6.5 LSUHSC Customer Relations Policy

A. PURPOSE
This policy provides guidelines for the attitudes and actions of all levels of employees empowered to foster favorable relations between employees and patients, patients’ families, visitors, fellow employees, and the medical staff.

B. PHILOSOPHY
1. Louisiana State University Health Sciences Center is a center of excellence. Every employee is both challenged and empowered to do his or her job in such a way that patient care, medical education, and research consistently and completely meet the standards outlined in the Pledge To Service and the Service Behavior Expectations. (See attached).

2. Every Louisiana State University Health Sciences Center employee, given maximum opportunity to grow as a person, a professional, and a member of our community, is committed to the Pledge To Service and Service Behavior Expectations.

C. POLICY
It is the policy of Louisiana State University Health Sciences Center in Shreveport to encourage and expect each person connected with the Health Sciences Center to at all times:
1. Be aware of and concerned about how his or her attitude and actions affect the customer and fellow workers.
2. Demonstrate appropriate behavior as described in the policy and as contained in the Pledge To Service and Service Behavior Expectations.

D. DEFINITIONS
1. Appropriate behavior: an attitude or action in interacting with others (patients, patients’ families, visitors, fellow employees, and the medical staff) that include:
   a. Observance of the Pledge to Service and Service Behavior Expectations.
   b. Courtesy and politeness.
   c. Friendliness.
   d. Concern for the customer’s well being.
   e. Sensitivity and prompt responsiveness to the customer’s wants and needs.
   f. Cooperation with and helpfulness to the patient, members of the patients’ family, visitors, and co-workers.
   g. Pride in self, job/profession, and the Health Sciences Center.
2. Favorable customer perceptions: A customer’s favorable perceptions reflects the following:
   a. He or she is treated as a welcomed guest of our Health Sciences Center.
   b. The needs or wants of the customers are provided for with sensitivity and promptness.
   c. All staff of the Health Sciences Center are courteous, concerned, and professionally competent.
   d. Respect and cooperation exist between employees to ensure optimum care and support service and services.
   e. The environment is clean, quiet, comfortable, secure, and properly equipped.

A. RESPONSIBILITIES

1. It is the responsibility of each employee/supervisor to:
   a. Ensure that his or her attitude and actions are at all times consistent with the Pledge To Service and Service Behavior Expectations as described within this policy.
   b. Compliment a co-worker when his or her actions comply with this policy.
   c. Remind a co-worker when his or her attitude or actions are inconsistent with these standards.
   d. Call instances of excellence or noncompliance to the attention of the appropriate supervisor or department head.

2. It is the responsibility of each department head and supervisor to:
   a. Ensure that each employee under his or her jurisdiction upholds the Pledge to Service and Service Behavior Expectations.
   b. Investigate reports of and document instances of violation of the Pledge To Service and Service Behavior Expectations and take appropriate corrective actions, especially when behavior is shown to repeatedly and willfully disregard the Pledge To Service and Service Behavior Expectations. Such appropriate action may include verbal or written counseling and guidance. If disciplinary action of is warranted, it will be taken pursuant to and in conformity with applicable rules and regulations.
   c. Commend an employee under his or her jurisdiction who upholds the Pledge To Service and Service Behavior Expectations.
   d. Evaluate an employee’s compliance with the Pledge To Service and Service Behavior Expectations as part of conducting regularly scheduled performance appraisals and at other times as may be needed for the effective operation of the work unit.
   e. Bring to the attention of the appropriate supervisor or department head instances of behavior contrary to or consistently in excess of these standards by an employee under the jurisdiction of another supervisor or department head.
Team Member Pledge To Service

I ________________________________, employee of Louisiana State University Health Sciences Center, do hereby pledge that I will demonstrate compassion and respect for the dignity of individual persons, both in serving our patients and their families and in relating to fellow employees. I will be considerate and lend assistance to all people entering the institution. I understand that I am to conduct myself in a manner that will protect the interests and safety of patients, employees and the institution.

I do hereby acknowledge that any actions or conduct exhibited by an employee that brings discredit, and/or is offensive to patients or coworkers will not be tolerated. I pledge that I will not tolerate offensive behavior from other employees and will report such behavior to the appropriate supervisor. I understand that such behavior may result in disciplinary action that could result in termination of employment. I acknowledge and understand that it is my responsibility to provide a service and that I will conduct myself in a manner that will represent LSUHSC in a positive light. I understand that I am an ambassador for this institution.

I certify that I have received the LSUHSC Pledge to Service and the LSU Service Behavior Expectations. I certify that I understand that they represent mandatory policies of the organization and agree to abide by them.

________________________________________  ______________________________
Employee’s Signature                      Date

________________________________________  ______________________________
Manager’s Signature                       Date
Team Leader Pledge To Service

I ________________________________, a member of the management team of Louisiana State University Health Sciences Center, do hereby pledge that I will demonstrate compassion and respect for the dignity of individual persons, both in serving our patients and their families and in relating to fellow employees. I will be considerate and lend assistance to all people entering the institution.

I understand that I am to conduct myself in a manner that will protect the interests and safety of patients, employees and the institution. I will conduct myself in a manner that serves as a role model for my employees in providing excellence in customer service.

