



# *Commitment to Excellence Standards*

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## INTRODUCTION

Pocahontas Memorial Hospital is dedicated to providing excellent healthcare services. We have developed Commitment to Excellence Standards that involve every aspect of care that occurs in our healthcare organization. All PMH employees are expected to help fulfill our mission to provide compassionate and quality healthcare.

Employees of PMH from various departments developed these performance standards. The standards provide guidance for the manner in which service is provided. This is our opportunity to make a difference in the care and treatment of each person we encounter whether a patient, guest, or co-worker. Consistency and integrity will be a result of following these standards. All PMH employees are held accountable for making these standards work. Many of the standards on the following pages are already in place and performed naturally. By creating performance standards for all employees to follow, we will develop a culture of excellence.

The PMH family includes departments within our organization. These standards apply to everyone connected with PMH; we must work together to meet the needs and expectations of our patients, clients, community and co-workers.

A handwritten signature in blue ink, reading "Barbara W. Lay".

Barbara W. Lay, CEO  
Pocahontas Memorial Hospital

# PHILOSOPHY AND CORE VALUES

## Mission Statement

Pocahontas Memorial Hospital is committed to excellence in delivering compassionate health care and promoting healthy life styles.

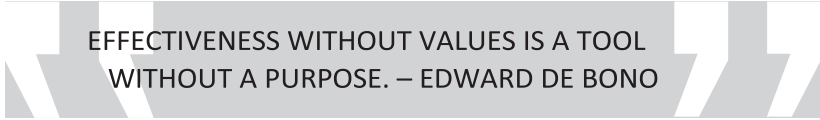
### In pursuing our mission we strive to:

- Be a collaborative partner to improve the health of our communities.
- Be a leader in patient education, prevention and outreach.
- Utilize evidence based practices in the delivery of care.
- Foster a culture that exceeds expectations.
- Sustain financial viability in a changing healthcare environment.

## VALUE STATEMENT

In achieving the mission of Pocahontas Memorial Hospital, we uphold these essential values:

- We strive for performance improvement
- We respect the dignity of every individual
- We promote an environment that is receptive to new and creative ways to achieve excellence in the services we provide.
- Compassion, mutual trust and cooperation are the foundation on which these values are based.



EFFECTIVENESS WITHOUT VALUES IS A TOOL  
WITHOUT A PURPOSE. – EDWARD DE BONO

## THE GOLDEN RULES

### PRIVACY

Being discreet and ensuring patient privacy is of utmost importance to us; hold all information in confidence and share only with those who are directly involved.

### DIGNITY

Provide adequate cover for patients (an extra sheet or gown) when in hallway and during transportation. Maintain patient dignity by closing doors and curtains as needed.

### RESPECT

Above all else our patients come first. They drive every decision we make. They are at the center of everything we do. Always treat others as they wish to be treated.

### SAFETY

Safety is the responsibility of all PMH employees. To ensure an accident free environment; think safe, act safe, be safe and stay safe.

“TREAT OTHERS AS YOU WOULD WANT THE PERSON YOU  
HOLD MOST DEAR TREATED” – C.K. ISCHALL

## THE NEVER EVENTS

Pocahontas Memorial Hospital employees always provide quality and compassionate care. In order to achieve these goals and reduce patient anxiety, we have identified three attitudes that are never acceptable in our organization.

**Do not imply, “That’s not my job.”**

If a patient/family/customer makes a request that you cannot fulfill, work to find the correct person to meet their needs

**Do not imply, “We are short staffed.”**

Do not discuss staffing issues with patients or visitors nor use it as an excuse to avoid helping a co-worker.

**Do not imply, “It’s a bad place to work.”**

Respect where you work and the community we serve.

