process will take and how long they can expect to be there. Be honest. Tell them how it should take to get the results, etc.
 - **E= “Explanation.”** Explain the tests involved, the pain, and what happens next. Explain to them why you ask their date of birth each time you give medication. Tell them why you are looking at their wrist band. Tell them, for us, it is about patient safety and excellent care.
 - **T= “Thank you.”** Thank the patient for choosing our hospital, clinic, Home Health, or Rehab/Wellness Center. Thank them for allowing you to be part of their healthcare team.
- When we make AIDET part of our always culture, we will have very satisfied patients and that satisfaction will be reflected in the feedback scores that they give us.
 - Failure to adhere to the Behavior Standards may result in disciplinary action up to and including termination of employment.

12. DOCUMENTS:

N/A

13. RELATED DOCUMENTS / EXTERNAL LINKS:

N/A

14. REFERENCES:

AIDET principles created by Quint Studer

15. TITLE OWNER:

Human Resources Director

16. APPROVING COMMITTEE(S) / COLLABORATION:

N/A

17. FINAL APPROVAL:

Chief Executive Officer

18. SUPERSEDES:

N/A