



ShermanHealth
Every life, every moment, every day

Our VISION

To be one of the best community hospitals in the nation

Our MISSION

To make a positive difference through outstanding healthcare and service
Every life, every moment, every day

Our VALUES guide our every action:

Embracing a culture of compassion, integrity, and respect

**Sherman employees believe that a Culture of Service Excellence
is the foundation for success at Sherman Health**

**Thus we incorporate the
STANDARDS OF BEHAVIOR
into our daily lives:**

Communication – Ownership – Professionalism - Customer Service

- I. COMMUNICATION:** This standard defines clear and understandable communication
1. I will communicate effectively with all customers by:
 - a. using the AIDET principle (acknowledge, introduce, duration, explain, thank)
 - b. listening first
 - c. addressing the customer at eye level
 - d. using positive body language, avoiding technical or professional jargon
 - e. never using profanity
 - f. acknowledging the customer's point of view
 - g. asking "Is there anything else I can do for you?"
 2. I will listen attentively by:
 - a. validating what I heard the customer say by repeating it back to them in my own words
 - b. clarifying their needs with more questions



ShermanHealth

Every life, every moment, every day

- c. addressing the customer's needs with action
 - d. asking others to help if necessary
 - e. never arguing with the customer
3. I will provide clear directions by:
- a. offering assistance to customers and visitors who ask for or appear to need direction
 - b. taking the customer to his/her destination, or finding someone who can
4. I will use proper telephone etiquette by:
- a. answering the phone promptly and professionally, identifying my department, my name and asking, "How may I help you?"
 - b. "smiling" while talking on the phone
 - c. speaking clearly with courtesy and care
 - d. following through with the caller's request
 - e. getting the caller's permission before putting them on hold
 - f. thanking the caller for holding
 - g. not leaving customers on hold longer than one minute
 - h. informing customers when and to where I am transferring their call
 - i. attempting to make contact with the person I am calling before completing the transfer
 - j. asking for permission before using speaker phones
 - k. returning calls as quickly as possible
 - l. asking "Is there anything else I can do for you?" prior to completing the conversation
 - m. using SBAR (situation, background, assessment, recommendation) in clinical areas when speaking to physicians
 - n. limiting personal phone calls and cell phone use to break time
5. I will use proper communication skills by:
- a. asking and using the preferred name when addressing the customer
 - b. never using familiarities such as "honey, sweetie, dear, etc"
 - c. using common courtesies such as please, thank you and excuse me
 - d. following through with what I say I will do in the time I said I would do it
 - e. reinforcing verbal instructions with written materials
 - f. assisting customers with special needs
 - g. informing customers about any noise or discomfort they may experience as a result of procedures
 - h. making sure the customer understands a procedure or treatment before beginning
 - i. explaining everything I can and encouraging questions
 - j. giving my customer choices
6. In clinical areas, I will use white boards effectively by:
- a. explaining their use to patients and families
 - b. identifying all direct caregivers' names and department
 - c. identifying key events that are relevant to the patient's care
7. I will use proper meeting etiquette by:
- a. following the Sherman Health agenda for meetings
 - b. beginning and ending meetings on time
 - c. agreeing to disagree respectfully
 - d. asking when in doubt, voicing all questions or concerns, silence equals agreement
 - e. speaking one at a time, without interrupting
 - f. notifying facilitator, in advance, if I cannot attend
 - g. avoiding hidden agendas



ShermanHealth

Every life, every moment, every day

- h. avoiding “side bar” conversations
- i. being prepared
- j. recording minutes
- k. posting minutes within the agreed time frame of the organization

II **OWNERSHIP:** This standard defines taking pride in what we do, how we do it, what we achieve; recognizing our work as a reflection of ourselves, and taking ownership in our actions and results.

1. I will choose to have a positive attitude each day
2. I will greet everyone with a smile
3. I will treat others as I expect to be treated
4. I will always offer help
5. I will cooperate for the common good by supporting the collective decision
6. I will respect everyone’s privacy and confidentiality
7. I will seek opportunities to praise
8. I will act as a resource to solve problems
9. I will avoid criticizing, condemning and complaining
10. I will take my concerns directly to person involved
11. I will represent Sherman Health positively in the community
12. I will strive to exceed the customer’s expectations
13. I will perform my job with confidence
14. I will maintain kindness, compassion and care in everything I do
15. I will take responsibility for a clean and safe environment by:
 - a. picking up and disposing of trash and waste properly
 - b. ensuring that all spills are cleaned up properly
 - c. utilizing equipment for its intended purpose and returning to its proper place in working order
 - d. keeping halls accessible and clutter free
 - e. reporting all accidents promptly and accurately
 - f. correcting identified safety hazards immediately
 - g. utilizing proper body mechanics when lifting, pushing, pulling or carrying
 - h. using protective clothing and equipment when appropriate

III **PROFESSIONALISM:** This standard defines actions and behaviors representing individuals who demonstrate pride in our organization

1. I will always maintain professionalism by:
 - a. using the AIDET principle when addressing the customer (acknowledge, introduce, duration, explain, thank)
 - b. knowing emergency codes and the correct actions to take
 - c. reporting alcohol, weapons or illegal substances in the workplace
 - d. supporting no smoking on Sherman Health premises
 - e. ensuring the confidentiality of every patient (HIPAA)
 - f. discussing information about patients and their care in designated professional areas only
 - g. posting hospital business only in areas accessible to employees
 - h. recognizing that customers, including friends and families are not an interruption of my work, but the reason I am here



ShermanHealth

Every life, every moment, every day

- i. keeping noise to a minimum in all areas
- j. avoiding last minute requests
- 2. I will portray a professional image by:
 - a. adhering to the Sherman Health dress code
 - b. always wearing my identification badge properly above my waist and unobstructed by stickers or pins
 - c. seeking opportunities to improve the skills needed to do my job
 - d. knowing and adhering to my department and system policies, goals and initiatives
 - e. knowing and understanding the responsibilities of my job
 - f. performing my work in a timely manner
 - g. knowing and adhering to the Sherman Health Compliance Code

IV CUSTOMER SERVICE: This standard defines actions and behaviors representing customer service extended towards our patients, visitors, physicians, coworkers and any others

- 1. I will offer exceptional service to our patients/customers. Never using phrases such as:
 - a. "It's not my job"
 - b. "You're not my patient/customer"
 - c. "I don't have time"
 - d. "We're short staffed"
- 2. I will use proper elevator etiquette by:
 - a. acknowledging all people in the elevator
 - b. providing customers the right of way while entering/exiting elevators and navigating hallways
 - c. facing patients in wheelchairs toward the elevator door
- 3. I will keep waiting customers informed by:
 - a. rounding as appropriate for my area
 - b. always keeping customer informed of delays
 - c. keeping customers comfortable while they wait
 - d. promptly answering call light
- 4. I will facilitate vigilance on the patient's behalf to assure that all personal belongings remain with the patient throughout the course of their treatment or hospital stay
- 5. I will use the service recovery principle A.C.T. to any/all customer after "the oops". (apologize, correct, take action)

Endorsed by all of the employees of Sherman Health

The signing of the Standards of Behavior



ShermanHealth

Every life, every moment, every day

This set of performance standards has been developed by the employees of Sherman Health to establish specific behaviors that all employees are expected to practice while on duty.

I have read and understand the Standards of Behavior as printed above and I agree to comply with and practice the standards.

Signature of Employee

Date

Print Name

Department