“DO RIGHT, DO YOUR BEST”

-LOU HOLTZ

## BEHAVIOR/COURTESY

**Pocahontas Memorial Hospital believes it is judged by the behavior and courtesy of our staff. Maintaining positive behaviors and attitude is critical to meet our mission**

1. Maintain a positive appearance-greet everyone with a smile, make eye contact and introduce yourself.
2. Rudeness and Negativity are Never Acceptable!
3. I will respect cultural, religious, and social backgrounds.
4. Ask the customer his/her name and ask how he/she wishes to be addressed.
5. Take customers to each of their destinations.
6. While at work, always look at the bright side of things; take the bad and make it positive.
7. Be responsible for your own attitude and morale; leave personal issues at the door.
8. Exceed customer expectations.
9. Knock, say "Excuse me" and ask "May I come in?" before entering a room, unless safety is an issue.
10. Be helpful and flexible.  
Examples: say "I have the time" and ask how you can help.  
Ask, "Is there anything I can do for you before I leave the room?"
11. Do not use offensive language.
12. Keep an open mind to new ideas, views and talents. Welcome feedback as an opportunity to improve.
13. Use empathy and active listening to help diffuse conflict.
14. Maintain a positive attitude and Pass It On!

THE GREATEST DISCOVERY OF ALL TIME IS THAT A PERSON  
CAN CHANGE HIS FUTURE BY MERELY CHANGING HIS  
ATTITUDE.

- OPRAH WINFREY

## APPEARANCE

**Our appearance represents Pocahontas Memorial Hospital. While on duty, we will consider our customer's expectations in how we present ourselves. We will take pride in our appearance, as well as the appearance of our hospital.**

### PERSONAL APPEARANCE

1. Follow Pocahontas Memorial Hospital dress code policy and always dress in a professional and appropriate manner.
2. Wear I.D. badges on the upper torso, where they can be easily seen; and replace the badge when it is out dated or worn.
3. Greet everyone with a warm and friendly smile.
4. Follow good personal hygiene.

### ENVIRONMENTAL APPEARANCE

1. Keep our facility looking appealing both inside and out by maintaining a clean and pleasant environment. Picking up litter and cleaning up spills is everyone's responsibility. When you see a need (examples: puddle of water, trash in the hallway) take care of it immediately.
2. Keep personal work areas neat and organized.

IT'S THE LITTLE DETAILS THAT ARE VITAL. LITTLE THINGS MAKE BIG THINGS HAPPEN.

- JOHN WOODEN



## COMMITMENT TO PEOPLE

**People want to know we are committed to providing the best health care there is to offer. We will be friendly, attentive and considerate. These actions will show our customers we care.**

1. Make customer needs a priority; assess the situation and anticipate needs. Do what it takes to make patients and visitors comfortable.
2. Take care of people regardless of whose job it is; respond to needs within your scope of practice; you can always help by finding the right person to meet a need.
3. Be courteous by parking in our designated parking areas.
4. Respect others by minimizing noise to an acceptable level.
5. Ensure continuity of services by thorough reporting to relief co-workers before leaving your area.  
Example: use the SBAR technique – Situation, Background, Assessment, and Recommendation.  
Example: Dry erase boards should be updated every shift or as caregivers change.
6. Be part of the solution-encourage positive behaviors.
7. Empower our patients, families and customers to make the most informed choices by giving them the information they need to plan their care.
8. Take responsibility for commitments made to customers; follow through and be dependable.
9. Take responsibility for solving problems, regardless of origin: remember it is often the process that needs repair.
10. Immediately apologize and seek resolution for customers' complaints. Avoid excuses and non-genuine apologies. Provide a method for follow-up to verify resolutions.
11. Make pain management a priority. Educate that pain management and pain free is not the same thing.
12. Actively listen when communicating with customers.
13. Help patients/families/customers protect their privacy. Gently redirect visitor conversations to private areas.
14. I will protect the confidentiality of our patients' privacy both in and out of the hospital.

WORKING TOGETHER, ORDINARY PEOPLE CAN PERFORM  
EXTRAORDINARY FEATS. THEY CAN PUSH THINGS THAT  
COME INTO THEIR HANDS A LITTLE HIGHER UP, A LITTLE  
FURTHER ON TOWARDS THE HEIGHTS OF EXCELLENCE. -  
UNKNOWN AUTHOR

# ETIQUETTE

Good manners create a positive impression and quiet environment.

