



# code of Excellence

Standards of Behavior  
by and for the Staff of

Guadalupe Regional

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M E D I C A L   C E N T E R





# GRMC code of Excellence

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## GUIDING PRINCIPLES

### **Vision** - what we aspire to be like:

*Guadalupe Regional Medical Center's Vision is to be an elite Medical Center providing quality health care that is both technologically advanced and compassionate.*

### **Mission** - our overall purpose:

*Guadalupe Regional Medical Center's Mission is to be the preferred provider of excellent and comprehensive health care, making a positive difference in every life we are privileged to touch.*


### **Values**

- **Compassion** - represents our willingness to serve our customers with both our minds and our hearts.
- **Dedication** - describes our commitment to serving others, as we would want to be served, with dignity and respect.
- **Excellence** - signifies our belief that our customers and fellow employees deserve the very best from us.
- **Enthusiasm** - indicates we are energized by the opportunities we share to make a difference in the lives of those we serve.
- **Teamwork** - expresses our desire to have faith in each other and to work together toward a common vision.



## Attitude and Sense of Ownership

***I am the heart of Guadalupe Regional Medical Center. I take pride in acting as an owner of my hospital and I accept accountability for that ownership. My attitude will reflect my commitment to our Medical Center's mission, vision, values and goals. Therefore, along with my colleagues I will:***

1. Commit to excellence. Our customers and fellow employees deserve the very best.
2. Demonstrate compassion by serving our customers with both our minds and our hearts.
3. Repeat stories of success, not failures, of our co-workers and encourage unity within the organization.
4.  Treat everyone with utmost courtesy and respect.
5. Always exhibit professionalism, avoiding rumors, gossip, profanity and other unseemly behavior.
6. Represent GRMC in a positive manner in the workplace and in the community.
7. Be a positive role model. A positive attitude is contagious.
8. Know and understand the responsibilities of my job and hold myself accountable.
9. Inform myself about our services, procedures and policies so that I can provide customer service excellence—service that is caring, accurate, timely, helpful and complete.
10. Anticipate, be proactive and pay attention to details. My responsibility does not end where my co-worker's responsibility begins. Look beyond my assigned tasks; most responsibilities merge and blend. When it is appropriate for me to offer to serve someone, I will do it.
11. Be responsible for finding someone to meet a request I am unable to meet. I will not say, "It is not my job." Everyone's job is to serve the customer.
12. Address customer issues that arise as quickly as possible. If necessary, I will refer it to the most appropriate person to handle the follow-up, and tell the customer who will follow-up with them.
13. Work with integrity and model professional behaviors at all times.
14. Refrain from discussing staffing or internal issues with, or in the presence of, customers or visitors.
15. Be enthusiastic about the opportunities we share to make a difference in the lives of those we are privileged to serve.



THIS SMALL CHECK INDICATES A STANDARD THAT DIRECTLY INFLUENCES RESPONSES ON PATIENT SATISFACTION SURVEYS.




## **Appearance**

***My appearance influences my attitude and the perception of care I give others. Therefore, to present a professional and polished appearance I will:***

### **Personal**

1. Maintain appropriate personal appearance by coming to work clean, well groomed, appropriately, tastefully and decently dressed (discrete and properly fitting) for the position I hold.
2. Adhere to hospital and departmental dress code policies including the use of perfume, jewelry and artificial nails. The dress code should never regress below business casual. The same standards apply to on call staff.
3. Wear ID badge at all times while on duty, clearly visible and worn above waist level with photo facing outward.
4. Follow hospital policy regarding smoking and promote our smoke-free environment.
5. Avoid smelling of strong smoke or perfume smells.



### **Facility**

1.  Keep hospital neat and clean, paying particular attention to patient rooms and bathrooms.
2. When litter is observed, I pick it up and dispose of it.
3. Clean up spills and return equipment to its proper place in a timely fashion.
4. Keep my workstation neat and clean.
5. Keep food and drink in designated areas.
6. Clean up after myself when I use break rooms and other shared areas.



