

Exceptional
People.

Exceptional
Health Care.

Standards
of Behavior

*What you get by
reaching your
destination is not as
important as what you
become by reaching
your destination.*

— Dr. Robert Anthony

*Enjoy the journey,
for this is your life!*



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Attitude

Reflects

Hospital

Services



Always keep your face to the sun, and shadows will fall behind you.

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- I maintain a positive mental attitude. I smile! A smile is the greatest predictor of one's attitude. I make it part of my uniform. My smile promotes an atmosphere of welcome and courtesy.
- I greet people courteously and initiate a connection by introducing myself.
- I am in the habit of saying "Hello" to everyone I see.
- I am enthusiastic. I am focused, dedicated, disciplined and consistent in my work. I am self-motivated and strive for *Excellence*.
- I am committed to the Mission, Vision and core Values of Altoona Regional, as follows:
 - Vision:** The Vision of Altoona Regional Health System is to be a world-class health care organization.
 - Values:** Honesty and Integrity
Quality
Service Excellence
Teamwork
Innovation, Vision and Growth
Stewardship
 - Mission:** The Mission of Altoona Regional Health System is for exceptional people to provide exceptional health care.
- I take pride in my patients, my co-workers and myself.
- My personal beliefs and judgments will not define the care that I give or my relationships with co-workers.
- I thank each and every customer for choosing Altoona Regional Health System. I strive to obtain my customers' confidence by exceeding their expectations.



Professionalism

***It's not so much
the who as it is the
what and how.***

I present a clean, professional appearance of myself and the hospital by:

- Wearing my hospital ID badge on my clothing between the neck and sternum area, according to hospital policy.
- Following the hospital's dress codes and dressing in a tasteful, discrete and professional manner.
- Being alert at work.
- Practicing proper personal hygiene habits.
- Following the hospital's no-smoking policy.

I provide exceptional customer service to patients, families, visitors and co-workers by:

- Listening when customers ask for directions and/or for help accessing our services either by telephone or on-site at the hospital and personally escorting the customer to his/her destination at the hospital.
- Making eye contact with the person and speaking first with a friendly greeting.
- Sensing the person's feelings and apologizing for any customer concerns.

I express courteous, professional behavior when using elevators by:

- Ensuring that my language is appropriate when using the elevator and that patient information is not discussed.
- Using the medical elevators for patient care only and allowing patients who are in wheelchairs and on litters to use the elevator first.
- Allowing those who are leaving the elevator to exit before I enter.

I am professional in carrying out my responsibilities by:

- Maintaining a quiet atmosphere in patient care areas and respecting the patient's modesty and privacy.
- Respecting and being attentive to the needs of the Medical Staff.
- Refraining from disciplining or criticizing anyone in the presence of others.
- Being on time, maintaining good attendance and adapting to the needs of my department and facility.
- Communicating with my supervisor/team leader when an unavoidable delay occurs and I am going to be late.
- Working toward the common goal through teamwork and innovation.
- Providing a report to my co-workers before leaving my work area to ensure continuity of workflow.
- Refraining from substance abuse.

I increase my professional knowledge base by attending classes, seminars and training sessions and completing mandatory job requirements on time (such as Mission and Values orientation, certifications, TB testing, etc.).

I communicate that I am proud to be a part of this outstanding organization.

I will adhere to all organizational policies and procedures.



Communication

Proper and courteous communication . . . is the key to our success.

- I greet my customers as I approach them with eye contact, a smile and a *good morning, good afternoon* or *good evening*, including their preferred name.
- I encourage questions and answer them to the best of my ability. If I cannot answer the question, I contact someone who can.
- I strive to communicate correct information in a timely manner to the best of my ability.
- I do not gossip.
- I do not interrupt individuals when they are speaking.
- I do not abuse the e-mail system. I am courteous and polite as if I were speaking directly to the individual whom I am e-mailing.
- I answer the phone promptly within three rings, with a smile on my face, stating my department and my name, and using a tone of voice that is alert, pleasant, distinct and expressive. I identify myself and screen calls with the phrase, "May I say who's calling?" and then use the caller's name during the telephone conversation. I avoid phrases like "OK," "Yeah," "Hold on," "Honey," "See ya," and refrain from eating, drinking or chewing gum while I talk on the telephone. I ask the caller's permission if I need to place him or her on hold and obtain a number where he or she can be reached in the event of the call being disconnected. I take a message if the party is not available.

Team Building

Together we stand strong, by ourselves we fall flat.

