

i EXCEL

INSPIRING EXCELLENCE EVERYDAY

INTEGRITY

- I will lead by example.
- I will be fiscally responsible by not wasting hospital time, resources or equipment.
- I will not take home hospital supplies.
- I will be honest with others.
- I will not discuss internal issues in front of patients, their families, or the public.
- I will be considerate by regulating the volume and content of my conversations and will not engage in or listen to negativity or gossip.

EMPATHY AND CARING

- I will answer all calls for assistance in a timely manner and provide periodic progress reports.
- I will take the time to listen- to employees, patients, customers, administrators, guests, etc... I will make eye contact when possible.
- I will be attentive to the needs of the patient and their family and complete priority tasks. When at the bedside, I will be sure to make frequent eye contact in order to avoid the perception of ignoring the patient and their family.
- I will always ask if there is anything that I can do for the patient and their family prior to leaving the room and will thank them as well.

EXCELLENCE

- I will anticipate needs and look for ways to exceed customer expectations.
- I will never use the excuse that we are understaffed or too busy in front of the patient and their family.
- I will take the initiative to problem solve.
- I will apologize quickly when warranted, I will thank the person for bringing the concern to my attention and I will follow up with the solution.
- I will wear a smile
- I will adhere to the dress code: no t-shirts, unit specific colored scrubs, no hoodies, non-uniform hats or sagging pants
- I will be clean and free of body odor or any perfumes
- I will live well (take care of myself)

COMMUNICATION

- I understand that my body language and tone of voice are powerful communicators. I will demonstrate an open, friendly posture and maintain a pleasant tone of voice.
- I will explain things in a way patients, family and coworkers can understand
- I will adhere to the NRMC cell phone policy
- I will always use AIDET (Acknowledge patient and family, Introduce myself and my role, Duration of procedure/exam, Explanation of procedure/exam and Thank You) when communicating with patients and their families.

Natchitoches Regional Medical Center Standards of Behavior

ETIQUETTE

- I will use proper telephone etiquette by identifying myself and the department when answering the telephone in a non-hurried manner and tone of voice.
- When calling a department within the hospital, I will identify myself and department prior to making inquiries.
- If I place someone on hold, I will inform them first and allow them time to acknowledge. I will check with them if the hold is delayed more than one minute and offer to take a message.
- I will follow the 10/5 rule: acknowledge the person at least 10 feet away with a smile, saying “hello” at 5 feet away.
- I will help lost guests and new associates by escorting them to their destination. I will avoid merely pointing in a general direction.
- I will use proper email etiquette. I will not use all caps or several exclamation points to emphasize a point.

LOYALTY

- I will never say that is not my job or that is not my patient. I will offer to assist in any way that I can, understanding that all patients are the responsibility of all staff.
- I will not call in except for unavoidable circumstances, understanding that call-ins leave my co-workers in a bind.
- I will not blame others in front of patients, their families or other staff members when there is a break in a process.
- I will manage up. In other words, I will speak highly of NRMC and our associates. I will routinely share with patients and their families information that helps them to feel confident about their care, both at work and in the community.
- I will take the initiative to help others when I see a co-worker or patient in need.
- When re-assigned to a department other than my home department, I will present to the department and take assignment with a positive attitude. If I have concerns or needs, I will verbalize those to the appropriate person in a collaborative effort to resolve those concerns, never angry or refusing to take the assignment.