## Customer Service

***Because our Medical Center is committed to patient satisfaction and customer service excellence, I will:***

1. Smile, make eye contact, and greet customers and families by their name and introduce myself, using a tone of voice that is alert and pleasant.
2. Ask, "How can I help you today?"
3. Offer help immediately to anyone who appears in need of assistance.
4. Offer to escort lost customers/visitors to their destination.
5. Listen carefully to customers and their families.
6. Explain wait times to customers and families before they occur. Keep them informed with regular updates, and apologize for any delays.
7. Anticipate the customer's needs and questions by explaining in terms they can understand, including what is going to happen to the patient before it happens, how long it will take and what happens when we finish.
8. Offer further assistance by asking, "Is there anything else I can do for you?" Remember that our goal is to convey to our customers that they are important to us and that we are here to meet their needs.
9.  Strive to keep the areas around patient rooms quiet.
10. Find someone else to help to meet a request if I am unable to do so.
11.  Answer call lights in a way that demonstrates the care, courtesy, and respect our customers deserve.
12. Take ownership for complaints. Immediately acknowledge the customer's concern, apologize for not meeting their expectations, and personally work to fix the problem to avoid any future service failures.
13. Thank the customer for choosing GRMC.



## **Teamwork**

***Teamwork represents our desire to have faith in each other and to work shoulder to shoulder toward a common vision. As a team member, I will:***



1. Think win-win. I support a culture that finds solutions rather than makes excuses or blames others.
2. Be on time and meet attendance expectations to provide consistency in the quality of my work.
3. Be accountable for timely completion of all documentation required of me during my employment (i.e. charting, Employee Health forms, Human Resources forms).
4. Be mindful of my time away from my work area (breaks, lunch etc.).
5. Communicate unexpected delays to my supervisor and appropriate staff at the facility, because, when I must be late for work, my co-worker must cover me.
6. Offer help before I am asked to help.
7. Welcome new employees. Set an example of the cooperation expected in the workplace by offering to help them get oriented to their new job.
8. Treat one another as professionals who deserve courtesy, honesty, and respect.
9. Recognize the strengths and weaknesses of all team members and draw on others' talents. Ask for help when needed.
10. Apply teamwork across departmental lines, offering to help others when possible.
11. Be considerate of everyone's time; I avoid last minute requests or changes.
12. Praise in public and offer respectful feedback in private. Avoid discipline or criticism of fellow employees in the presence of others (especially our customers).
13. Be receptive to constructive criticism and feedback.
14. Offer encouragement. I praise when a job is well done.
15. Not make negative comments about my fellow team members' workload or work habits to patients. I never say, "It is not my job" or "We are short staffed."
16. Not engage in or listen to negativity or gossip. I will recognize that listening without acting to stop it is the same as participating.
17. Recognize that teamwork is built on trust. I foster trust by following through on my promises and my responsibilities.
18. Respect and value different cultures and religious beliefs.
19. Know I am part of the "we." There is no "they."
20. Hold each other accountable for these teamwork principles.



## Communication

***Our goal for communication standards is understanding. We must be committed to listening attentively to our patients, fellow employees, and customers in order to fully understand their needs, including the recognition and acceptance of diverse backgrounds and ages. Our messages to patients, employees and customers should be delivered with courtesy, clarity and care. Therefore, I will:***

### **Person-to-Person Communication**

1.  Communicate clearly, speaking slowly, explaining in terms that our patients and families will understand.
2. Do not interrupt others.
3. Pay close attention to both verbal and non-verbal messages.
4. Greet people in hallways, in a friendly manner and smile. If someone appears to need directions I offer help.
5. Make eye contact, smile and speak when I come in contact with another person.
6. Introduce myself by name, my role in their care, and what they can expect from me, using a tone of voice that is alert and pleasant.
7. Use please, thank you, sir, and ma'am whenever appropriate.
8. Use "Mr." and "Mrs." or "Ms." with last name when addressing patients or family members (even when you know them) until given permission to use a first name.
9.  Listen carefully to customers and their families by being attentive to their thoughts, feelings and concerns and adapt my response to make them feel comfortable and understood.
10. Keep personal conversations with other staff members away from the presence of our guests and customers.
11. Be professional and careful in what I say. Sarcasm and humor can be taken the wrong way.
12. Always be aware of others' (patient, family members, colleagues and physicians) presence during conversation, particularly in hallways or common areas.
13. Address problems that can't be resolved on an individual basis, by going to the appropriate leader, following the chain of command, and holding the leader accountable by requesting follow-up.



