



FACES Culture of Service Standards

Commitment Booklet



## Mission Statement

We are dedicated to providing exceptional care to every patient, every time.

## Core Values

### Human Dignity

We accept all persons as being created in the image of God.

### Compassion

We respond with caring to the needs of others as if they were members of our family.

### Justice

We honor each person's rights and responsibilities in light of the common good.

### Excellence

We set and strive to attain high standards of performance and continuous improvement.

### Stewardship

We use our talents and resources wisely, with honesty and integrity.

Dear St. Luke's Team Member,

We would like to thank you for your commitment, focus, dedication and support of our patients and customers at St. Luke's Hospital.

With this booklet we will refocus on and recommit to our core values.

Our core values are Human Dignity, Compassion, Justice, Excellence and Stewardship.

The first core value means that we accept and treat all persons as being created in the image of God.

Compassion means that we respond with caring to the needs of others as if they were members of our family.

Justice is honoring each person's rights and responsibilities in light of the common good.

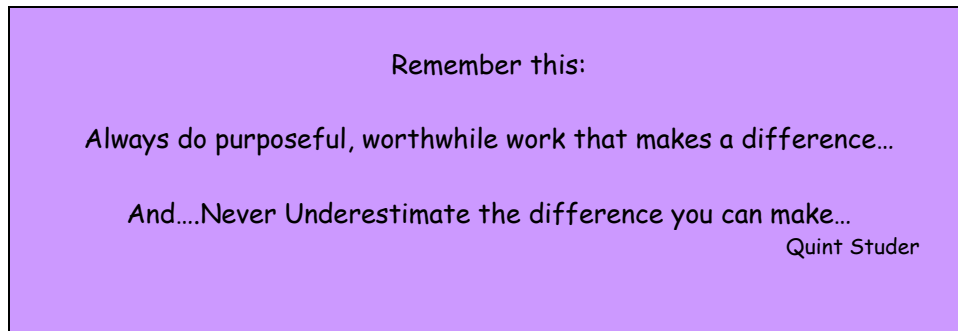
The last two values mean that we strive to attain high standards of performance and while using our resources wisely, commit to continuous improvement.

We have a great responsibility to one another, visitors, families, and, most of all, our patients.

Our challenge in the immediate future is not only to maintain our focus, but also to continuously look for new ways to improve our service levels, to enhance our commitment to one another and our physicians and finally to be the model for healthcare delivery for our region and the nation.

Our expectations for your performance and service are clear and strong.

We would like to encourage and challenge each of you to embrace and re-commit to our mission and values.



Setting clear job-specific service expectations for your performance and behavior and clearly communicating to each of you these standards is what you can expect of us. We are committed to the following:

- We will treat you with respect and I will be sensitive to your needs.
- We will facilitate and teach you effective problem solving skills.
- We will display a concern for unit morale and will engage the unit to form a team that improves morale, develops departmental cohesion and fosters a spirit of collegiality.
- We will communicate the organization's mission and core values and let you know how you fit into the big picture for the organization.
- We will positively represent the organization and administration to all customers.
- We will take responsibility for my own standard of behavior by empowering you through actively listening and responding to your needs and concerns.
- We will serve as a mentor by acting as an effective, consistent role model of service excellence by exemplifying courtesy, compassion and responsiveness toward you by speaking frequently and demonstrating a genuine interest in what is going on with you and your work life and personal life if you so desire.
- We will encourage, coach, support, recognize and reward you.
- We will explain what is happening in our department by communicating with you through staff meetings, written newsletters, and face-to-face communication.
- We will attempt to remove barriers by identifying obstacles to optimal customer service by seeking your input and actively working to change or modify policies, systems and resource allocations by communicating and advocating with administration on your behalf.

- We will develop department goals with you and provide you with a clear sense of the strategic direction for the organization so you will always know where you are going and how you will get there.
- We will perform as a team player by initiating communication and encouraging problem solving and collaboration with you. We will actively participate and contribute to hospital and departmental functions, activities and events.
- We will listen to you non-defensively and will consider your point of view and when disagreements occur we will negotiate solutions in the best interest of the customer and the organization as a whole.

If you are living the values at St. Luke's Hospital you will clearly understand these commitments and know what is expected of you. Our hope is that you will have a very rich and rewarding professional career here at St. Luke's Hospital and that you will leave a legacy to the people of the communities we serve through your extraordinary service to them.