## HALLWAY ETIQUETTE

1. Follow the 5/10 Rule. Smile and acknowledge people within 5 ft. with a greeting. Acknowledge people within 10 feet with a smile.
2. Patients have priority---no matter what.
3. Guard the privacy of patients being transported.

## TELEPHONE ETIQUETTE

1. Promptly answer all calls. Answer calls smiling and ask, “How may I help you?” When answering or placing calls, identify yourself and your department, speak clearly and use a friendly tone.
2. Become knowledgeable on the operation of each communication device used in your area.
3. Ask permission and utilize the hold feature in order to protect confidentiality.
4. Before transferring a call, give the caller the phone number in case they are disconnected.
5. Personal calls are discouraged. If you make or receive a personal call say “excuse me” and step away (out of customer view) to respond.

## CELL PHONE ETIQUETTE

1. Cell phone use should never interfere with your duties.
2. Store cell phones and electronic devices in a manner that can’t be seen, set your phone to a silent mode and find a private place to use the device.
3. If you make or receive a personal text, say “excuse me” and step away out of customer view to respond.

ETIQUETTE IS THE SCIENCE OF LIVING.  
IT EMBRACES EVERYTHING.  
IT IS ETHICS. IT IS HONOR.  
- EMILY POST

## PATIENT NEEDS

**Patient needs are a priority at PMH. By answering responding to requests in a courteous and timely manner, the patient can be assured that their needs will be met.**

1. Responding to our patients needs is everyone's responsibility.
2. Exceed patient/family expectations by anticipating, identifying and responding to the needs of the customers.
3. Ensure patient needs are met by asking the patient:
  - "How may I help you?"
  - "What message may I give your nurse?" Ensure the proper person receives the message prior to leaving the floor.
  - "Is there anything more I can do for you? I have the time"

BE ALERT TO GIVE SERVICE.WHAT COUNTS  
A GREAT DEAL IN LIFE IS WHAT WE DO FOR OTHERS.  
-ANONYMOUS

# COMMUNICATION

**Good communication is the foundation of positive customer service. At PMH we are committed to listening attentively to our customers and co-workers. We communicate with courtesy, clarity and appreciation for diversity.**

1. Utilize the AIDET framework for effective communication.

**ACKNOWLEDGE** – Immediately acknowledge the importance of every customer and confirm their presence by making eye contact and greet them.

- “Hello”
- “How may I help you?”
- “I will be with you shortly.”

**INTRODUCE** – Introduce yourself with name and title to each patient/family/customer and identify the type of care you are providing.

- To reduce patient anxiety, manage up your skills and experience as well as those of other team members and departments.
- Encourage others by using genuine compliments and praise; look for ways to preserve and build others’ self-esteem.

**DURATION** – By providing information about time, we set clear expectations with patients/families/customers.

- How long before the test, procedure, visit, or admission takes place?
- How long will the test, procedure, appointment or admission actually take?
- How long will the patient need to wait before they can go to their next destination?
- How long until the test results are available?

**Explanation** - Explain to every patient what they can expect

- Where the patient is going next?
- Who is taking the patient to their destination?
- What will happen once they arrive?
- Include the patient in decisions regarding their care by providing explanations before beginning a procedure and asking the patient if he/she has any questions.
- Use easily understood and appropriate language when giving patients information about health, special diets, tests, procedures or medication.

**THANK YOU** – All patients, visitors, and customers are worth our effort-they are the reason we’re here? Take the time to thank them and let them know you’re happy to serve them.

