

El Rio Standards of Excellence

- 1) **Attitude is Everything – Create a Lasting Impression.** We treat every customer as if he or she is the most important person in our work place. Customers are not an interruption of our work; they are our reason for being here. Our behavior and attitude create a positive first impression that is lasting. We are committed to providing the highest quality of service and meeting our customers' needs with the utmost care and courtesy. This commitment must be reflected in our behavior.
 - Promptly welcome customers in a friendly manner. Smile warmly and introduce yourself. Don't allow anyone to feel ignored.
 - Treat each person as you would like yourself or the persons closest to you to be treated.
 - Respond kindly to all customers with information and assistance.
 - Look for persons who are obviously in need of direction and offer to escort people to their destinations or find someone who can.
 - Act as an example to promote a positive image to the community.
 - Smile and say hello to everyone in hallways.
- 2) **Thank Somebody – Reward and Recognition.** Reward and recognition are central to the El Rio culture. We express gratitude and appreciation to one another. We celebrate our accomplishments and hard work to make El Rio the best place to work, practice medicine and receive care.
 - Tell someone who goes above and beyond that you appreciate him or her and celebrate one another's achievements and successes.
 - Acknowledge when a team member exemplifies one or more of the service standards and behaviors.
 - Openly praise co-workers' accomplishments.
- 3) **Make Words Work – Talk, Listen and Learn.** The goal of communication is understanding. We must be committed to listening attentively to our customers in order to fully understand their needs. Close attention should be given to both verbal and nonverbal messages. We listen attentively to customers to understand their needs and to ensure they comprehend information we provide to them.
 - Communicate with care: speak calmly, clearly and courteously. Give your name and department when speaking to the customer.
 - Customers requiring special assistance, such as interpreters, translators, or hearing, will have their needs addressed by appropriate departments.
 - Listen carefully and give your full attention to everyone you talk to.
 - Use please, thank you and you are welcome in conversations.
 - Avoid technical or professional jargon and abbreviations. Use easily understood and appropriate language when giving customers information about health, special diets, tests, procedures, medications, etc.
 - Reinforce verbal instructions with teaching sheets or other written material whenever possible.
 - Always call a patient or family member by their last name unless you have permission call them by their first name.
 - Use AIDET: Acknowledge the person, Introduce yourself, establish a Duration, provide an Explanation and Thank customers for choosing El Rio.
- 4) **All for one, one for all – Teamwork.** As El Rio Health Center employees, we are linked to one another by a common purpose; to serve our patients and our community. That's not my job is not in our vocabulary. We build each other up; we share successes, failures, information and ideas. We will offer help when possible and cooperate in the workplace. Keep in mind if one member succeeds, we all succeed.
 - Treat one another with courtesy and respect.
 - Welcome new employees. Be supportive by offering help and setting an example of cooperation expected in the workplace.
 - Work to create a positive, solution-oriented work environment. Avoid negativity because it affects everyone with whom you come into contact.
 - Attempt to resolve conflicts respectfully, directly and promptly with the individual(s) involved. If necessary, request assistance with resolution.
 - If you are unable to meet a request, be responsible for finding someone who can and follow-up at a later time to make sure the request was resolved.
- 5) **Make it Better – Service Recovery.** When the El Rio experience doesn't go right for a customer, we pledge to make things better. We listen and respond with empathy, and apologize for not meeting expectations. We are proactive in making amends, even in difficult situations.
 - Anticipate and correct problems before they become issues.
 - Let the customer know that their complaint is heard and we will work to make things right.
 - Accept accountability for your actions.
 - Follow-up with the customer within a reasonable amount of time (2 business days at most) and provide your contact information so that they may get in touch with you if necessary
 - Identify the root cause of an issue and work to improve or prevent it from occurring again.

