Standards of Performance & Behavior
Mission Statement

Improve the health of the community by providing exceptional health care.

Vision Statement

We are caring professionals driven by standards of excellence who go above and beyond to provide an exceptional patient care experience.

Value Statement

- Patients and families first
- Honesty, integrity and transparency in action
- Operational Excellence
- Teamwork, collaboration and communication
- Accountability
- An impeccable, healing environment
Orange Regional Medical Center
Standards of Performance & Behavior

Ownership

Communication

Service Recovery

Create a Positive Impression

Care and Compassion

Attitude

Call Lights

Commitment to Co-workers

Safety

Customer Waiting

Privacy and Confidentiality

Orange Regional Medical Center has adopted these Standards of Performance and Behavior to create clear expectations of behavior for our staff and an understanding for potential applicants as to how we conduct ourselves and treat each other. They also serve as a reminder that we must be diligent about practicing them. The Standards Team created this document with review and comment by staff, departments, Service Excellence Steering Committee and Executive Leadership team.

Our customers are everyone that we come in contact with on a daily basis. This includes, but is not limited to, our patients, patients’ families/friends, co-workers, other departments, physicians, volunteers, vendors, and insurance companies.
Ownership

“Take pride in this organization as if you own it.”

We feel a sense of ownership and pride toward the job we do at Orange Regional Medical Center.

We recognize the importance of speaking positively to others about the care our patients receive.

We accept responsibility for our own actions.

We recognize that our work is a reflection of ourselves as well as Orange Regional Medical Center.

We never say, “It’s not my job”.

We are a part of the solution, not the problem.

We are fiscally responsible and charge items appropriately.

We do not spread rumors internally or externally.

We discuss operational problems in private.

We take care of hospital property and equipment.
Communication

“Good intentions are not enough. We must make sure we have communicated them clearly and that they are understood.”

We will do the following when we meet our customers who come to the Medical Center:
- Acknowledge all customers with a smile, using their name.
- Introduce ourselves and extend words of caring and concern.
- Duration: Keep our customers informed about expected wait time or unforeseen delays.
- Explain what we are doing and who will be providing their care; assure them that they will be well cared for by the nurse, physician, tech, etc.
- Thank them for using Orange Regional Medical Center.

We will always introduce ourselves when speaking to patients, families and visitors. Maintaining a smile and eye contact at all times.

We address all customers by their last name unless otherwise directed.

We listen and think before we speak.

We make eye contact with our customers when conversing with them.

We know that body language and actions can speak louder than words.

We encourage patient and family participation in their goals and discharge plans.

We keep customers informed of goals, procedures, delays and problems.

We will take time to listen to our patients and co-workers and end each encounter with “Is there anything more I can do for you right now?” If a patient has a concern, we will immediately address their needs using Service Recovery Guidelines.

We use appropriate phone etiquette:
- We answer the phone within 3 rings.
- We answer the phone with a smile in our voice and state our name, department, title and ask what we can do or how we may help the caller.
- We never speak to someone else while talking on the phone with a customer.
- We acknowledge them periodically while on hold and give them a status report. We thank them for holding.
- Before transferring a call, we provide the caller with the number we are transferring them to.
- We avoid placing phone calls on voice mail whenever possible.
- We return all calls promptly.
Service Recovery

“It is never the wrong time to do the right thing.” (Author Unknown)

We will be receptive to concerns or complaints.

We do not take complaints or negative behavior personally.

We make ourselves aware of available resources and utilize them to resolve complaints.

We communicate our customers’ complaints and their resolution or status to our supervisor, charge person or director.

If we cannot help the customer we find someone who can and follow-up to make sure they did.

We don’t make excuses for ourselves, other employees or departments or place blame on others.

We are patient advocates and involve our patients in all decisions affecting their care.

We offer alternatives and suggestions to meet our customers’ needs.

We thank our customers for informing us of their concerns, and for the opportunity to improve the care that we provide.

We end every conversation / interaction by asking if there is anything else we can do for that person.
Create a Positive Impression
“Every success is built on the ability to do better than good enough.”
(Author unknown)

We know that we only get one chance to make a first impression.

We introduce ourselves with a friendly smile and state our name, position and what our purpose is.

We orient our patients and their families to their environment, including the vending area, public restrooms, cafeteria, etc., in anticipation of their needs.

We will maintain professional appearance; adhere to the Dress Code and display hospital ID badges above the waist and clearly visible.

We welcome our customers as if we were welcoming them into our homes.

We make sure our entrances are clean, well lit and tidy.

Picking up litter is everyone’s job at Orange Regional Medical Center.

We are a smoke-free environment. Smoking is not permitted at all during the workday, including breaks and meal periods. This ban on smoking includes off ground.

We keep our signage current, understandable and visible.

We walk our customers to their destination.

We smile and make conversation with customers in corridors, cafeteria lines, and while transporting them to their destination.

We are courteous to patients and visitors in elevators. We make eye contact, smile and converse, hold the door, step aside and move back.

We reserve convenient parking for our customers by parking in designated employee parking areas.

We say “Thank You” to our customers for choosing Orange Regional Medical Center.

We know that the last impression can last a lifetime.
Care and Compassion

“Wherever there is a human being there is a chance for kindness” (Seneca)

We treat each patient and their families as if they were our own.

We use the power of human touch, when appropriate, to convey compassion.

We have a smile in our voice and empathy in our eyes.

We provide emotional support and spiritual well-being.

We treat our patients as people not as illnesses.

