



Service
Patient First
Integrity
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Spirit
Inside

A CULTURE OF SERVICE

Standards Booklet



Franklin Square
Hospital Center

MedStar Health



Franklin Square Hospital Center

MedStar Health

Vision

*The Trusted Leader
in Caring for People
and Advancing Health.*

Mission

*We provide safe, high quality
care, excellent service and
education to improve the
health of our community.*

Values

Service

We strive to anticipate and meet the needs of our patients, physicians and co-workers.

Patient first

We strive to deliver the best to every patient every day. The patient is the first priority in everything we do.

Integrity

We communicate openly and honestly, build trust and conduct ourselves according to the highest ethical standards.

Respect

We treat each individual, those we serve and those with whom we work, with the highest professionalism and dignity.

Innovation

We embrace change and work to improve all we do in a fiscally responsible manner.

Teamwork

System effectiveness is built on the collective strength and cultural diversity of everyone, working with open communication and mutual respect.

Franklin Square Hospital Center is a proud member of MedStar Health, a not-for-profit community-based healthcare organization serving the Baltimore-Washington region through patient care, research, and education.

MedStar

Spirit Values

The acronym SPIRIT represents MedStar Health's values—Service, Patient first, Integrity, Respect, Innovation and Teamwork. Each of the six values represents an essential area of focus that collectively unifies everyone at Franklin Square and that connect us to our fellow associates at all business entities within the system. The energy derived from coming together under one set of values guide both individual and collective behaviors, as well as decision-making within our organization. Awareness, learning and retention of our values will move us toward realizing our quest for service excellence.

Service

- Greets patients and customers promptly and respectfully.
- Establish and maintains positive relationships with patients and their families, physicians and co-workers.
- Dresses neatly and professionally; follows dress code policy.
- Listens attentively; understands patient and customer needs and problems.
- Responds quickly to patient/customer concerns; remains patient and calm in all situations.
- Prevents problems from occurring.

Patient first

- Proactively implements safety measures for patients/customers.
- Responds promptly to patient/customer needs. Provides the best care and service possible to patients/customers.
- Maintains confidentiality by protecting private and sensitive patient/customer information.
- Willingly provides assistance and useful information to meet patient/customer needs.
- Takes appropriate actions to win the trust of patients/customers.
- Is present with each patient/customer.

Spirit

Integrity

- Presents a positive image of MedStar Health to associates and the community.
- Accepts responsibility and ownership for his/her actions and performs his/her job competently.
- Works well with others; creates a favorable work environment.
- Interacts with Associates/customers in a respectful and tactful way.
- Follows the MedStar Code of Conduct and all workplace policies.

Respect

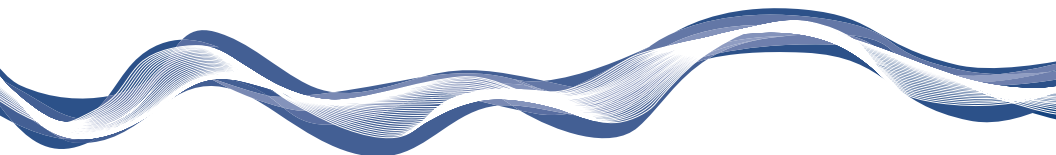
- Addresses patients, customers, and fellow associates appropriately using name/title as appropriate.
- Demonstrates appropriate verbal and non-verbal behavior.
- Comes to work with a positive attitude; shows enthusiasm and confidence.
- Collaborates with others, helps to create an open and respectful work environment.
- Balances emotions with reason and logic; appreciates the feelings of others.

Innovation

- Is committed to improvement and respectfully challenges the status quo.
- Supports new ideas and innovative approaches to work.
- Makes suggestions for solving problems.
- Is not afraid to take the occasional “risk” to try a new and different way of doing work.
- Incorporate “lessons learned” into his/her usual work assignments.
- Participates in improvement efforts by providing key ideas and solid contributions to solving problems.

Teamwork

- Collaborates well with others to accomplish organizational goals and tasks.
- Interacts well with a diverse range of associates; rarely encounters someone with whom he/she cannot work effectively.
- Seeks to understand coworkers’ and customers’ perspectives.
- Maintains a positive and respectful attitude toward others.
- Adheres to all departmental policies; maintains good work attendance.



Etiquette for Public Areas

Associates' behaviors make an impression on our patients and families. The perception of our patients and their families regarding employee behavior has a major impact on their level of satisfaction with the experience they have. Associates' behavior must be consistent with our values and must create a favorable impression.