- “Thank you for letting me care for you.”
  - “It was my pleasure to help.”
  - “Thanks you for choosing PMH.”
2. Listen attentively to complaints, concerns and requests and give the customer/co-worker time to respond. Be sympathetic and do what you can to resolve the situation. Avoid interrupting others.
  3. Use non-challenging verbal, written and electronic communication.
  4. Confront and manage conflict in a private setting while maintaining dignity and respect for others – ask for a mediator if unable to resolve.
  5. Speak slowly in a polite, calm and even tone of voice; speak at a volume appropriate for your conversation (HIPAA). Avoid talking in a loud voice at great distance. Do not discuss patients, their care or hospital business while in public places.
  6. Be mindful of conversations; do not blame other team members, departments, technology and equipment when speaking with patients, families, and customers.
  7. Physicians and other patient care staff should work together to coordinate care and reinforce information provided to patients.
  8. Keep people informed APPROPRIATELY – be responsive to email and voice mail.
  9. I will be the “voice with a smile” in person, on the phone and via email communication.
  10. Do not send excessive emails – please place only those who are directly related to the issue or those you would like a response from in the “To” line. If you would like to inform someone of the issue and do not want a response, please “cc” them. Send your response emails within 24 hours only to the person sending the note unless it is necessary or asked for all to read your response.

“TO EFFECTIVELY COMMUNICATE, WE MUST REALIZE THAT WE ARE ALL DIFFERENT IN THE WAY WE PERCEIVE THE WORLD AND USE THIS UNDERSTANDING AS A GUIDE TO OUR COMMUNICATION WITH OTHERS.” – ANTHONY ROBBINS

## SENSITIVITY TO WAIT TIME

**At PMH we recognize our customers' time is very valuable. We strive to provide our customers with prompt service, always keeping them informed of delays, and making them as comfortable as possible while they wait.**

1. Acknowledge & apologize for delays; provide explanations when appropriate.
2. Offer alternatives such as rescheduling, when appropriate.
3. Update family members hourly while a patient is undergoing an exam or procedure; attempt to make waiting families comfortable.
4. Provide frequent updates regarding traumatic situations, scheduled procedures and adjusted wait times to those waiting.

LOST TIME IS NEVER FOUND AGAIN.  
-BENJAMIN FRANKLIN

## COMMITMENT TO CO-WORKERS

**Employees of PMH, regardless of department, are linked together through our commitment to our patients and the community. Teamwork, respect, compassion and courtesy are crucial in showing our commitment to each other.**

1. Conduct ourselves with the idea that the result of great teamwork is success for our patients, our families, our organization and ourselves.
2. Welcome new employees; offer assistance and be an example of commitment and cooperation.
3. Be respectful in all interactions with co-workers.
4. Teamwork is expected throughout the organization; willingly assist co-workers.
5. Be loyal to your co-workers; don't pass along gossip.
6. Actively listen when communicating business with co-workers.
7. Choose to respond positively to problems; make a commitment to finding solutions.
8. Give and receive honest feedback privately and in a timely manner.
9. Be prepared; anticipate needs – restock, reorder and clean up. Don't leave things unattended to or undone.
10. Set aside personal differences when working together.
11. Acknowledge and recognize the contributions of others in our work environment and throughout PMH. Manage UP!
12. Attempt to resolve differences with co-workers by politely and privately discussing it with them. Agree to disagree, with respect.
13. Welcome, mentor and receive new team members with energy and “what can I do to help you succeed” spirit.
14. Admit when you are wrong – no excuses.
15. All team members are equal. It takes each and every one of us, regardless of title or position, to provide the best customer care.
16. Be respectful to your colleagues while on break. A half hour lunch break should last 30 minutes, not 35.
17. Work together. Everyone must chip in when things are busy. No one is above any duty.
18. Manage up co-workers, leaders, our organization and yourself both within the organization and in the community.
19. Celebrate successes – help co-workers feel appreciated and valued – send thank you notes for specific actions.
20. I will show a true sense of teamwork by setting aside personal differences in the name of excellent patient care.
21. Do not embarrass or criticize co-workers in the presence of others.

