



COMMUNICATE
CREATE AN IMAGE
MAINTAIN SAFETY
HONOR ONE ANOTHER

GUIDING PRINCIPLES

CHARLES
COLE MEMORIAL
HOSPITAL
REGIONAL MEDICAL CARE

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GUIDING PRINCIPLES STATEMENT: COMMUNICATE

The successful delivery of care and services is largely dependent upon effective communication among staff, customers, patients, and residents of the community. The exchange of information must be timely, effective, concise, and complete.

■ Personal Exchange:

- Be conscious of what you are communicating non-verbally.
- Be conscious of the tone and level of your voice.
- Use professional language in all exchange of communications.
- Address customers appropriately, i.e., Mr., Mrs., Sir, etc.

■ Telephone Etiquette:

- Be familiar and able to utilize the Hospital's telephone systems.
- When answering the phone, include in your greeting: Appropriate salutation, your first name, department, and "How can I help you?"
- Answer telephones in a timely manner, within 3 rings if possible.
- When transferring a call always tell the caller where and to whom you are transferring and the extension in the event of a disconnection. In addition, announce the call giving information on who is on the line and what assistance they need.
- Use voicemail when you are not able to answer your phone: "Hello, you have reached (name) in the (department) of Charles Cole Memorial Hospital, I am away from my desk at this time, please leave your name and telephone number and I will return your call. If you have a matter needing immediate attention, contact (name) at (extension)."
- Update voice messages as needed to indicate if you are out-of-the office, length of time out, name and extension of who to contact in your absence.

■ Electronic Practices:

- Maintain a working knowledge of Outlook/E-mail and Mox systems.
- Use of E-mail and Mox will be for work-related issues only.
- Include your contact information at the close of all electronic correspondence.

■ Confidential Communications:

- Do not leave patient information exposed to public view.
- Keep voice levels low and discreet when discussing patient and professional matters in all settings. Provide patients with privacy at all times.
- Patient information should be accessed only when you have a "professional need to know" purpose.

GUIDING PRINCIPLES STATEMENT: CREATE AN IMAGE

We take pride in our facility and ourselves, show respect for our customers and each other through displaying a professional manner, appropriate expressions, neat and appropriate appearance, and maintaining the facility's appearance.

- **Demonstrate behaviors and an attitude that represent our facility in a professional, caring, and proactive manner:**
 - Rude behavior in any manner and toward anyone is not acceptable.
 - Be positive to new ideas and changes within the organization. Promote a positive attitude in speech and action. Set a positive example for others to follow.
 - Apologize for any problems or inconveniences. Follow-up with a resolution.
 - Be aware that you are viewed as a representative of CCMH even when you are not at work.
- **Dress appropriately. Appearance will be professional, tasteful, discreet, neat, and clean.**
 - Properly wear name badges to allow for easy identification.
 - Adhere to the hospital's dress code policy.
 - Practice good personal hygiene, presenting a neat, clean, and well-groomed appearance.
- **Maintain our facility's appearance.**
 - Pick-up and dispose of all litter appropriately.
 - Take ownership and pride in all CCMH facilities by maintaining a neat, organized, and clean work area.
- **Treat our customers with courtesy and respect at all times.**
 - Be our customers' advocates.
 - Strive to exceed our customers' expectations, it is the "little" things and details that they remember as BIG things.
 - Listen and let the customer talk without interruptions.



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GUIDING PRINCIPLES STATEMENT: MAINTAIN SAFETY

Maintaining safety is the responsibility of all staff. We will adhere to and enforce policies that relate to the safety and well-being of our patients, visitors, employees and environment. Accidents are the result of actions and attitudes that we can eliminate.

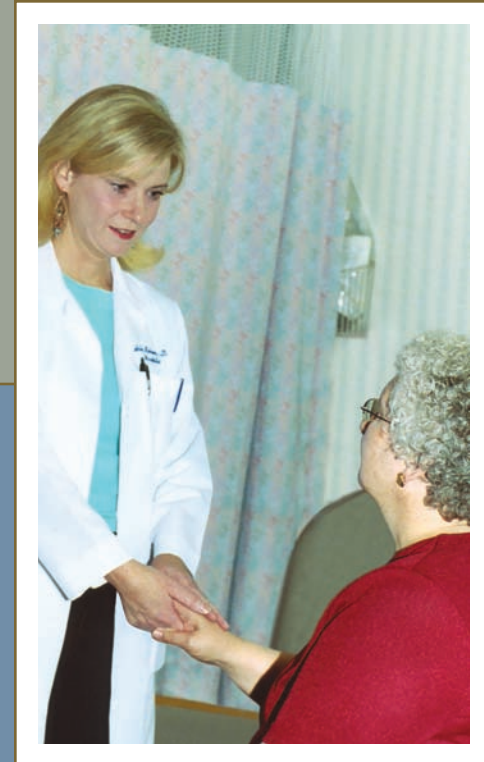
■ Maintain A Safe Environment

- Practice safe work habits as a courtesy to co-workers and customers.
- Promptly report all accidents and incidents (customer and staff) to the appropriate individual.
- Be aware of potential chemical hazards; it is your right to know.
- Prevent slips, trips and falls by keeping your work area clutter free.
- Observe for spills and taking appropriate action for clean up.
- Be prepared for emergencies and know the correct and prompt actions to take.
- Practice proper body mechanics when lifting, pushing, pulling or carrying. Ask for help if necessary.
- Know the safety policies and procedures, both hospital-wide and departmentally. If you see a safety hazard, correct it if possible, report it if you are not able to correct the hazard.
- Enforce the Smoking Policy, using scripting for interactions with patients, visitors and staff.
- Respect all equipment. Be sure it is in good working order, use it properly, and return it to its proper location.
- Position wheelchairs, call bells, and telephones as close to the patient as possible. Make adjustments if necessary, such as raising or lowering the bed level.
- Use protective clothing and equipment when appropriate; keep universal precautions in mind at all times.
- Protect yourself and our customers by receiving your annual Occupational Health update.
- Know the contents and location of the Emergency Kardex in your department.
- Know and use approved patient identifiers.
- Follow hand washing guidelines.
- Know and use approved medical abbreviations.

GUIDING PRINCIPLES STATEMENT: HONOR ONE ANOTHER

Courtesy, dignity, and respect are fundamental expectations of all staff. We are expected to represent Charles Cole Memorial Hospital in a positive, caring and professional manner at all times.

- Acknowledge everyone with appropriate greeting and make eye contact.
- Acknowledge all in need of assistance with, “Can I help, I have the time.”
- Be respectful and aware of others’ time.
- Offer an apology for any problems or inconveniences.
- Provide honest answers without blaming another co-worker or department.
- Provide respect for privacy, modesty, and information for all.
- Accept responsibility and try to resolve problems.
- Treat others with respect and compassion.
- Remember “Thank You” and recognition as the key to success.



HONOR ONE ANOTHER

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