We am looking forward to working with each of you as we take St. Luke's Hospital to the next level.

Thank you for your dedication to our mission.

Respectfully,

The St. Luke's Leadership team

## **FACES Culture of Service Standards**

The Right Thought plus the Right People

In the Right Environment at the Right Time

For the Right Reason = the Right Result....

John Maxwell - "Thinking for A Change"

Because exceptional service provided to all of our patients and fellow associates is an integral part of the mission and values of St. Luke's, we should understand our customer's needs and always strive to exceed their expectations.

We have developed a detailed set of standards to assist you in providing extraordinary customer service and living the values.

These standards, most of them you already practice in your daily work, have been compiled for you to establish and reinforce specific behaviors that all of us are required to practice while on duty.

Performing in this manner is your job and it is also the right thing to do.

Remember...you will be expected to adhere to these standards not just some of the time but ALWAYS...in every interaction...everyday!

### **Attitude**

I understand that the attitude I project is essential in creating favorable and lasting impressions with patients, families, physicians and coworkers.

I commit to displaying a warm, friendly, caring and positive attitude. I recognize that we aspire to be the best hospital and provide the best healthcare experience and I will display this attitude of service to all who come in contact with me.

Pleasant greetings and direct eye contact will be used with everyone I encounter, be it during a professional interaction with patients, families or passing a coworker in the hallway.

My total commitment is reflected in my attitude at all times in every place I go.

I will be supportive of others at all times and particularly in public.

Challenges that I may face personally or professionally or frustration that I may feel will not be expressed to our patients and families or in conversations that may be heard by our customers.

My attitude determines my approach to life...  
My attitude determines my relationships with people...  
Often my attitude is the only difference between  
success and failure.

**As a team member of St. Luke’s Hospital, I will:**

- Take pride in my department as if I own it
- Perform my work in a timely manner meeting my customers’ needs as soon as possible
- Live the mission and values in a professional manner
- Never say, “It’s not my job!”
- Welcome complaints and comments and use them as opportunities for improvement
- Apologize sincerely for the problem even if I am not directly involved in the problem
- Recognize, through my words and actions, the diversity of individuals and remain open to new viewpoints and ideas
- Help create a positive environment that helps my coworkers feel appreciated and valued
- Thank my patients for choosing St. Luke’s Hospital and end my interactions with, “ Is there anything else I can do for you, I have the time?”

If I am not meeting these standards what can I do to improve?

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How can I exceed my customers’ expectations?

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**Customer Acknowledgment**

As a team member of St. Luke's Hospital I realize that my patients can experience great anxiety due to their illness and just by being in the hospital..

**As a team member of St. Luke’s Hospital, I will:**

- Introduce myself to all customers/patients using the AIDET(Acknowledge, Introduce, Duration, Explanation and Thank You) tool and ask, “How may I help you?” in a friendly way
- Listen aggressively to understand, not just to respond, and I will not interrupt
- Treat every customer/patient as if he or she were the most important person in the hospital

- Say, “Please and Thank You”
- Respect and acknowledge that customers/patients aren’t an interruption of my work...they are my reason for being here

If I am not meeting these standards, what can I do to improve?

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How can I exceed my customers’ expectations?

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Believe what you do can make a difference.  
 Believe what you share can make a difference.  
 Believe the person you share with can make a difference.  
 Believe that together you can make a big difference.

### **Telephone Etiquette**

As members of the St. Luke’s Hospital we recognize that telephone etiquette and courtesy is everyone’s responsibility. A telephone conversation is often the first encounter an individual has with our hospital. First impressions leave a lasting impression and telephone courtesy does matter! When callers are treated with courtesy, they are more likely to respond courteously, positively and treat us more pleasantly and respectfully.

Instead of saying,  
 “No”...  
 Try saying...  
 “No problem ! ”

**As a team member of St. Luke’s Hospital, I will:**

- Know how to operate functions of our telephone system
- Not use the speaker phone unless I first ask permission
- Be pleasant, personable and professional in all interactions
- Identify my unit by name and say, “How may I help you?”
- Not rush the caller

- Prior to transferring a call, give the caller the phone number in the event the call is disconnected
- When I place someone on hold, I will ask permission to do so...”May I place you on hold? I will be with you as soon as possible”
- Take a complete phone message, (Name, phone number, reason for calling)

If I am not meeting these standards, what can I do to improve?