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- 6) **Think Safe, Be Safe and Stay Safe – Safety at work.** It is essential that we provide a hospitable, healing, healthy and safe environment at El Rio. We identify and report all accidents, incidents and safety hazards promptly, and apply remedies whenever needed.
 - Dispose of litter, clean up spills and return equipment to its proper place. Be particularly concerned about any debris, spill or obstacle that could cause someone to slip, trip or fall.
 - Be aware of your surroundings and know the emergency codes.
- 7) **Appearance Speaks.** When we dress, groom and maintain our workplace with care, we show respect for our customers and give them confidence in our ability to care for them.
 - Wear neat, appropriate clothing, jewelry and tastefully applied scents, following the El Rio or specific departmental dress code policy, where applicable.
 - Wear your unaltered ID Badge at all times while on duty in a visible, appropriate place.
 - Use good personal hygiene.
 - Help keep our facilities and grounds clean and safe. Keep your personal work area neat, clean and orderly.
- 8) **Keep In Touch – Ease Waiting Times.** Keeping our customers informed puts them and their families at ease. We are committed to sharing information and acknowledging the presence of our customers at all times.
 - Recognize our customers have a sense of urgency and show them that we value their time. Always thank customers for waiting and apologize when there is a delay.
 - Provide waiting customers with regular updates every 15 -20 minutes to keep the customer updated. If scheduled visit or procedure is significantly delayed, explain the reason and offer an option for rescheduling if appropriate.
- 9) **It's a Private Matter – Confidentiality.** El Rio protects customers' confidentiality, privacy and modesty in all situations. We are sensitive to the personal nature of health care, and we do everything we can to earn the trust that others place in us. Every employee is responsible for ensuring the privacy and confidentiality of patient information.
 - Follow HIPAA guidelines and Confidentiality Agreement: Keep patient, physician and proprietary organizational information private.
 - Be discreet in conversations with or about patients.
 - Speak about personal matters outside of patient care areas and on your personal time.
 - Respect co-workers privacy by eliminating gossip. Our customers also hear this unprofessional talk.
- 10) **To "E" or not to "E" – E-mail & Telephone Manners.** Using e-mail may save the sender time, but may not always be the most appropriate or expedient way to communicate. Use discretion in sending, responding to and forwarding e-mail.
 - When sending out a message to multiple user groups, select only those groups to whom the message is relevant. Reply only to sender when possible. Never correct the sender by using "Reply to group."
 - If you are gone for more than two days, use an "out of office" message.
 - Use direct/phone communication, not an e-mail, for urgent communication, complex problem solving, sensitive or highly confidential issues.
 - Do not use email to send HIPAA protected information externally as it is not a secure.
 - Practice telephone etiquette at all times by answering the telephone: 1) within three rings, 2) in a friendly tone of voice, and 3) stating "Good morning," department name, and "How may I help you?"
 - Get the caller's permission before putting him or her on hold. Thank the caller for holding when you return to that line.
 - Return calls promptly, within one business day if possible.
 - Remember that the customer standing in front of you takes precedence over the customer on the phone, so don't make them hold so that you can answer the phone.
- 11) **Vive La Difference! – Diversity.** At El Rio, we know that our differences, unique talents and varied backgrounds, come together to create a stronger whole.
 - Recognize the value and potential of each person.
 - Recognize the values of a diverse workforce; remain open to new viewpoints, ideas and talents.
 - Relate to everyone fairly regardless of age, gender, disability, race, ethnicity, culture, national origin, religion, sexual orientation, etc.
- 12) **Get Smart – Increase Skills and Competence.** El Rio is committed to helping its employees, leaders and providers learn and grow. Professional development demonstrates a desire to continually enhance the delivery of health care. We encourage innovation and constant improvement in efficiency and effectiveness.
 - Actively participate in professional development opportunities offered by El Rio.
 - Maintain a high level of competence in your job, taking advantage of opportunities to learn and develop new skills.
 - Share what you've learned (knowledge, experiences, ideas, etc).