

LEE MEMORIAL HEALTH SYSTEM BOARD OF DIRECTORS

POLICY MANUAL

no. 10.04B

category: General Operations

title: Code of Excellence

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07/26/02

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PURPOSE:

To ensure firm commitment to a program of excellence throughout the health system.

POLICY:

The Board of Directors shall support and pledge firm commitment to an ongoing program of excellence through the:

HEALTH SYSTEM EMPLOYEE CODE OF EXCELLENCE

- 1. Break the Ice**
Make eye contact...Smile...Introduce yourself...Call people by name...Extend a few words of concern.
- 2. Anticipate Needs**
You'll often know what people want before they ask. Take the initiative. It's everyone's job to help, or find help when needed.
- 3. Practice Courtesy**
Be quiet, courteous and attentive. Polite words are soothing and reassuring. Noise annoys. Make people feel special.
- 4. Explain What You're Doing**
People are always less anxious when they know what's happening.
- 5. Offer Assistance**
If someone looks lost or confused, stop and try to help.

6. **Respond Quickly**
When someone is worried, concerned or ill, every minute is an hour. Waiting time is more tolerable if the patient and/or family is kept informed.
7. **Be Careful of What You Say**
Privacy and confidentiality are extremely important. Watch what you say and where you say it. Show respect for patients and their families.
8. **Treat All People With Dignity**
Have patience. Slow down and take time to give. Imagine yourself on the receiving end. Offer choices. Be understanding. Make sure your words or tone of voice carry a caring, concerned attitude.
9. **Take Time to Listen**
When someone talks to you, even to complain, take time to listen. Remember that a patient or visitor is forming an instant perception of you that could be lasting.
10. **Help Each Other**
Everyone benefits when you and your co-workers act as a team. Offer assistance to others and accept help graciously.
11. **Use Good Phone Skills**
When you are on the phone, speak pleasantly. Be helpful and listen with understanding. Remember that others often overhear how you speak with a caller.
12. **Look the Part**
You represent more than just one individual. You are part of a longstanding and proud medical tradition. Your appearance and attitude are reflective of your personal pride in that tradition.