



Iowa Specialty Hospitals & Clinics

Organizational Excellence Standards of Behavior

Iowa Specialty Hospitals and Clinics choose employees who exemplify an excellent standard of behavior. These standards have been developed by the employees of Iowa Specialty Hospitals and Clinics and are mandatory for all employees to practice.

I am Iowa Specialty Hospitals and Clinics.

APPEARANCE

I strive to create a positive environment through my personal appearance and the appearance of the organization.

Personal Appearance

- Adhere to dress code policy established by each department
- Dress in a professional manner, wearing clothing that is neat, clean and appropriate.
- Practice good personal hygiene
- Wear identification badge at all times at eye level

Facility Appearance

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

ATTITUDE

I am here to care for our guests with the utmost care and courtesy.

- Acknowledge guests and staff in a friendly manner, with a warm attitude and a smile; follow the 5/10 Rule.
- AIDET – Acknowledge, Introduce, Duration, Explanation and say Thank You
- Be accountable for all guests' concerns. Invite and answer questions
- HEAT method: Hear them out, Empathize, Apologize, Take action
- Implement Service Recovery – Anticipate, Acknowledge, Apologize, Amend
- Thank them for choosing Iowa Specialty Hospitals and Clinics with an attitude of gratitude
- Every patient, family member and visitor is special; leave a lasting impression

RESPECT

I will treat our patients, guests, co-workers and facilities with the utmost respect, dignity, courtesy and confidentiality.

Treat others as I would want my family to be treated

- Display kindness and offer help
- Respect others values, privacy, environment and confidentiality
- Be punctual in meeting requests and needs
- Recognize and respect differing cultures, viewpoints and beliefs
- Use terms that can be understood by others
- Make sure patient information is kept confidential. Public areas are not appropriate for patient related discussions. Use on stage and off stage behavior
- Respect privacy when addressing guests' needs. Knock before entering, close curtains or doors and make sure guests' needs are met

Acknowledge guests

- Smile and maintain eye contact
- Introduce self and your role
- Use guests' names when appropriate
- Listen thoughtfully and respond to both verbal and non-verbal messages
- Escort a patient, visitor or family member to their destination

Customer Waiting

- Provide a comfortable atmosphere for waiting patients and guests
- Inform patient and guests of any expected wait time and follow up in a timely manner
- Always thank the guest for waiting. Offer refreshments and an apology if a wait occurs

Colleagues

- Be courteous, honest and thoughtful in our interactions.
- Manage-up co-workers to decrease patients' and families' anxiety
- Recognize and support the skills of individuals
- Be a team player and welcome newcomers
- Willingly accept additional responsibilities
- Openly and assertively discuss concerns as they arise.
- Conflict resolution should not be done by using email, instant or text messaging.
- Address problems that can't be resolved by following the chain of command.

COMMUNICATION

I listen attentively to guests and co-workers in order to fully understand their needs.

Telephone/Voicemail

- Answer with a smile in your voice
- Identify self and department
- 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.
- Respond to messages in a timely manner
- End all calls by offering additional assistance

Cell phones/email etiquette/ personal communicator/ electronic communication

- Check and respond to email daily while at work
- Use of the internet, instant messaging and social media are property of the hospital.
- Personal cell phones should be off during working hours and should be used during scheduled breaks and lunch.
- Follow the Electronic Communication Policy

OWNERSHIP/ACCOUNTABILITY

I take pride and accept accountability and ownership.

I will anticipate and exceed guests' needs and expectations.

- Seek ways to improve our guests' comfort
- Treat patients and belongings with care and respect
- All staff will respond to call lights
- Address guest by name if able and find appropriate assistance when necessary.
- Respond to guests' needs using key words at key times such as; "Is there anything else I can do for you? I have the time."
- Utilize on-call or off duty staff when necessary
- Address every request or concern until it is resolved

I will accept responsibility.

- Take responsibility and initiative to get my job done and assist others
- Accept responsibility for my actions and do the right thing
- I will choose to have a positive attitude
- Hold myself and co-workers accountable
- Welcome and embrace change
- Contribute to safety and security by reporting all safety hazards, accidents and incidents immediately
- Ensure continuity by reporting to other members of the team before leaving work area.

I am an ambassador of Iowa Specialty Hospitals and Clinics. Therefore, along with my colleagues I will represent Iowa Specialty Hospitals and Clinics positively in the workplace and communities. Criticizing, condemning and complaining about Iowa Specialty Hospitals and Clinics are not consistent with these Standards of Behavior.

I am Iowa Specialty Hospitals and Clinics.

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