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West Valley Hospital

Phoenix Baptist

Arrowhead Hospital

Care Connection

Phoenix Health Plan



Maryvale Hospital

Phoenix Memorial Hospital

Paradise Valley Hospital

TMC Advanced Imaging

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## *A message to all Abrazo Employees*

In support of our strategic service excellence initiative, we have developed standards of behavior guidelines that are spelled out in this booklet. They are basic elements of our strategy to excel in providing service to our patients and our other “customers.”

It is every employee’s responsibility to read, understand and live up to these standards.

Abrazo’s success greatly depends on our ability to provide consistently superior service. By living these standards, each one of us will contribute to achieving excellence in the eyes of those who matter most.....the people we serve.

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## *APPEARANCE: Look sharp / Be sharp*

Your appearance on the job is not only a reflection of your personal competence, professionalism and attitude, it reflects on everyone at Abrazo Health Care.

- Adhere to facility/departmental policies regarding dress codes.
- Wear your photo identification badge above the waist at all times with name and photograph visible.
- Dress for success. Be neat and well groomed.
- Practice good personal hygiene.
- Wear no cologne, perfume or aftershave offensive to others.

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**You have one chance to make a first impression.**

***-Anonymous***

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## *The difference is ATTITUDE*

At Abrazo Health care we believe that we are here to serve our customers.

Everyone's most basic expectation is to be treated with respect. We are committed to providing the highest quality of service and meeting our customers' needs with utmost care and courtesy.

This commitment must be reflected in our behavior.

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“There is little difference in people,  
but that little difference  
makes a big difference.

The little difference is attitude.

The big difference  
is whether it is positive or negative.”

-W. Clement Stone

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- Always take the initiative to be helpful and dependable.
- Promptly welcome your customers in a friendly manner, smile warmly and introduce yourself.
- Carefully listen to your customer. Make sure you hear the entire story. Avoid interrupting.
- Treat everyone as if he or she is the most important person in our facilities.

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- Be open and empathetic to problems and complaints, and always apologize.
  - Always value our customers and remain focused on their needs.
  - Exceed our customers' expectations.
  - Thank our customers for choosing us.

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.

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*COMMITMENT TO CO-WORKERS is people working together...*

At Abrazo Health Care, we recognize the value of a diverse workforce and remain open to new viewpoints, ideas and talents.

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**Coming together is a beginning...  
Keeping together is a progress...  
Working together is a success.**  
**- Henry Ford**

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- Treat each other with courtesy and respect at all times.
- Recognize that conflicts may exist among co-workers, but professional courtesy is expected.
- Set aside differences when working together.
- Recognize that we each have an area of expertise.
- Welcome new employees.
- Be supportive by offering help and setting an example of the cooperation expected in our workplace.
- Look for opportunities to recognize and celebrate a job well done.

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**Teams work better – when they work together**  
**-Alice Vernon**

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*COMMUNICATION is connecting with customers*

Communications are powerful. How you communicate with customers either adds to or subtracts from their experience and their likelihood of recommending Abrazo Healthcare.

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## *Greeting and Introductions*

- Introduce yourself promptly, including name and position or department.
- Greet every customer with a warm and friendly smile. Make eye contact and let each customer know they are important.
- Pay close attention to both verbal and non-verbal messages.
- STOP what you are doing when a customer speaks, and listen carefully. Give each one your full and prompt attention.
- Always communicate with care. Speak calmly, clearly and courteously.
- When approaching another individual; make eye contact at 10 feet and verbally acknowledge the person within 5 feet.

## *Telephone Etiquette*

- Answer phones promptly.
- Speak in a friendly tone of voice at all times.
- Identify yourself and your department.
- Ask the caller permission to place the call on hold. Callers on hold should be acknowledged and asked if they wish to continue on hold or leave a message. Thank the caller for holding when you return to that line.
- Return all calls promptly, within one business day, if possible.
- If a call requires transfer, first give the caller the phone number you are transferring to; assure that someone answers the transfer; identify yourself to the recipient.
- Conclude all calls with a “thank you” or “good bye”.
- Note any planned absences in the recorded message with alternative contact information provided to the caller.

## *Email Etiquette*

- Use appropriate language and professionalism when communication via email.
- Respond promptly to all email requests for information, even if just acknowledging receipt.
- Limit usage of email when a telephone call is more appropriate.

## *Giving Directions*

Observe customers, if someone appears to need directions, offer to help. Offer to escort customers to their destinations; or take them to someone who can.

## *Elevator Etiquette*

*For those facilities with elevators, practice the following elevator etiquette:*

- When transporting patients in wheelchairs, always face them towards the elevator door they will be exiting.
- When there is a patient on the elevator in a wheelchair, bed or stretcher, do not allow the patient to be surrounded by visitors or employees, politely wait for another elevator.
- Direct all patients and visitors to the public elevators.

Pause briefly before attempting to board an elevator so that you don't block the way for anyone wishing to exist.

- If you are escorting someone, hold the elevator door and allow that person to enter first. When leaving, exit and hold the door if possible.

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- Once you are on the elevator, allow space for others to board and push the hold button or hold the door for them.
  - Acknowledge fellow passengers.
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## *OWNERSHIP - Be the Solution*

- Be a part of the solution, not the problem, make suggestions to resolve issues.
- Take pride in this organization as if you owned it.
- Assume ownership of the problem until it is resolved regardless of who is responsible for the solution.
- Be certain that you understand all aspects and responsibilities of your job. Questions as well as suggestions on improvements are always welcome here.
- Strive to complete the job correctly the first time. Pay attention to detail.
- Focus on anticipation of others needs.
- Adhere to policies and procedures regarding tardiness and usage of company time.
- Reflect on the core values of respect and integrity.
- Always look for ways you can help beyond assigned tasks.
- All responsibilities blend and merge together.