COMING TOGETHER IS A BEGINNING, STAYING TOGETHER IS  
PROGRESS, AND WORKING TOGETHER IS SUCCESS. – HENRYFORD

## SENSE OF OWNERSHIP

**Every employee is a reflection of PMH. We must work together to create an environment in which we handle our equipment, hospital (home), and our co-workers (Family) with care. Each of us is responsible for the success of PMH.**

1. Be proud of our organization and accountable for its success.
2. Look beyond your assigned jobs for opportunities to support the whole team.
3. Promote positive attitudes about PMH with the public both in and away from the health care facility.
4. Create a culture that helps people feel appreciated, included and valued.
5. Eliminate waste and keep costs down.
6. Hold each other accountable (in a respectful manner) for meeting our “Commitment to Excellence Standards”.
7. Be punctual. Be ready to work and give your best to the patients, the providers and the team.
8. Don’t be satisfied with the status quo. Take initiative to make improvements and support change.
9. Value yourself; you are an important part of the team and your co-workers value what you do. Believe in your contribution to the organization.
10. Be informed. If in doubt, ask questions.
11. Practice the evidence based tactics that have been identified as “must haves” for our organization.

QUALITY MEANS DOING IT RIGHT WHEN NO ONE IS  
LOOKING. – HENRY FORD



## PROFESSIONAL DEVELOPMENT

**At PMH, we value professional development for our staff and our board. Each of us is responsible for our professional growth.**

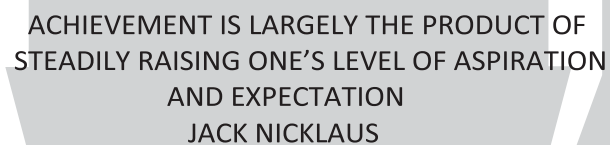
1. Maintain a high level of competency and the credentials required to provide the highest level of care possible.
2. Keep up on current education resources and requirements pertaining to your field of expertise.
3. Be a life-long learner and never stop seeking to expand knowledge base
4. Provide assistance and resources for co-workers to meet learning needs

ONCE YOU STOP LEARNING, YOU START DYING.

– HENRY FORD

## ACKNOWLEDGEMENT

Alexa Rogers  
Aleisha Myers  
Edwina Garber  
Katie Brown  
Kyna Moore  
Jon Boyette  
Terry Wagner  
Barbara Lay



ACHIEVEMENT IS LARGELY THE PRODUCT OF  
STEADILY RAISING ONE'S LEVEL OF ASPIRATION  
AND EXPECTATION  
JACK NICKLAUS

## COMMITMENT TO EXCELLENCE

These standards reflect the high principles that we, as employees of Pocahontas Memorial Hospital, have established for ourselves. Each individual has an obligation to uphold these standards to achieve the goal of bringing excellence and service together. These standards will ensure that our patients, family members and employees are treated with respect, courtesy, tolerance and acceptance. Every person that is a part of Pocahontas Memorial Hospital (patient, visitor, family member, employee, physician or volunteer) will be recognized for his or her worth, dignity and individuality.

**I pledge to support and uphold these standards as a member of the PMH Team.**

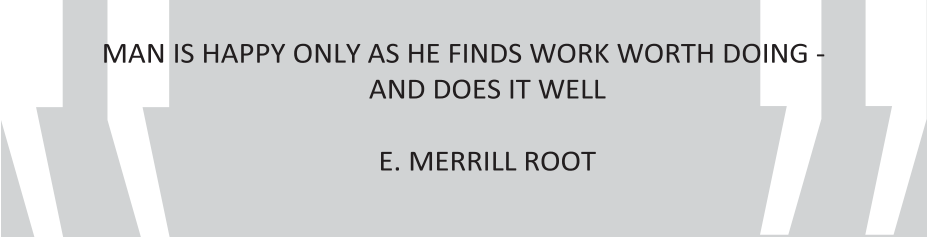
**This is my commitment to excellence!!**

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Signature

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Date



MAN IS HAPPY ONLY AS HE FINDS WORK WORTH DOING -  
AND DOES IT WELL  
E. MERRILL ROOT