## **Telephone Communication and Courtesy**

1. Be knowledgeable in the use of GRMC phones and their features.
2. Answer calls promptly (within three rings).
3. Ask if I can call the person back if I am uncertain of the correct information.
4. Speak clearly. I let my smile come through my voice.
5. Not chew gum, eat or drink while talking on the phone.
6. Answer calls with a greeting, my department and my name. Introduce myself by name and department when I call a person.
7. Give the caller the name and number to where she/he is being transferred, when transferring calls between departments. I instruct the caller to leave a message should they reach voice mail. I give the caller my name and number in case they need to call me back.
8. Limit paging someone to only when absolutely necessary. When paging, I will wait a reasonable time before leaving my phone or re-paging.
9. Wait for a response, when asking permission to put a customer on hold.
10. Place caller on hold, rather than laying the receiver down.
11. Periodically check on the caller and thank the caller for holding. Offer to let him/her leave a message, when a customer holds for an extended time.
12. Say, when appropriate, "Thank you for calling GRMC and goodbye."
13. Only place the caller on speakerphone after I have asked for permission. I introduce the caller to the other people in the room.
14. Limit the usage of my personal cell phone so that it does not interfere with my work. Follow hospital policy on cell phone use.

## **Email (MOX) / Technological Communication**

1. Check and respond to emails and voice mail at least once daily while at work.
2. Use a phone call instead of email if it would further communication and understanding.
3. Consider an alternate means of communication if there have been three or more email messages exchanged in an attempt to resolve a problem or reach a conclusion.



## **Privacy And Confidentiality**

***We are dedicated to serving others as we would want to be served, with dignity and respect. We will ensure our customer's right to privacy and modesty by creating and maintaining a secure and trusting environment. I will:***

1. Follow hospital policy for release of information.
2. Not disclose or communicate customer information to any third party without appropriate consent, according to HIPAA requirements.
3. Not discuss information regarding a customer in public areas, such as elevators, hallways, cafeteria, break rooms, or in the community.
4. Communicate with customers and their family members in a private manner, taking into account who is nearby.
5. Give customers the choice to decide who will be present in their room when information about their care is being discussed.
6. Knock before entering a patient's room. When leaving, I will ask if they would prefer their door to be open or closed (unless direct observation is necessary).
7. Utilize doors/curtains/blankets as appropriate to ensure privacy. (Explain to customers that this is being done for their privacy.)
8. Cover customers appropriately during transport.
9. Ask permission prior to removing blankets or garments.
10. Avoid display of customer information where the public has access.
11. Keep computer screens out of view of others.
12. Dispose of confidential information properly, utilizing the shredder boxes.
13. Correctly sign in and out of computer terminals.



## **Safety**

***Safety is the responsibility of all GRMC employees to ensure an accident free environment. It is a fundamental part of your job performance. Accidents are the result of actions and attitudes that you can help eliminate. I will:***

1. Know the policies and understand procedures, relating to safety issues both hospital-wide and departmentally. Be prepared for emergencies and know the correct and prompt action to take.
2. Know where my department's emergency preparedness plan, safety manuals and Material Safety Data Sheets are located and review them periodically.
3. Participate in all safety drills.
4. Sanitize my hands before and after direct patient contact.
5. Be proactive in identifying potential safety hazards. I will correct the safety hazard, if possible, or report it if I cannot fix the situation.
6. Respect all medical equipment. Be sure it is in good working order and use it in the proper manner.
7. Not take unnecessary chances with regards to my job. We are a team. I will not be afraid to ask questions or ask for help.
8. Protect my back when lifting, pushing, pulling or carrying. Get help if necessary.
9. Be aware of posted limitations and precautions. Use personal protective equipment (PPE) and follow standard or other appropriate precautions.
10. Think safe, act safe, be safe, and stay safe.
11. Work as a team of caregivers to avoid preventable harm to patients by providing safe quality healthcare.
12. Report a safety risk, when an error or near miss occurs, without fear of being blamed.