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How can I exceed my customers’ expectations?

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### **Patient Education**

As team members of St. Luke's Hospital we understand that being hospitalized may be a time of stress and uncertainty for many of our customers. I will provide my customers/patients and families with the complete information they need to make positive, well-informed, personal health care decisions and choices.

**As a team member of St. Luke’s Hospital, I will:**

- Use language that is easily understood when giving customers/patients and families instructions and information about any processes, health care matters, dietary information, medical tests, procedures and medications
- Collaborate with the customer’s/patient’s medical team to help reinforce all information that the team communicated to my patient
- Respect my customer’s/patient’s confidentiality and right to privacy when providing information to or requesting information from a customer/patient
- Conduct all patient interactions in a private setting making the patient comfortable
- Clarify any confusion or uncertainty about information that has been given
- Provide patients with special needs such as translators and/or interpreters and make any appropriate accommodations for the visually and/or hearing impaired



No matter how much you learn from the past, it will never tell you all you need to know for the present.

If I am not meeting these standards, what can I do to improve?

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How can I exceed my patient's expectations?

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## Appearance

As an employee of the St. Luke's Hospital I understand that my appearance is of extreme importance. My personal appearance and the appearance of my unit make lasting impressions with all of our customers. I commit to viewing myself through the eyes of my customers/patients. I recognize that I am the best at what I do and I am determined that anyone who has contact with my unit will have the same impression. My attire, jewelry and personal effects will always be professional, discreet, and will reflect "St. Luke's Hospital" and the "St. Luke's look".

I will consistently maintain all aspects of our environment in a clean, safe, orderly and attractive manner. Should I see a problem, I will fix it immediately.

### **As a team member of St. Luke's Hospital, I will:**

- Wear a smile when greeting all people using AIDET at all times in every interaction
- Wear my ID badge with my name visible above my waist at all times while on duty
- Observe all other dress code policies of St. Luke's Hospital
- Eat meals, snacks, etc., and drink beverages only in approved areas
- Keep hallways, work areas and common areas safe and free from clutter
- When I see litter I will pick it up and dispose of it properly

If I am not meeting these standards, what can I do to improve?

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How can I exceed my patients' expectations?

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Here's the thing about First Impressions...  
In the first 7 seconds...Our customers can make a decision about:  
-What they like  
-What they don't like  
-Whether or not they will return...

## **Customer Responsiveness**

As an employee of St. Luke's Hospital I realize that being in the health care environment can create feelings of anxiety and stress for customers/patients and their families. Sometimes even my coworkers can be stressed. I will appreciate these feelings and demonstrate the care, courtesy, respect and prompt service that all of my customers deserve.

I realize I am responsible to provide personalized attention to my customers/patients by anticipating their needs and concerns and by respecting to their potential sense of urgency. My customers are not an interruption of my work, but rather the reason I am here.

I must be accountable to all customers (patients, family members, visitors, physicians and coworkers) to be responsive and demonstrate respect for their time.

I will treat all customers/patients as if they are the most important person at St. Luke's Hospital. I will provide an ear for listening and live the mission and values in all my dealings with customer/patients.

I will be prompt in responding to requests from customers/patients/families and other members of the healthcare team.

### **As a team member of St. Luke's Hospital, I will:**

- Anticipate customer/patient needs and be committed to delivering service that exceeds these needs
- Be knowledgeable and know the proper procedure for responding to equipment alarms in my department

- Ensure continuity of care by reporting to the caregiver or coworker relieving me before leaving the floor for breaks, meals, or other reasons
- If the caregiver is busy with another patient, an appropriate coworker will meet this request
- I will resolve call light issues within 15 minutes from receiving the initial call from the patient

If I am not meeting these standards, what can I do to improve?

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How can I exceed my patients' expectations?

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People don't care how much you know until they know how much you care.

### **Customer Privacy and Respect**

As a member of St. Luke's Hospital I understand how important it is to create a courteous, respectful and trusting environment for our customers. I can create this environment by ensuring everyone I am interacting with has a right to privacy, confidentiality and respect.

Customers/patients trust me with information and I will treat all information as confidential. Discussion of these matters will be restricted to situations where the information disclosed is necessary to meet the customer's/patient's needs or provide assistance to the customer/patient.

