



# Standards of Behavior

"ACTS of Excellence"



# It all begins with “I will...”

We are pleased to share with you Summa Health’s Standards of Behavior.

We work for Summa Health because we have a passion for a healthier tomorrow. We work together to create a bigger impact on the health of our community. And that impact all begins with “I will...”

Based on our philosophy of “servant leadership,” to serve the patient, or to serve those who do, these standards were developed by our fellow employees throughout our health system to allow us to offer the highest level of compassionate care to our patients, their families and members of our communities.

Our Standards of Excellence distinguish us among our peers in the healthcare industry. These guidelines promote the best in ourselves and each other. By practicing these behaviors and coaching each other to achieve these standards, we improve each patient’s experience and create a positive, productive and respectful working environment.

Each of us is the face of Summa. We are the individuals our patients look to – and count on – during their most difficult hours. We are grateful for your commitment to honor these standards and thank you for your continued, unwavering dedication to our mission, vision and values.



# You are Summa.

You are what people see when they arrive here.

Yours are the eyes they look into when they're frightened and lonely.

You are the voices people hear when they ride the elevators and when they try to sleep and when they try to forget their problems. You are what they hear on their way to their destinies. And what they hear after they leave those appointments.

Yours are the comments people hear when you think they can't.

Yours is the intelligence and caring that people hope they'll find here.

If you're noisy, so is Summa Health. If you're rude, so is the system. And if you're wonderful, so is the system.

No visitors, no patients, no physicians or coworkers can ever know the real you, the you that you know is there — unless you let them see it. All they can know is what they see and hear and experience.

And so we have a stake in your attitude and in the collective attitudes of everyone who works at Summa. We are judged by your performance. We are the care you give, the attention you pay, the courtesies you extend.

Thank you for all you're doing.



# Appearance and Attitude

I will always ensure my appearance is clean, professional and in accordance with Summa Health policies.

- At all times, I will wear my identification badge above my waist with my photo facing outward.
- I will not eat, drink or chew gum during any patient/ customer interactions.

Throughout my workday, I will maintain a pleasant attitude and be approachable at all times.

- My words, tone of voice and body language will demonstrate respect, courtesy and compassion.
- I will “manage up” (speak positively) of other employees, departments and entities.
- I will take full responsibility for my own actions, decisions and performance.
- I will welcome constructive feedback and suggestions if improvement is needed.

When representing Summa Health outside of the workplace, whether it is a speaking engagement, a conference, a fundraising event or an athletic competition, I will be responsible for my actions.

*I am Summa!*



# Courtesy, Concern and Communication

## Courtesy/Concern

I will help create a welcoming environment by acknowledging everyone I encounter with a smile and/or a greeting.

- I will offer to assist people who look lost or those who ask me for help by taking them directly to their destination.
- If I am unable to escort them, I will find someone who can escort or take them to the nearest staffed information desk.
- I will allow others to exit the elevator prior to inviting waiting patients, guests and employees to enter the elevator ahead of me.

I will take pride in my environment by helping to maintain an organized, uncluttered and clean environment.

- I will not eat or take a break in any public resting areas (lobbies, waiting rooms, hallways, etc.)
- I will pick up litter using appropriate infection control techniques.

I will assist in maintaining a quiet, calm and professional environment.

- I will respect privacy by knocking and identifying myself before entering any doors or curtained areas.
- I will use designated elevators for transporting patients and/or specimens where applicable.
- In a parking deck/lot, I will drive at a safe speed and only park in designated employee areas.

I will be respectful of diversity among all patients, visitors, employees and volunteers by demonstrating sensitivity based on race, color, national origin, language, religion, sex, sexual orientation, gender identity and disability.

- I will offer assistance with directions, obtaining wheelchairs and finding interpreters.

I will follow the existing HIPAA policies and will not discuss confidential or sensitive information in any public area, including hallways, elevators and/or eateries.

- I will be discreet when discussing private patient issues with patients, families, visitors, physicians and co-workers.





## Communication

I will follow the components of the **AIDET** model of communication in appropriate situations:

### A Acknowledge

*Eye contact + Smile + Greet*

I will welcome people with a warm smile, maintain eye contact and sit at their level whenever possible.

I will address people formally, using Dr., Mr., Mrs., Miss, Ms., unless permission is given to address them differently.

I will avoid using terms such as "honey", "dear" or "sweetie".

### I Introduce

*First Name + Role/Purpose*

I will remember to state my name and role.

### D Duration

*Talk about Time & Delays*

I will explain how long the interaction/procedure should take and I will inform them of any anticipated wait times/delays.