I do hereby acknowledge that any actions or conduct exhibited by an employee or manager that brings discredit, and/or is offensive to patients or coworkers will not be tolerated. I pledge that I will not tolerate offensive behavior from other managers and employees and will report such behavior to the appropriate supervisor. I will immediately address inappropriate behavior. I understand that such behavior may result in disciplinary action that could result in termination of employment. I acknowledge and understand that it is my responsibility to provide a service and that I will conduct myself in a manner that will represent LSUHSC in a positive light. I understand that I am an ambassador for this institution.

I certify that I have received the LSUHSC Pledge to Service and the LSU Service Behavior Expectations. I certify that I understand that they represent mandatory policies of the organization and agree to abide by them.

____________________________________        ___________________________________
Management Team Signature Date

____________________________________        ___________________________________
Director/Administrator's Signature Date
LSUHSC – Shreveport
Service Behavior Expectations

Attitude/Appearance

• Promptly welcome each patient/visitor in a friendly manner, smiling warmly and introducing yourself. Don’t allow anyone to feel ignored.
• Neither patients nor their family members are an interruption of our work; they are our reason for being here.
• Every employee’s attire will always be professional, tasteful, tidy and discreet.

Communication/Etiquette

• Employees will introduce themselves promptly when speaking to patients, family or visitors. Script: “Good morning, afternoon, evening. I am (first and last name) and I am from (department name) and I am here to (describe duties).
• All employees will be courteous when dealing with patients or visitors using terms such as “please” and “thank you” as well as showing proper respect.
• All employees will listen to any concern or complaint identified by any patient, family member, friend, or visitor showing proper concern and appropriate follow up.
• Employees will communicate with each other in a polite and respectful manner.

Telephone Etiquette

• Employees will know how to operate the telephone system in their areas. When transferring a call, first provide the caller with the correct number in case the call is lost.
• Calls must be answered as soon as possible.
• Answer all calls by identifying your department and yourself, asking “How may I help you?” or the equivalent. Speak clearly.
• Obtain the caller’s permission before putting them on hold. Thank the caller for holding when returning to the line.
• If a call is for another employee in your area, place the caller on hold and politely locate the person – don’t just holler down the hall.

Elevator Etiquette

• Use the elevator as an opportunity to make a favorable impression. Smile at and/or speak to fellow passengers.
• Do not discuss patients, their care or hospital business on elevators.
• When a patient is on a bed or stretcher and needs to be transported by elevator, don’t allow that patient to be surrounded by other visitors or employees. Politely ask the others to wait for another elevator. Also, use only appropriate freight elevators.
• When transporting patients in wheelchairs, always face them toward the elevator door.
• Once on an elevator, make room for others and hold the door open for them.

Call Lights

• All direct patient care providers are responsible for understanding and answering any patient call light.
• Any direct patient care provider noticing an unanswered call light is to enter the room and ask the patient, “What can your nurse bring you?” Do not leave the floor until you are sure the message has been conveyed to the proper direct patient care provider.
• The nurses’ station should never be left unattended. An employee should be in the nurse’s station to answer the call light and telephone at all times, if at all possible.
Patient & Family Concerns/Privacy
• Use easily understood and appropriate language when providing information to the patient regarding health, special diets, tests, procedures, and medications. Avoid technical or professional jargon when communicating with patients, family members, and friends.
• Take time to educate families about the procedure that the patient is to undergo. Politely inform family members that all procedures do not begin as soon as a patient enters the appropriate area.
• Provide a comfortable atmosphere for waiting family/friends.
• The patient’s family is just as important as the patient.
• Update family members periodically while a patient is undergoing a procedure.
• Reduce the unnecessary noise on patient units to provide a restful atmosphere.
• Be sure that patients know when diagnostic tests results are available and how they can obtain the results (i.e., next clinic appointment, etc.)

Confidentiality
• Information about patients and their care must never be discussed in public areas such as the cafeteria, elevators, lobbies, and waiting rooms. Likewise, hospital business should not be discussed in public areas.
• Interview patients in privacy. Close doors if available; close curtains when indicated.
• All employees shall respect the privacy of their co-workers by eliminating gossip.

Privacy
• Always knock before entering a patient’s room.
• Provide the proper size gowns for patients.
• Close curtains or doors during examinations, procedures or when otherwise needed.
• Provide sheets or blankets when a patient is being transported.
• Provide a robe or second gown when a patient is ambulating or in a wheelchair.

Commitment to Co-Workers
• Keep your work area and surrounding environment clean and safe.
• Do not say, “It’s not my job”. If you are unable to meet a request, be responsible for finding someone who can.
• Check on patients before shift change to minimize patient requests during shift change report.
• Rudeness is never appropriate. We must treat each other with courtesy and respect at all times.
• Treat every co-worker as a professional. Recognize that we each have an area of expertise.
• Welcome new or floating employees. Be supportive by offering help and setting an example of the cooperation expected in the workplace.
• Do no chastise or embarrass fellow employees.

Safety
• Report all accidents and incidents promptly.
• Identify all safety hazards and correct or if not able to correct, report it.
• Protect your back when lifting, pushing, pulling, or carrying. Get help if necessary.
• Use protective clothing and equipment when appropriate.
• Any employee who notices litter should immediately pick it up and properly dispose of it. All spills must immediately be cleaned up. This will help prevent any person from slipping and falling due to debris or spillage.