



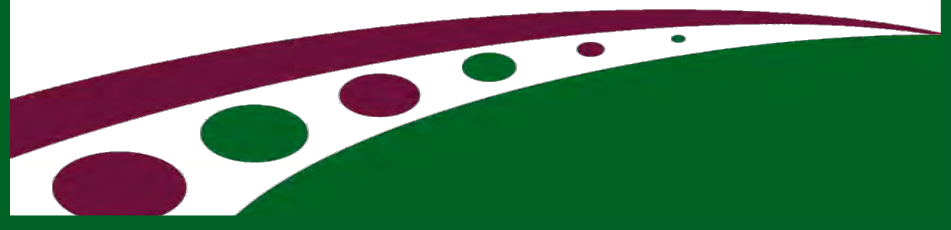
STANDARDS OF PROFESSIONAL EXCELLENCE

**Be Impeccable with Your Word.
Don't Take Anything Personally.
Don't Make Assumptions.
Always Do Your Best.**

The Four Agreements, Don Miguel Ruiz



Affiliate of Mercy Medical Center Des Moines, Iowa



Our Mission

To be dedicated to providing quality, cost effective health related services to meet personal needs and improve the health status of individuals and families in Wayne County and surrounding areas.

Our Vision

To be the primary health care provider for residents of Wayne County and the surrounding south central Iowa and north central Missouri regions.



Pillars of Excellence



People: Employees are informed and have opportunities for improving their skills to promote success.

Quality: Provide easily accessible, quality care.

Service: Initiate a culture where high quality service is evident to all physicians, patients, and employees.

Community: WCH will actively pursue opportunities to have a positive impact on community issues.

Finance: Meet or exceed operating budget indicators while securing long-term financial security.

Growth: Investigate and capitalize opportunities to grow WCH's existing services and to develop new services.

PURPOSE OF THIS BOOK

Welcome to Wayne County Hospital (WCH)! Whether you are a new employee, or a veteran at WCH, this handbook is designed to help you exceed the expectations of our patients, our visitors, and your co-workers. Through your commitment and dedication to the Wayne County Hospital “Standards of Professional Excellence,” we will create memorable experiences for those we serve.

Our goal at WCH is for our employees to provide exceptional healthcare to our patients. Ultimately, the goal of every WCH employee is to ensure patients are “Very Satisfied” with their experience, and are willing to choose WCH as their hospital of choice for their family’s future healthcare needs.

The “Standards of Professional Excellence” was originally written by the WCH FireStarters in 2005 after carefully studying the practices of leading companies like Disney, Southwest Airlines, Ritz-Carlton, Baptist Health System, and others that are known for their outstanding customer service and commitment to employee satisfaction.

As your peers and co-workers, the FireStarters were brought together to make a difference in how we work together as a team, and how we perform for our patients. By committing yourself to these Standards of Professional Excellence, you will have the opportunity to be a part of the organization-wide success in delivering exceptional healthcare services to our community. As our organization has matured, these Standards have evolved over the years and are now in their fourth edition.

It is the belief of our Board of Trustees, our medical staff and our employees that we are able to excel and exceed the expectations of our customers. These beliefs are central to the heartbeat of our organization and focus on: Customer Service, Teamwork, Attitude, Respect and Professionalism, Leadership, Fun, Safety and Continuous Improvement.

You are joining a team that is among the best in healthcare. We believe we are fortunate we get to do meaningful work and make a significant difference in people’s lives every day. Thank you for sharing your skills, your enthusiasm and your special talents in fulfilling our mission of excellent care!