## *Safety/ownership – “see it, own it, fix it”*

- Be a good steward of our facility by addressing concerns and taking ownership of unsafe conditions and reporting it to the appropriate area.
  - Be aware of the location of your Safety Manual and understand the contents.
  - Understand the safety and disaster codes, and respond appropriately.
  - Keep all areas neat, orderly and clutter free.
  - Put things back where they belong.
  - Remove broken equipment from service; tag it and notify the appropriate department.
  - Protect items from theft and damage.
  - Report all incidents on occurrence reports.
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## *PRIVACY/CONFIDENTIALITY - It's a private matter*

We ensure customers' right to privacy and modesty by creating and maintaining a secure and trusting environment. When entrusted with a customer's affairs, we treat all information as confidential. Discussion of these matters is restricted to situations where the information is necessary to meet customer's health needs.

Our concern for customers' privacy helps promote peace of mind and lessen their anxiety.

### *Privacy*

- Always knock and ask permission before entering a patient's room.
- Create a private atmosphere when discussing sensitive matters.
- Close curtains or doors between patients during examination and procedures.
- Provide appropriate gowns or robes for patient's when ambulating or in a wheelchair.
- Inform patients "We are protecting your privacy" when we do such things as listed above.

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## *Confidentiality*

Adherence to HIPAA Guidelines shall govern all discussions regarding Protected Health Information.

- Do not discuss our customers, their care or company business in public areas or when away from work. Discuss private matters in a private area.
- Respect your coworker's privacy by eliminating gossip; our customers also hear this unprofessional talk.
- Share information on a need to know basis.
- Telephone conversations shall always be conducted with discretion, protecting confidentiality.
- Access information only as essential to your job.
- Keep ALL patient information confidential, this includes information on employees and physicians when they are our customers.

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## *TIMELINESS . . . use time to make a difference!*

Perform your work in a timely manner; meet customer's needs as soon as possible.

### *Call lights*

*For those facilities with call lights, practice the following call light etiquette:*

- Answer call lights in a way that demonstrates the care, courtesy and respect our customer's deserve. Address the customer by name, whenever possible.
- All employees are responsible for answering patient call lights and locating appropriate staff to respond.
- Anticipate the patient's needs so they will not find it necessary to utilize their call light. Ask if there is anything else you can do before you leave.
- Ensure continuity of care by reporting to relief caregivers before leaving the floor. Return promptly from breaks.
- Check on patient one hour before shift change to minimize requests during report.
- The assigned caregiver shall acknowledge a patient's request call within a reasonable time. If the assigned caregiver is not available, another employee shall meet the request.

### *Customer Waiting*

- Recognize that our customers' time is very valuable.
- Strive to provide customers with prompt service, always keeping them informed of delays and making them comfortable while they wait.
- Educate families about the process.
- Provide a comfortable atmosphere for waiting customers, and let them know the approximate wait time whenever possible.
- If a scheduled procedure or exam is delayed, let the customer decide whether to come in later or make a new appointment.
- Always thank customers for waiting and apologize for delays.
- Return wheelchairs and other equipment to the proper department, unit or area to help prevent unnecessary delays for our customers.

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## *Achieving operational excellence: Five Fundamentals of Service*

Abrazo Health Care is creating an **embracing** culture. An **embracing** culture attracts and retains talented staff, financially out-performs the competition, has excellent clinical outcomes, is growing according to plan, and is full of employee – generated ideas for improvement. In health care, the most important customers are patients, their families, physicians, and each other – our own employees.

There are five behaviors we would like you to use in every customer encounter with Abrazo to anticipate, meet and exceed the expectation of the customer. These are acknowledgment, introduction, duration, explanation, and thank you. We know that most customer impressions are made in the first one to two hours. Using the five fundamentals of service establishes a level of consistent service. It improves customer satisfaction by allowing them to understand time expectations and procedures.

These are some of the ways Abrazo Health Care employees can put the five service fundamentals into action:

### *Acknowledgment:*

- Maintain eye contact
- Remember to smile
- Stop whatever you are doing so your customer knows they are important to you.

### *Introduction:*

- Welcome the customer
- State your name and department
- State your role in assisting the customer

### *Duration:*

- Explain how long before the patient will see the doctor or how long before a test starts
- Explain how long the test will take and how long until the results will be back
- Explain how the patient will get the results

### *Explanation:*

- Explain test or procedure and who will be involved in the actual test procedure
- Explain if the test will cause any discomfort or if there are post procedure instructions
- Offer to answer any concerns or questions or resolve any problems or complaints

### *Thank you:*

- Say “Thank you for choosing Abrazo Health Care.”

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## *My Personal Commitment to the Standards of Behavior of Abrazo Health Care*

*I have received and read The Standards of Behavior for Abrazo Health Care. I understand that I am expected to embrace and uphold these standards and pledge to do so in the conduct of my responsibilities and in my daily interactions with patients, colleagues, physician, volunteers, families, and visitors.*

*Print your Name* \_\_\_\_\_

*Sign your name* \_\_\_\_\_

*Date* \_\_\_\_\_

*Your signed Personal Commitment will become a part of your employment record at Abrazo Health Care.*

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