We seek out opportunities to meet a special need. (i.e., provide slippers, wish a patient happy birthday, shampoo their hair, lend them a video, etc.)

We create a warm, calm, clean environment. (Fluff their pillow, offer a cool cloth, give a back rub, etc.)

We remember our manners and say please, thank you and excuse me.

We treat each customer as if they are the most important person in the world at that moment.
Attitude

“Your attitude is everything, choose to have a positive one”

We demonstrate an attitude of compassion, empathy and respect for all our customer’s needs.

We understand that we have the power to choose our attitude everyday.

Our customers are not an interruption; they are our reason for being here.

We acknowledge and greet every customer with a smile.

We do not allow any customer to feel ignored.

Rudeness is never acceptable.

We respect the individual differences of everyone.

We have pride in ourselves and let it shine through in all that we do.
Call Lights
“Our customers are our first priority”

At Orange Regional Medical Center, all employees respond in a timely manner to call lights as appropriate.

When answering the call light from the nurse’s station, we address the patient by last name and ask how we may help her/him.

If we cannot meet the patient’s needs ourselves, we let the patient know the name of the person who will respond and when they can expect that person to respond.

We recognize that a call light may signal a safety emergency and treat it as such.

We never leave the room without asking the patient and their family if there is anything else we can do for them.

We do our best not to leave our nurse’s stations unattended.

One hour prior to change of shift, each nurse or nursing assistant does rounds on their patients to anticipate their needs during shift change.

We let our patients know when we are leaving and the name of the person who will be relieving us or covering for us. Build the patient’s confidence in the next person who will be caring for them. Let the patient know how skilled the next staff person is, how much experience they have or how much other patients appreciate this staff member.

When going to meetings or breaks we report off to our charge person and let a co-worker know what our patients may need while we are gone.

We thank our patients for waiting and apologize if there are any delays in responding to their needs.
Commitment to Co-Workers

“It is much easier to build a good relationship than to struggle with a bad one.”

We will maintain a supportive attitude with peers creating a positive team environment with recognition of our colleagues for performance that exceeds expectations. We hold each other accountable for our behaviors and performance recognizing that the actions of one speak for the entire team.

We recognize that each of us plays a vital role in the operations of Orange Regional Medical Center and treat each other according.

Rudeness is never tolerated.

There is no blaming, finger pointing or undermining our fellow employees or those in other departments.

We are on time for our shifts, meetings, and when returning from breaks.

We treat each other as professionals with courtesy, honesty and respect.

We welcome and nurture newcomers.

We recognize that many hands make light work and offer to help each other.

We show appreciation and support to staff that come to our aid from other units and departments.

We do not call in sick unless we are.

We recognize that we all have strengths and weaknesses and that it takes many diverse personalities to make a team.

We respect cultural differences in one another.

We praise each other in public and criticize in private.

We do not gossip. We protect the privacy and feelings of our fellow employees.

We profess that: “There is no ‘I’ in TEAM”.

Our actions and attitudes make our fellow employees feel appreciated, included and valued.

Staff and leaders share ideas and openly communicate with each other.

We respect each other’s time and avoid urgent requests.

We “Have Fun!” and keep a sense of humor at work.
Safety

“Think safe, act safe, be safe and stay safe.”

We protect ourselves and our customers from harm.

We think safe, act safe, and stay safe.

If we see a safety hazard we correct it or report it appropriately.

We know, understand and adhere to our policies and procedures, especially those related to medications, safety, infection control, and emergency preparedness.

We report, label and do not use broken equipment.

We practice standard precautions and utilize protective clothing and equipment appropriately.

We practice universal protocol procedures.

If we are in doubt, we ask.
Customers’ Waiting

“Create the world you want.” (Author Unknown)

We recognize that our customer’s time is valuable.

We explain processes and procedures to patients and family members so that they have a clear understanding of what to expect. (AIDET)

We will acknowledge and make eye contact with all waiting customers.

We provide information about the patients’ status to family members periodically and at least hourly while a patient is undergoing a procedure.

We will not keep our patients with scheduled appointments waiting longer than 15 minutes. If unforeseen circumstances arise, which cause further delays, we will apologize to the patient and family and give them a status report every 10 minutes. If appropriate we will offer to reschedule the appointment.

We will not keep our patients with unscheduled appointments waiting longer than one hour. We will give them a status report every 10 minutes. If unforeseen circumstances arise, such as multiple tests or other patients with serious conditions causing further delays beyond the hour, we will continue to give a status report to the patient and their family every 10 minutes.

We will provide a comfortable atmosphere for waiting patients and families.

We will offer refreshments and reading materials to waiting families.

We always thank our customers for waiting and apologize for the delay.
Privacy

“Privacy is the distinguishing feature of a truly elegant culture.”

We interview patients in private (i.e., close doors, pull curtains or keep a distance between patients).

Patient records are kept confidential.

We always knock before entering a room.

We provide proper gown sizes for all patients.

We provide a robe or second gown when patients are up and about.

We provide sheets to cover patients on beds, stretchers or wheelchairs

We close doors and/or curtains during physical examinations or procedures.

Confidentiality

“Keep it to yourself.”

We do not discuss patients, their care or hospital business in public areas (i.e., elevators, hallways, cafeteria, etc.).

Keep patients records confidential.

Patient names should not be visible to the public.

Every employee is responsible for ensuring that confidentiality is not compromised.

All computers must be signed off when not in use.

Only members of the Orange Regional Medical Center administration or hospital spokesperson are authorized to release information with the patient’s consent to the press.

We ensure patient identification number is provided prior to release of information regarding patient’s status and treatment.