General Expectations

- Be professional. Remember that you are representing Franklin Square Hospital Center and MedStar Health when you are at work.
- Use all opportunities in public areas to make a favorable impression.
- Do not discuss patients, their care, or hospital business in public areas to safeguard patient confidentiality and to maintain organizational integrity.
- Do not talk unfavorably about your co-workers.
- Do not criticize other associates or departments in front of patients or visitors.
- Avoid personal and loud conversations.
- Limit personal telephone calls in areas that are visible or in hearing distance from patients and families.
- Safeguard written patient information at all times.
- Do not have private conversations in public areas.
- Do not state that we are short staffed, very busy and cannot help or speak unfavorably about other departments.
- Do not use electronic devices in the hallways; texting in particular prevents you from looking up to acknowledge individuals you encounter.

Elevator Etiquette

- When transporting patients in wheelchairs, always face them toward the door. Be conscious of their privacy and keep covered as necessary. Talk to them and their families.
- When exiting an elevator with a patient in a wheelchair, on a bed or on a stretcher, always make sure the way is clear before pushing the patient into the hallway.
- Once in the elevator, make room for others and hold the door or "door open" button for them.
- Don't monopolize the space in the middle of an elevator so you can exit quickly. Allow patients and visitors with disabilities to be close to the door.

- If you are escorting someone, hold the elevator door and allow that person to enter first. When leaving the elevator, exit and hold the door open if possible.
- If you are escorting someone who is leaving the building, walk that person to the elevator or out of the building.

Etiquette for Patient Care Areas

- Greet everyone that approaches the team (nurses) station and look up from the desk and acknowledge them in a timely manner.
- Minimize socializing; limit gathering around the team station.
- Keep noise to a minimum.
- Do not discuss personal issues in earshot of patients and family.
- Answer call bells regardless of whose patient it is.
- Eat only in designated areas, not at the nurses station; be mindful of foods with heavy smells.

Appearance

Our personal appearance and the condition of our work environment represents Franklin Square Hospital Center. Therefore, our grooming and dress reflect our respect for our customers.

Personal Appearance

- Follow the Dress Code policy, including proper uniform/clothing and jewelry.
- General dress should be consistent with standards of safety and good professional business taste.

Facility and Environment Appearance

- Pick up and dispose of any litter properly.
- Notice spills and ensure that they are cleaned up in a timely manner.
- Wear gloves and other personal protective equipment. Follow proper disinfecting techniques for clean up and proper hand hygiene.
- Take ownership of the appearance of our work area and keep it neat and clean and free from clutter.
- Put all equipment and supplies in their proper place.
- Do not eat at work areas where you can be seen by patients and families.



Responsiveness to Patient Care

Call Lights

- Exceed our patients' needs by anticipating, identifying and responding to their needs before a call light is activated.
- Evaluate every patient on a regular basis to identify and respond to their needs.
- Prior to leaving a patient room ask, "Is there anything else that I can do for you while I am here?"
- Acknowledge patients within five rings and respond within five minutes.
- Answer them in a compassionate, considerate and enthusiastic manner.
- Refrain from leaving the unit or taking breaks when food trays are being distributed.
- Address the patient by name and ask, "What can we do for you?" or "Is there something we can bring you?"
- All Franklin Square associates are responsible for answering patients' call lights and as needed, obtaining the right resource to meet the patients' needs.
- Do not leave the nursing station unattended during any shift. All hospital associates can staff the desk to answer call lights and telephones.
- If you see a call light on, ask the patient, "What can I do for you?" Do not leave the floor until you are certain that the appropriate caregiver received the message.
- The appropriate person (unit secretary, nursing assistant, registered nurse) should respond to a patient's call or request within five minutes. If they are busy with another patient, an appropriate team member is expected to meet the patient's needs immediately.

Service

Keeping Patients and Family Informed

Information and Education

- Provide patients/family with applicable patient education materials upon admission and allow them to review the materials prior to discharge.
- Encourage patient/family to write down specific questions.
- Answer all questions thoroughly. Obtain information from other areas as needed.
- Discharge teaching starts at admission. Do not reserve discharge teaching for the last day of hospitalization. Keep the patient informed.
- Explain the meaning of discharge teaching by informing the patient that you are teaching them how to take care of themselves after they leave the hospital.
- Deliver all information regarding tests and procedures in an honest, easy to understand manner and explain:
 - Type of preparation necessary prior to tests or procedures
 - What to expect during and after the test or procedure
 - Time frame for test completion and when they can expect the results
- Patients with special needs (i.e. translators for non-English speaking patients, interpreters, amplification devices etc.) should have those needs addressed by appropriate departments.
- Respect cultural and other differences.
- Keep white boards current and up-to-date.

Providing Directions

Observe patients and visitors behaviors. If someone appears to need directions, escort patients and visitors to their destination.

If you are unable to escort them, find someone who can.