*2010 & 2009 Press Ganey Summit Award Winner ®
for outstanding Emergency Department Patient Satisfaction*



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CUSTOMER SERVICE

*I am Wayne County Hospital,
I will always promote excellence by . . .*

- Greeting everyone with a smile, making eye contact and offering a greeting when passing such as “good morning.”
- Noticing if customers appear in need of assistance and immediately offer to help and escort them to their destination.
- Utilizing AIDET (Acknowledge, Introduce, Duration, Explanation and Thank You) during all patient and family interactions.
- Using Key Words at Key Times to align my behavior with the needs of my patients.
- Answering call lights promptly, in a positive and caring manner.
- Asking, “Is there anything else I can do for you?” before leaving every patient.
- Rounding on patients hourly, keeping them informed of my breaks and advising when my shift ends. Introduce my replacement by name and experience, and that they will provide very good care.
- Providing explanations in terms that can be easily understood without using abbreviations or medical jargon.
- Anticipating, explaining and apologizing for any delays.
- Continually striving to exceed customer expectations.
- Establishing trust with my customers by following through with their requests.
- Anticipating the needs of customers and their families, and accommodating their special requests.
- Being fully attentive when I am “on stage” with our customers and reserve “relaxed behavior” for when I am out of our customers’ view and hearing.

Don't find fault, find a remedy.
Henry Ford

TEAMWORK

*I am Wayne County Hospital,
I will always promote excellence by . . .*

- Welcoming and introducing myself to new employees.
- Taking pride in the organization, as if I own it.
- Communicating openly with co-workers.
- Working together to create solutions and avoiding “We/They” when discussing issues.
- Accepting responsibility and being accountable for my actions.
- Adhering to policies and procedures.
- Embracing the values of this organization.
- Doing the right thing at all times.
- Respectfully addressing problems with the person/persons involved and utilizing the appropriate chain of command.
- Providing constructive criticism to my co-workers privately.
- Treating fellow employees as professionals: deserving of courtesy, honesty and respect.
- Avoiding last minute requests for time-off or schedule changes.
- Recognizing the value of other people’s work.
- Praising accomplishments.
- Asking for help when I need it, and having a willingness to look beyond my assigned tasks and help others without being asked.

The achievements of an organization are the results
of the combined effort of each individual.

Vincent Lombardi



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ATTITUDE

*I am Wayne County Hospital,
I will always promote excellence by . . .*

- Displaying a professional and positive attitude at all times.
- Being honest and kind during all interactions.
- Being respectful of co-workers and customers by eliminating gossip within our facility and in the community.
- Providing more than people expect with compassion, integrity and excellence.
- Avoid discussing personal matters in the presence of patients or visitors.
- Projecting a positive attitude by smiling, being friendly and courteous, and saying “please” and “thank you.”
- Avoid saying: “It’s not my job.” Or “We are short staffed.”
- Avoiding displays of frustration or stress to our customers, or co-workers.
- Admitting to mistakes. Learn from them so they are not repeated and move on.
- Responding to all work communications in a timely manner, and relaying messages to co-workers in a productive fashion.

I’ve learned that people will forget what you said, people will forget what you did,
but people will never forget how you made them feel.

Maya Angelou

RESPECT & PROFESSIONALISM

*I am Wayne County Hospital,
I will always promote excellence by . . .*

- Identifying myself as an employee for the benefit of the patient and visitor.
- Wearing my identification badge at eye level, visible at all times and maintaining its integrity.
- Maintaining confidentiality by following HIPAA guidelines.
- Respecting human dignity.
- Honoring a patient's privacy, by closing curtains or doors during exams and procedures.
- Asking permission before examining a patient and providing an explanation during the examination process.
- Providing a robe or second gown of the right size if the patient is ambulating or in a wheelchair.
- Respecting the workplace and environment by keeping all areas clean, tidy and safe.
- Refraining from inappropriate language or gestures.
- Speaking in moderate tones; being aware of my surroundings and level of voice.
- Adhering to our Personal Appearance Policy and presenting a clean, professional appearance.
- Keeping body art or jewelry tasteful and discrete.
- Limiting cell phone and social media use according to our policies.
- Having meals in the cafeteria or designated break areas never in a patient care area, clinical work space or within public view.

One of the deepest longings of the human soul is to be seen.