- I create a climate for open communication and respect others' viewpoints, even if they may be different from mine.
- I appreciate individual differences and strengths.
- I build relationships based on trust and respect.
- I keep commitments to co-workers or communicate otherwise.
- I treat co-workers with courtesy and respect.
- I accept responsibility for my actions.
- I mentor new co-workers in my area.
- I make new employees feel welcome by taking the time to share information with them and answer any questions they may have.
- I respect my co-workers and offer positive feedback, encouragement and constructive criticism as appropriate.
- I am open-minded and will take the time to listen and consider new ideas.
- I am respectful of the opinions of others.
- I encourage questions and will take the time to provide the proper information.
- I am patient and understand that sometimes it is important to stop and to listen.
- I work for a clear, mutual understanding and commitment between myself and others.
- I assist co-workers when needed and do not wait to be asked or told to do so.

A SYSTEM IS WISE WHEN IT . . .

is diversely talented

has interchangeable parts

is highly mobile

is acutely responsive to its environment

is error-free, opportunity driven and self-organizing!

Delivery of Service

I treat patients in a manner that preserves their dignity, autonomy, self-esteem, civil rights and involvement in their own care.

- I clearly explain what I am doing so my customers know what to expect. I know that they are less anxious when they know what is happening.
- I listen carefully and respond to the needs and wants of my customers so I may do my very best to exceed their expectations.
- I create and maintain a secure and trusting environment for my customers.
- I care for my customers with expertise, compassion and respect in a timely fashion and exceed expectations.
- I am accountable to my patients, visitors and co-workers, while demonstrating concern and respect for the feelings and thoughts of others.
- I identify, modify and implement suggestions and ideas that lead to improvements in the work process.
- I persevere in patient advocacy to facilitate quality patient care, incorporating cultural and/or age-related aspects of illness/hospitalization.
- I extend myself to empower patients/significant others to make decisions based on individual needs.
- I complete assignments by prioritizing and delegating activities in response to changing workload, considering the needs of all patients and staff.
- I ask my customers, “Is there anything else I can do for you? I have the time.”
- I respond to my patient’s call bell in a timely fashion, anticipating, acknowledging and responding respectfully to my customers’ needs.
- I work cooperatively with my colleagues and my community to advance the region's well-being.

Spiritual Care/ Spirituality

We are not human beings having a spiritual experience, we are spiritual beings having a human experience.

— Pierre Teilhard de Chardin

Since spirituality plays a significant role in the health of many individuals:

- I respect the spiritual and personal preferences and beliefs of others without making assumptions.
- I value the spiritual dimension of care at Altoona Regional Health System.
- I facilitate the uniqueness of our customers’ spiritual and emotional needs and make referrals to spiritual care services, as appropriate.
- I treat my patients, co-workers, visitors and Medical Staff with respect and compassion, regardless of religious or spiritual background.
- I honor and support spirituality in the workplace, with regard to the fact that spirituality is inclusive of all faith beliefs and that it is a way of living consciously in the present moment.
- I accept the cultural differences in patients, visitors, Medical Staff and co-workers nonjudgmentally.



**Altoona Regional
Health System**

Patient Confidentiality

Creating and maintaining a secure and trusting environment.

- I treat patient information with respect.
- I demonstrate by my behavior that I acknowledge and respect that patients have a right to confidentiality.
- I respect the privacy of my co-workers.
- I remember that patients control the release of their information, and will assist our patients by protecting their privacy.
- I do not discuss patient information for other than work-related purposes.
- I do not access patient information unless needed for purposes of doing my job.
- I always attempt to have clinical discussions in reasonable locations.
- I am an advocate for patient confidentiality.
- I know that it is a privilege to be entrusted with a patient's medical information. I do not abuse this privilege.

Safety

Our priority is to keep patients, their families, visitors and staff safe.

- I pay attention to details and properly identify my patients by using two unique identifiers.
- I use proper protective equipment and proper body mechanics to protect myself.
- I provide education and information to patients, their families, visitors and colleagues as appropriate to ensure their safety.
- I follow safety policies and departmental protocols to ensure everyone's safety. I am familiar with the R.A.C.E. and P.A.S.S. programs.
- I report any suspicious people or unsafe activities that I may encounter to hospital police.
- I take pride in my organization and keep it clean.
- I will respect the hospital property as I do my own, and not damage hospital property.
- I pick up litter and clean spills when possible and report large spills to hospital police.
- I keep my area clear and safe. I follow OSHA guidelines.
- I keep hallways and exits accessible.