Overhead Paging and Intercom Use

- The overhead pager will only be used in case of safety issues or an emergency and to announce the end of visiting hours. The overhead page will **not** be used for general announcements.
- Additional use of the overhead pager must be approved by hospital administration.
- Intercom use on the patient care units will be restricted to absolutely necessary communication.
- The intercom will only be used between 7 a.m. and 9 p.m.

Customer Waiting

At Franklin Square one of our core values is putting the patient first. We realize that their time is valuable. We strive to provide excellent prompt service, while keeping them informed of delays and making them comfortable while they wait.

Outpatient Areas or Scheduled Appointments

- Waiting times of 15 minutes or fewer is an acceptable time for scheduled appointments.
- Apologize if there is a delay and offer an explanation; offer to reschedule the appointment if possible.
- Provide a clean, comfortable area for patients to wait.
- Never tell a patient that the delay is due to staffing issues or other operational problems.
- Remain aware of waiting times and remind appropriate associates and physicians of excessive waits.
- If it is apparent that a patient's services will be delayed, inform the patient prior to the appointment and reschedule if possible.
- If families are present, inform them of the process. Update them periodically while the patient is having the procedure.

Inpatient Areas

- All patients will be prepared and ready to be transported to test/procedures when the transport staff arrives.
- Ask the patient if they have needs prior to transport.
- If a patient is asked to wait upon arrival at their destination, they will be made as comfortable as possible by:
 - Always transporting patients with a pillow and a blanket.
 - Notifying families of the delay.
 - Adjusting stretchers into an upright position if the medical condition allows.
 - Updating the family periodically when a patient is undergoing a procedure. The family needs to be aware that procedures do not always begin as soon as the patient enters the operating room or procedure area. Educate them about the process.
 - Offering families refreshments and reading materials while they wait.
- Never tell a patient that the delay is due to staffing issues or other operational problems.

Patient First

Privacy and Confidentiality

We will honor our patients' right to privacy by creating and maintaining a secure, respectful and dignified environment. We treat all information as confidential and ensure patient privacy at all times.

- Understand and follow HIPAA regulations.
- Always demonstrate concern for privacy by knocking before entering a patient room.
- Interview patients in privacy. Close doors and curtains when possible.
- Request permission to enter when curtains or doors are closed and state your purpose.
- During examinations or procedures, close curtains or doors and drape the patient or offer extra covering.
- Provide a robe or secondary gown when a patient is ambulating.
- Provide blankets or sheets when transporting a patient.
- Do not discuss patient information in public areas.
- Maintain confidentiality of all written, verbal and electronic information; log off computers when possible.
- Do not post or discuss any information regarding patients or associates on any electronic media including Facebook, MySpace, emails, texts, etc.

Quality and Safety

We want to ensure that we prevent all errors and harm to any of our patients.

- Always ensure that you have the right patient, right procedure, right equipment, and all identifying information is accurate.
- Report any errors, potential unsafe practices, near misses or untoward events using the appropriate reporting process including the Occurrence Reporting system. Inform the individual in charge.
- Adhere to the safety and infection control policies and procedures to protect our patients and one another and to maintain a safe environment for healing.
- Speak up immediately to stop events that could lead to patient harm regardless of the position.
- Respond to patient and family needs immediately. Remain in contact with the patient and family until another member of the Franklin Square team takes over the responsibility for that patient.
- Follow federal, state, Joint Commission, OSHA, other regulatory agencies and Franklin Square policies and departmental procedures regarding safety, safety equipment and safety clothing.

Quality and Safety *(continued)*

- Maintain and use all machinery and equipment appropriately and safely.
- Do not utilize machinery or equipment that you have not received appropriate training/orientation on.
- Return equipment to its proper storage place after use.
- Be prepared for emergencies; know the correct actions to take for all codes (e.g. fire, medical emergency, disaster).
- Follow emergency/disaster policy requirements.
- Always use safe patient handling equipment when lifting or transporting patients.

Innovation

Teamwork

Franklin Square Hospital Center associates are linked to one another by a common purpose: serving our patients and our community. Our co-workers therefore are our teammates and they deserve our respect. Without their contributions none of us could perform our jobs. Just as we rely on our fellow colleagues they rely on us. Maintaining positive relationships with our co-workers enhances the quality of the care and service we deliver to our customers.

- Be on time and ready to work; keep breaks to the standard.
- Recognize and support the skills and qualities of fellow associates.
- Welcome new associates. Be supportive by offering help and setting an example of cooperation.
- Be honest and kind in all interactions with one another.
- Respect the privacy of fellow colleagues; do not gossip.
- Attempt to resolve differences in the spirit of cooperation and try to create solutions to benefit all parties. Concerns or conflicts, which cannot be resolved together should be brought to the attention of your supervisor.
- Help one another with patient care. It is the responsibility of all associates regardless of assignments.
- Identify associates that may need help and offer to assist.
- When leaving the unit always inform the individual in charge.
- Go the extra mile to provide or find what is needed. Never say “That’s not my job” or “That’s not my patient.”
- Take care of yourself and family to avoid unplanned absences.
- Always inform your supervisor when leaving the department/unit.

