

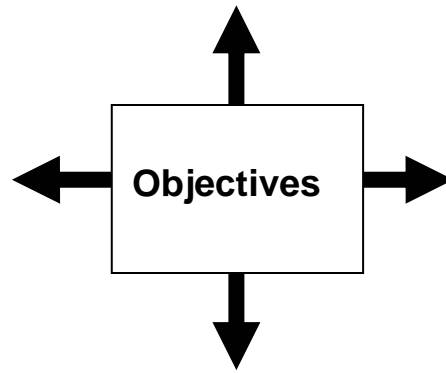


THE STRONG
Commitment

Residents and Fellows

2006

The Strong Commitment Resident and Fellows Training



1. Obtain a better understanding of the importance of providing quality care through excellent customer service to internal and external customers.
2. Be familiar with the five values and expected behaviors for providing excellent customer service.
3. Understand that each individual is the face of the institution. Each of us needs to make a personal commitment to providing our best, every day.

The Strong Commitment

Please take a few minutes to reflect on the following questions:



1. What qualities are important to you when choosing a health care provider for yourself and/or your family?



2. What do your patients thank you for?



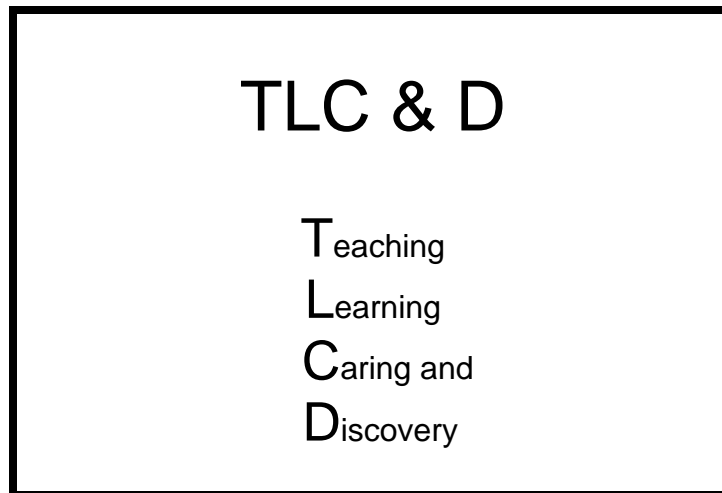
3. What are 3 positive outcomes of providing excellent customer service to your customers/patients?

The Strong Commitment is a personal commitment to service excellence from each and every Strong Memorial Hospital Employee.

Strong Memorial Hospital Mission, Goals & Values

Mission Statement:

We improve health through caring, discovery, teaching and learning



Goals:

- People/Human Resource Development
- Service
- Quality Improvement
- Finance/Cost Reduction/Capital Management
- System

The Strong Commitment....

means I CARE

As a member of our team, every word you speak and action you take makes an impression on those who trust us to provide them the best possible care. We are committed to exceeding their expectations and serving their needs with compassion, respect and exceptional health care.

We can honor this commitment only when every employee makes a personal commitment to the values we share, and when our words and actions are consistent with those values. We expect that you will embrace this commitment and make it central to your work life at Strong, every day.

People rely on us around the clock, often at times when they are most vulnerable. We must always respond with sensitivity, kindness and compassion, creating an environment in which they feel as comfortable and welcomed as possible.

As a Strong Memorial Hospital employee, making the Strong Commitment must be the foundation of your work performance. Keeping that commitment will be key to successful performance over time.

The Strong Commitment Values

I ntegrity	I will conduct myself in a fair, responsible and trustworthy manner.
C ompassion	I will act with empathy and understanding towards others.
A ccountability	I have an obligation to take responsibility for my actions and to join with my colleagues in realizing our hospital's vision.
R espect	I will treat patients, families and colleagues with dignity and sensitivity, valuing their differences.
E xcellence	I will rise above the ordinary through my personal efforts and those of my team.

Expected Behaviors for Service Excellence

Appearance and Language

- Wear neat, proper dress, including a visible ID badge
- Use words and tones appropriate to a health care setting

Greeting and Assistance

- Greet others warmly
- Introduce yourself and explain your role
- Offer assistance and escort guests to their destination if needed

Ownership and Hospitality

- Keep our hospital clean (report spills, pick up trash and reduce clutter)
- Always give patients and families priority (in elevators, lines, parking lots)

Respect and “Recovery”

- Respect every person’s privacy (knock before entering a room, pull privacy curtains where possible).
- Acknowledge patients’ or families’ dissatisfaction; apologize for any inconveniences; correct when possible

Teamwork and Innovation

- Be creative in solving problems rather than 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

How is patient care affected when we do not demonstrate the core values?

Attitude

The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company... a church...a home.

The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day.

We cannot change our past...we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and this is our attitude. I am convinced that life is 10% what happens to me and 90% how I react to it.

And so it is with you...we are in charge of our Attitudes.

—Charles Swindoll