



The goal of Iowa Specialty Hospital is to choose employees who exemplify an excellent standard of behavior. A set of performance standards has been developed by the employees of Iowa Specialty Hospital to establish specific behaviors that all employees are expected to practice while on duty. By incorporating these standards as a measure of overall work performance, Iowa Specialty Hospital makes it clear that employees are expected to practice the following standards of behavior.

APPEARANCE

I am Iowa Specialty Hospital. I strive to create a positive environment through my personal appearance and the appearance of the organization for which I work. Therefore, along with my colleagues I will . . .

Personal Appearance

- Adhere to dress code policy
- Dress in a professional manner, wearing clothing that is neat, clean and fits appropriately
- Practice good personal hygiene
- Wear identification badge at all times

Facility Appearance

- Pick up and dispose of litter properly
- Return equipment to the proper place
- Keep work areas clean and free of clutter

ATTITUDE

I am Iowa Specialty Hospital. I am here to serve our guests with the utmost care and courtesy. Therefore, along with my colleagues I will . . .

- Acknowledge guests – Immediately greet people in the hallways in a friendly manner, with a warm attitude, and a smile. Practice the 5/10 Rule.
- Practice AIDET – Acknowledge, Introduce, Duration, Explanation and say Thank You
- Practice the “HEAT” method: Hear them out, Empathize, Apologize, Take action
- Practice “Service Recovery” – Anticipate, Acknowledge, Apologize, Amend
- When a customer voices a concern, verbalize “I am sorry, what can I do to fix this right now?”
- Practice “Key Words at Key Times” as assigned
- Thank them for choosing Iowa Specialty Hospital – routinely practice an “attitude of gratitude”.
- Every patient, family member and visitor is special; choose an attitude that facilitates this.

RESPECT

I am Iowa Specialty Hospital. I recognize that I treat our patients, guests and co-workers with the utmost respect, dignity, courtesy, and confidentiality. Therefore, along with my colleagues I will . . .

Treat guests (patients, family members, and visitors) as I would want my family to be treated

- Display kindness and offer help
- Respect guests’ values, privacy, environment and confidentiality
- Be punctual in meeting our customer’s requests and needs
- Recognize and respect differing cultures, viewpoints, and beliefs
- Make sure patient information is kept confidential. Never discuss patients and their care in public areas.
- Refrain from personal conversation among employees within earshot of patients and visitors. Know where it is “off-stage and on-stage” and practice “on-stage and off-stage” behavior.
- Knock before entering. Close curtains or doors during exams and procedures. In doing so explain that: “we are doing this for your privacy”. Provide a robe or a second gown if the patient is in a wheelchair.

Customer Waiting

- Educate families about processes and provide a comfortable atmosphere for waiting customers. Inform patient every 20 minutes when there is a delay, and provide diversional activities.
- An acceptable waiting time for scheduled appointments is fifteen minutes, and one hour for non-scheduled appointments.
- Offer refreshments and apology if a wait occurs. Always thank the customer for waiting.
- Update family members periodically – at least hourly while a customer is undergoing a procedure.

Treat Colleagues (employees, physicians, volunteers) as professionals deserving courtesy, honesty and respect

- Be courteous, honest and thoughtful in our interactions
- “Manage-up” co-workers to decrease patients’ and families’ anxiety – praise whenever possible
- Recognize and support the skills of individuals as well as team member’s work
- Offer assistance whenever possible – Be a team player – Welcome newcomers
- Willingly accept additional responsibilities whenever possible
- Show respect for co-workers by openly and assertively discussing concerning issues as they arise.
- Conflict resolution should not be attempted by using the email system.
- Address problems that can’t be resolved on an individual basis, by going to the appropriate leader, follow the chain of command, and hold the leader accountable by requesting follow up.

COMMUNICATION

I am Iowa Specialty Hospital. I listen attentively to guests and co-workers in order to fully understand their needs. Similarly, messages are delivered with courtesy, clarity and care. Therefore, along with my colleagues I will . . .

Acknowledge guests

- Smile and maintain eye contact
- Introduce self and your role in the patient's care
- Use guest's names when appropriate
- Listen thoughtfully and respond to both verbal and non-verbal messages
- **Escort** a patient, visitor, or family member to their destination when they appear to need directions

Keep customers appropriately informed

- Use appropriate terms that can be understood by patient/family
- Communicate appropriately to fit age, gender and culture of guest
- Invite and answer questions
- Provide timely feedback

Call Lights

- All Iowa Specialty Hospital staff acknowledge call lights and respond to requests within three minutes.
- Address the patient by name if able and find appropriate assistance when necessary.
- Anticipate patients' needs so they will not have to use their call light, use script; "Is there anything else I can do for you? I have the time."
- Ensure continuity by reporting to other members of the team before leaving work area.

Telephone/Voicemail

- Identify self and department
- Answer with a "smile" in your voice and within three rings
- Ask callers permission to place them on hold
- Minimize hold time and thank the caller for holding
- When transferring a call, inform the person to whom you are transferring as to the nature of the call
- Respond to messages in a timely manner
- End all calls politely and offer additional assistance
- Know the proper functions and follow the policies of devices

Cell phones/email etiquette/Cisco personal communicator/other electronic communication

- Check and respond to email daily while at work
- Appropriate use of the internet, instant messaging and social media is an expectation
- Personal cell phones should be put on vibrate during working hours and should be used minimally
- Know the proper functions and follow the policies of devices

OWNERSHIP/ACCOUNTABILITY

I am Iowa Specialty Hospital. I take pride in acting as an owner, accepting accountability for that ownership. Therefore, along with my colleagues I will . . .

Anticipate and exceed guests' needs and expectations

- Seek to improve our guests' comfort by offering assistive measures
- Treat patients and belongings with care and respect
- Utilize "on-call" or off duty staff when necessary to meet Organizational Excellence goals
- Address every request or concern until it is resolved or until someone else accepts responsibility for its resolution

Understand and accept responsibility

- Take responsibility and initiative to get my job done and assist others
- Accept responsibility for my actions, not placing blame on others – Do the right thing
- Assist in making changes when problems are identified or something is unclear
- Take pride in this organization as if I own it

Act as an ambassador of Iowa Specialty Hospital at all times

- Report all safety hazards, accidents/incidents immediately
- Contribute to the safety and security of the working environment
- Treat Iowa Specialty Hospital property with care and respect
- Represent Iowa Specialty Hospital positively in the workplace. Take concerns first to the individual involved and then to leader if the issues is not resolved.
- Represent Iowa Specialty Hospital positively in the community. Behaviors including criticizing, condemning, and complaining about Iowa Specialty Hospital in public are not consistent with this Standard of Organizational Excellence.

I have read and understand the Standards of Behavior and I agree to comply with and practice the standards outlined.

Signature of Employee/Applicant

Date

Witness

Date