Teamwork

Communication

Our values of Patient First and Respect require that our communication is respectful of others. The purpose of communication is to facilitate an understanding between individuals. Our patients and their families need to be understood and respected and to feel that we care. We must be committed to actively listening to them in order to fully understand and meet their needs.

Greetings and Introductions

- Greet everyone with a warm and friendly smile and make eye contact.
- Look up and acknowledge anyone that enters your work area.
- Immediately introduce yourself using your name, title and department.
- Use “please,” “thank you,” and address patients as “Mr.,” “Mrs.,” or “Dr.,” unless you’re invited to do otherwise. Patients should not be addressed by sweetie, honey, hon, dear, patient in room 224 or hip patient in room bed 1. Use their name in conversations with them when possible.
- Listen to our patients’ concerns in ways that demonstrate that you care. Pay close attention to both verbal and non-verbal messages.
- Communicate honestly and openly.
- Greet any patient that arrives to the unit, diagnostic area or department in a timely manner.

Telephone Etiquette

- Understand how to operate the telephones in your areas.
- Answer calls within three rings (our goal is to answer calls promptly and not keep customers waiting).
- Answer all calls by identifying your department and your name, say “Thank you for calling Franklin Square Hospital’s Admissions Department. This is Lisa. How may I help you?” or something similar. Speak clearly.
- If a wait is necessary, ask the caller if they would like to hold or leave a message. Thank the caller for holding when you return to the call.
- Periodically acknowledge callers on hold and provide them with the

Answer all calls by identifying your department and your name, asking “Thank you for calling Franklin Square Hospital’s Admissions Department. This is Lisa. How may I help you?” or something similar. Speak clearly.

Respect

- status of their call and asked if they want to continue to hold.
- Phones will be placed on voicemail only when necessary. Recorded voicemail messages should be kept short and to the point. Avoid leaving complex messages. Voicemails should be scripted with a professional, consistent greeting.
 - Return calls and voicemails promptly.
 - Never let your final response be “I don’t know” or “call back later.” Take a message and follow-up.
 - When taking a message, get the caller’s full name, an accurate message, the urgency of the call and when they may be reached for a return call. Sign the message with your name and the date and time of the message.
 - Refrain from speaking on the phone when eating or chewing gum.
 - Smile when speaking on the phone. The caller will hear it in your voice.
 - Overhead paging should be limited to emergency calls. Associates or managers receiving frequent overhead pages need to use an alternative means of communication (beepers, cordless phones, cell phones, etc.).

Voicemail

- Telephones should only be forwarded to voicemail when needed.
- Telephones in patient areas should always be answered by a person not an automated machine, except with the approval of the department manager.
- All voicemail greetings should include the individual’s name, the department, and the # out option for immediate assistance (do not tell them to call another number) “Hello, this is _____, from department _____. Unfortunately, I am not available to take your call. If you need immediate assistance press # and you will be transferred to _____. Otherwise, please leave a message and your phone number, and I will return your call as soon as possible.”
- Main department telephone numbers should not be directed to voicemail during business hours, except with the approval of the department manager.
- Greetings on the main department telephone number should state thank you, the department, business hours and what the caller should do in case of emergency.
- When you will be out of the office, indicate the date you will be returning.

Service Recovery

At Franklin Square Hospital Center, we strive to improve the quality of care and level of service we provide to all of our patients. When patients are not completely satisfied with the care and service provided, we encourage them to speak up so that we can work to recover dissatisfied patients through service recovery practice.

- Concerns, complaints and grievances should not be minimized. Embrace them as opportunities to improve services.
- During patient rounds, nurse managers should solicit suggestions, concerns and complaints and work to resolve any issues that arise.
- When patients or families are dissatisfied, all associates should practice service recovery and respond appropriately. Be a STAR:
 - Show concern and listen. Listen carefully to what the patient is saying. Pay attention, ask questions to clarify and do not interrupt. Respond with empathy to acknowledge their feelings. Say, “I can see why you are upset, Mrs. Jones,” or “I understand you are upset/angry.”
 - Take ownership and see the issue to the end. Take action and say, “This is what I am going to do about this. I will check back in a while to assure you that everything has been resolved.”
 - Apologize, regardless of the situation or who is at fault. Say, “I am sorry this happened.” Do not blame others.
 - Resolve the problem so that it does not happen again. If the problem can be fixed immediately, do so. Communicate to the appropriate individuals.
- Look for ways to help without being asked.
- Be proactive, prevent problems before they occur.
- Never make excuses for service problems (such as staff shortages, inadequate supplies or equipment or another associate).

Integrity