John O'Donohue



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LEADERSHIP

*I am Wayne County Hospital,
I will always promote excellence by . . .*

- Seeking solutions that promote quality.
- Ensuring a safe work environment.
- Ensuring a work environment that is free from harassment.
- Being open to grievance and appeal procedures.
- Providing a work environment that enhances an employee's knowledge and skills.
- Addressing employee issues in a discrete and respectful manner.
- Promoting a work environment that supports the Standards of Professional Excellence.

Leadership is practiced not so much in words
As in attitude and actions.

Harold S. Geneen



FUN

*I am Wayne County Hospital,
I will always promote excellence by . . .*

- Recognizing, rewarding and celebrating our successes.
- Rewarding and recognizing team members who participate in hospital activities that promote fun, involvement and team building.
- Recognizing that fun and laughter belong in the workplace.
- Laughing out loud.
- Embracing the ‘Spirit’ of our dynamic/positive culture and being involved with our activities and serving on committees.
- Enjoying the freedom to laugh at myself.

SAFETY

*I am Wayne County Hospital,
I will always promote excellence by . . .*

- Being prepared for emergencies and knowing my role.
- Promptly returning equipment to the proper place.
- Utilizing approved and available safety devices.
- Following federal, state, OSHA and departmental safety procedures.
- Watching for and assisting patients back to bed wearing ‘red socks’ who are at risk of falling.

If you aren't having fun, you aren't doing it right.
Mary P. Malone



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CONTINUOUS IMPROVEMENT

*I am Wayne County Hospital,
I will always promote excellence by. . .*

- Seeking out and attending opportunities to improve my personal and professional skills related to my job.
- Attending WCH events where hospital information is shared (e.g. department manager meetings, employee open forums, etc.)
- Recognizing the importance of our performance measurements.
- Working to create efficient and effective systems.
- Supporting a blameless culture.
- Rising above excuses, mediocrity and carelessness.
- Doing my part to improve our Patient and Employee Satisfaction results.
- Understanding the Pillars of Excellence, and any other key issues pertaining to Wayne County Hospital.

Strive not to be a success, but rather to be of value.
Albert Einstein

WHY SERVICE MATTERS

The Cost of a Customer "The Ripple Effect"

Traditionally:

- One happy customer talks about their experience for two years.
- One unhappy customer talks about their experience for 23 years.
- On average, every satisfied customer tells five people about their experience.
- On average, every unsatisfied customer will tell 8-20 people about a bad experience.
- For every unsatisfied customer who complains, there are 26 unhappy customers who will say nothing. Most will simply take their business elsewhere.
- The average customer will spend \$60,000+ at Wayne County Hospital over their lifetime.
- Five years ago for every unsatisfied customer, word of their experience would reach enough people to represent \$1.2 million worth of business.

Times have changed and in today's world with texting, blogs, Facebook, Twitter, YouTube, etc. when customers have an unsatisfactory experience they can tell millions! Mass communication is instant. How many customers can we afford to alienate?

Today we know that anything less than 100% customer satisfaction can be catastrophic for an organization.

It is our choices that show us what we truly are,
Far more than our abilities

J.K.Rowling



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I AM WAYNE COUNTY HOSPITAL . . .

I will always. . .

- Do the right thing for the right reason.
- View everyone I come into contact with as my customer.
- Listen attentively to my customer as they will define excellence.
- Provide quality services to my customers so they feel comfortable with the care and procedures I provide.
- Communicate clearly to everyone, every time.
- Be polite and friendly, treating others the way I would like to be treated.
- Create an environment of safety, security and trust.
- Respect the privacy and confidentiality of others.
- Work to ensure quality outcomes.
- Be open to new ideas that will improve my performance.
- Be sensitive to cultural and language difference.
- Speak positively about WCH and my co-workers.
- Smile and greet my co-workers throughout my shift.
- Remind teammates to uphold our Standards.
- Accept constructive critiques in a positive manner.
- Be honest and reliable in everything I do.

As a representative of Wayne County Hospital I agree to abide by, and be held accountable to the Standards of Professional Excellence.

Signature

Date



Affiliate of Mercy Medical Center Des Moines, Iowa