All patients have the right to privacy...It is my responsibility to make sure I respect that right...

#### **As a team member of St. Luke's Hospital, I will:**

- Be discreet while discussing customer/patient related information and I will only discuss this information in private places away from where others can hear it
- Assure customer/patient confidentiality by not leaving patient related information visible on an unattended computer screen or in a public area
- Ask only for patient related information that is required to perform the responsibilities of my job
- Always knock before entering a patient's room or treatment area and always close doors/curtains in an area outside of hearing distance of other people

- Not gossip about patient or coworker confidential information
- Use discretion while conducting telephone discussions with customers/patients
- Never have a discussion regarding confidential patient information on my phone within hearing range of others
- Assure that I keep all customer/patient information confidential and I will abide by St. Luke's Hospital's policy on patient information and confidentiality

If I am not meeting these standards, what can I do to improve?

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How can I exceed my customers' expectations?

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### Overall Accountability

#### Accountability

**Faithful to our Episcopal-Presbyterian heritage, and it's ministry of healing, St. Luke's Hospital is dedicated to improving the health of the community. Using talents and resources responsibly, our medical staff, employees and volunteers provide care for the whole person with compassion, professional excellence and respect for each other and those we serve.**

**As a team member of St. Luke's Hospital I will:**

- Strive to exceed attendance expectations in order to provide consistency in quality of service
- Use good stewardship by being fiscally responsible by not wasting hospital time or resources
- Wear my badge at the level of my collar with the photo facing out so people can see it at all times
- Be on time for meetings and any appointments I may have
- Attend required staff meetings and participate in my unit's/ department's activities
- Acknowledge and respond to my voice mail and/or email in a professional, timely manner
- Work collaboratively with my colleagues to ensure success of St. Luke's Hospital
- Adopt and promote AIDET in all appropriate actions, all the time!
- Support a culture of extraordinary service

- Support a culture that finds solutions to problems without blaming others or using excuses
- Provide the most reliable and professional service to my customers as I possibly can

If I am not meeting these standards, what can I do to improve?

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How can I exceed my customers' expectations?

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### **Commitment to Fellow Employees**

*Without everyone's contributions, none of us could perform our job.*

*Each of us has an obligation to our fellow employees.*

#### **As a team member of St. Luke's Hospital I will:**

- Treat all coworkers with courtesy, dignity and respect
- Recognize that each of us has our own specialized areas of expertise and unique individual talents
- Show consideration and be sensitive to my coworker's time and feelings in all interactions
- Be tolerant of other people and recognize that differences may arise among co-workers and colleagues, but I also understand that my responses must be courteous, professional and I am still expected to work as a team member
- Realize that no one is perfect and differences should be set aside when working in a team oriented environment to get the job done
- Offer help and support to coworkers without them having to ask
- Be supportive, respectful and have a positive outlook and effect on my unit/department and my coworkers
- Be loyal and will not undermine my coworker's work
- Be honest in all interactions with coworkers and colleagues
- Not embarrass coworkers especially while in the presence of others
- Respect all individuals of St. Luke's Hospital regardless of age, gender, disability, race, creed, national origin or sexual orientation
- Welcome new team members and be supportive by offering help and setting an example of the cooperation expected in the workplace

- I will seek help from my supervisor to deal with a problem rather than complain about the problem...Complaining about it doesn't fix it...

If I am not meeting these standards, what can I do to improve?

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How can I exceed my customers' expectations?

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**St. Luke's FACES Culture of  
Service Standards**

**Acknowledgment Page**

**Team Member Copy**

**I acknowledge that I have received a copy of the Customer Service Standards for the  
of St. Luke's Hospital.**

**I understand that it contains important information about customer service  
standards and required behaviors that have been set by my Managers and Senior  
Leadership.**

**This information also defines behaviors that are in line with the mission and vision of  
St. Luke's Hospital.**

**I also acknowledge that I am expected to read the standards.**

**I acknowledge that I am expected to adopt the behaviors outlined in the standards  
and practice these behaviors while  
I am on duty.**

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**Employee Signature**

**Date**

**St. Luke's FACES Culture of  
Service Standards**

**Acknowledgment Page**

**H.R. Copy**

**I acknowledge that I have received a copy of the Customer Service Standards for the  
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and practice these behaviors while  
I am on duty.**

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**Employee Signature**

**Date**