If there is a delay or wait time, I will provide them with periodic status updates.

### E Explanation

*Offer Explanations & Keep It Simple*

I am Summa, I will do whatever it takes to satisfy my customer.

### T Thanks

*Show Appreciation & Gratitude*

I will explain what I will be doing for them before I begin.

## Telephone

### Greeting

**Internal call** – Begin with department, my first name, "How may I help you?"

**External call** – Begin with "Thank you for calling Summa Health, department name, my first name, "How may I help you?"

### Call Transfers

Prior to transferring any call, I will provide the correct telephone number to my caller. When actually transferring a call, I will wait until someone answers the call. If I should receive voice mail, I will ask the caller if they wish to leave a message. I will then follow the needs of my customer.

### Placing on Hold

If I need to place the caller on hold, I will first obtain the caller's permission. I will not lay the phone down. When retrieving a call on hold I will always thank the caller for waiting.



## Cell Phones

Use of cell phones is limited and subject to the following guidelines (Individual departments may establish additional guidelines as necessary):

I will use discretion in public areas when using my cell phone to respond to emails, texts and pages.

I will silence my phone.

For personal matters, I will use my cell phone during lunch and/or break periods in designated areas.

Picture taking and/or recordings with cell phones is strictly prohibited.

Use of Summa outlets to recharge cell phones in public areas is prohibited.

## Email

I understand my email account was provided to me as a means of business communication and/or departmental operation.

I will not abuse this account by using it for personal reasons.

I will use the "Out of Office" function to notify others when I am away for a period of time, and indicate what steps to take if assistance is needed while I am gone.







# Teamwork

I will work in collaboration with my co-workers.

I will welcome new team members and make every effort to help them be successful in their role.

I will eliminate phrases such as, "That's not my job, I'm busy, I don't have time" or "we are short-staffed" from my vocabulary.

If I am unable to meet a request, I will find someone who can help.

I will arrive on time to all meetings and other scheduled events, unless I am assisting a patient or a visitor.

# Safety

## I'm 4 Safety

### Our Safety Behaviors

### Our Safety Tools

1

#### Practice with a Questioning Attitude

Think critically about the things seen and heard during the workday.

- Reflect and resolve
- Stop in the face of uncertainty

2

#### Communicate Clearly

Engage through professional, clear and complete verbal and written communications.

- Repeat/read back with phonetic and numeric clarifications
- Ask clarifying questions
- Use **SBAR-Q** to transfer information

3

#### Focus on the Task

Take the time to carefully attend to important details.

- Self-check using **STAR**

4

#### Support Each Other

Be accountable not just for our own actions but for our teammates' as well.

- Crosscheck and coach
- Speak up for safety using **ARCC**

#### SBAR-Q

Situation  
Background  
Assessment  
Recommendation  
Questions

#### STAR

Stop  
Think  
Act  
Review

#### ARCC

Ask a question  
Request a change  
Communicate a Concern  
use Chain of Command

## Practice With a Questioning Attitude

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## Focus on the Task

- Take the time to carefully attend to the important details.
- Self-check using STAR

## Support Each Other

I will be accountable not just for my own actions, but for my teammates' as well.

- Crosscheck and coach
- Speak up for safety using **ARCC**

I will follow my organization's hand hygiene policy.

I will be responsible for creating a safe, secure and accident-free environment and address any noticeable safety hazards.

I will request help whenever necessary to ensure my own safety, i.e., asking for an escort from Protective Services, assistance lifting or moving an item, etc.







# Commitment to the Standards of Behavior

Anyone with whom I come in contact during the course of my workday is a customer.

I have read and understand Summa Health's Standards of Behavior. I agree to demonstrate them consistently with:

- Patients, families & visitors
- Health plan members
- Co-workers
- Summa employees in other departments and entities
- Physicians
- Volunteers
- Vendors

I commit to practice these standards daily and understand that failure to do so may result in disciplinary action up to, and including, termination of employment.

Printed Name: \_\_\_\_\_

Employee ID Number: \_\_\_\_\_

Signature: \_\_\_\_\_

Campus: \_\_\_\_\_

Department: \_\_\_\_\_

Date: \_\_\_\_\_

At Summa Health, caring for the community is at the center of everything we do. Our goal is to develop a new type of patient experience—one where the patient owns their health by working with their primary care physician to make real lifestyle changes and implement preventative healthcare measures.

Summa Health is committed to the principles of population health management, using coordinated, patient-centered care to improve the experience of care for individuals, improve the health of the community and lower the total cost of care.

Working together, we can offer the healthcare of tomorrow that is needed today.

