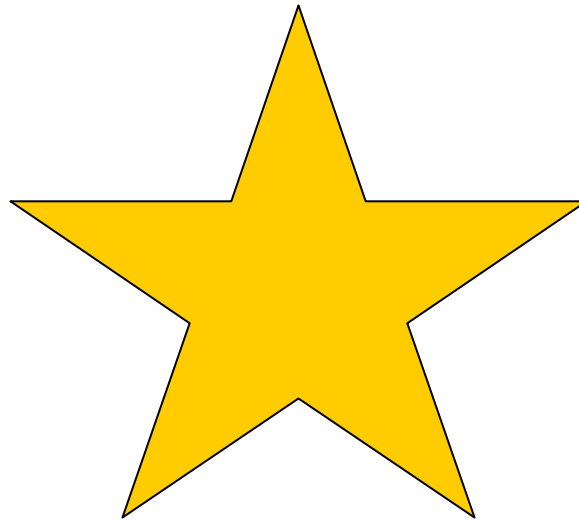


Our Cultural Transformation



Extraordinary Care

Extraordinary Care

5 Steps

- ★ First Impression
- ★ Courtesy
- ★ Promptness
- ★ Attention to Individual Needs
- ★ Compassion

First Impression

- Happens automatically, instinctively
- Formed as soon as you see a person or place
- Based on how you look
 - Clean, neat, professional in appearance
 - Eye contact, smile
- Sets tone for entire experience



Courtesy

- Best understood by demonstration
 - Warm smile, handshake, an introduction “Good Morning” “Have a nice day” “Nice to see you”
- People like a friendly environment
- Creates a feeling of welcome
 - Example: Assisting people who are lost





Promptness

- People hate to wait
 - Time is important to people
- Put yourself in the patients perspective
 - In a bed, hooked to monitors/equipment
 - Possibly in pain, in need of restroom, drink
- Must understand “Recovery or damage control”
 - Apologize, explain delay, inform when they can expect to be served

Attention to Individual Needs

- We are all very different
- Need to understand and identify individual needs of patients and respond to their needs
- Not necessarily just honoring their requests - it makes them feel important
- VIP treatment

Compassion

- Recognizing and understanding that our patients have emotional needs and making a personal commitment to respond to those needs whenever there is an opportunity
- Deeper and stronger feeling than courtesy
- Treat another as you treat ones you love and hold dearest
- Sensitive to the needs of our patients and families
- Unselfishness, sacrifice of self
- Listen kindly, speak kindly
- Genuine warmth and attention
- Offering comfort to someone who is anxious, upset or afraid
- Respect for dignity