



The Strong Commitment means ICARE

At the University of Rochester Medical Center, every member of our team is required to make a personal commitment to our patients, their families and our colleagues. We expect that you embrace our vision to deliver patient- and family-centered care across all aspects of the Medical Center. By doing so, we ask that you live by the ICARE values and make them central to your work life at URMCC, each and every day; treating others the way you want to be treated. Outlined below are some ICARE behaviors we all must do consistently as we live ‘Medicine of the Highest Order’.

Living the ICARE Values:

Integrity — I will conduct myself in a fair, trustworthy manner and uphold professional and ethical standards.

Introduce yourself – (greet, say your name, explain your role)

Compassion — I will act with empathy, understanding and attentiveness toward all others.

Communicate with warmth – (call every person by name, smile, make eye contact, listen attentively)

Accountability — I will take responsibility for my actions and join with my colleagues to deliver ‘Medicine of the Highest Order’.

Answer questions clearly – (ask about and address concerns, explain next steps)

Respect — I will always treat patients, families and colleagues with dignity and sensitivity, valuing their diversity.

Respond to feelings – (show courtesy, empathy and kindness)

Excellence — I will lead by example, rising above the ordinary through my personal efforts and those of my team.

Exceed expectations – (ask if there is anything else you can do, say when you will be back)

Through my signature on this form, I make the Strong Commitment—my personal commitment to our patients, families and colleagues. By doing so, I agree to uphold the ICARE values and consistently demonstrate these expected behaviors in all interactions.

Signature: _____ **Date:** _____



MEDICINE of THE HIGHEST ORDER

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Medical Center Libraries and Technologies (MCL&T) commits to the following behaviors as being essential to attaining service excellence:

Expected MCL&T Behaviors for Service Excellence

APPEARANCE AND LANGUAGE

- Use words and terms easily understood by all library customers; avoid professional jargon or “library lingo.”
- Use words and tones appropriate to a health care setting.
- Wear neat, proper dress, including a visible ID badge.

GREETING AND ASSISTANCE

- Make customer service the highest priority by interrupting other work to offer assistance.
- Greet others warmly.
- Be cheerful, conveying with a smile and body language that you’re ready to help.
- Provide welcoming, honest, prompt, respectful, high-quality service to all customers despite their status or the nature of their questions or information requests.
- Offer assistance and escort visitors to their destination, if needed.

OWNERSHIP AND HOSPITALITY

- Help keep common areas, appliances, and equipment clean and neat.
- Keep our Medical Center clean (report spills, pick up trash and reduce clutter).
- Always give patients and families priority (in elevators, lines, parking lots).

RESPECT AND “RECOVERY”

- Respect the personal space and property (real and virtual) of customers and co-workers.
- Respect every person’s privacy (for example, knock before entering a co-worker’s office).
- Acknowledge dissatisfaction; apologize for any inconveniences; correct when possible.

TEAMWORK AND INNOVATION

- Take an interest in the activities of other MCL&T service areas/departments.
- Be creative in solving problems; don’t blame others or offer excuses.
- Value and support your co-workers and actively participate in team success.
- Be flexible and willing to listen to ideas that are different from your own.

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