

SERVICE CULTURE GUIDELINES

As a member of UW Medicine, I recognize that the needs of patients and families come first. I am committed to ensuring that each patient and family seeking care within UW Medicine is treated in a manner that is consistently respectful and professional.

To show my commitment to our patients, I will:

Make the patients and families we serve my **HIGHEST PRIORITY** by placing their needs first

Respect **PRIVACY** and **CONFIDENTIALITY**

- Discuss patients and their care in a confidential setting.
- Knock and/or ask “Can I come in?” before entering a patient’s room. Use doors, curtains and blankets to create a more private environment when necessary.
- Access only confidential patient information that is relevant to my job.
- Discuss confidential organizational issues only with those who need to know.

COMMUNICATE effectively

- Acknowledge patients, family members, and co-workers with a sincere and warm greeting.
- Introduce myself by name.
- Explain my role and speak in ways that are easily understood.
- Ask each patient how he/she would like to be acknowledged (Mr./Mrs./first name).
- Close every patient encounter with an acknowledgement that is respectful, such as “Thank you” or “Do you have any questions?”
- Recognize that body language and tone of voice are integral to effective communication.
- Wear my ID badge where it can be easily seen.

Conduct myself **PROFESSIONALLY**

- Treat others with courtesy, honesty and respect even in challenging situations.
- Be sensitive and empathetic to the needs of others.
- Continue to learn and seek new knowledge to enhance my skills.
- Recognize that I am responsible for the public’s perception of UW Medicine and that I am an ambassador for UW Medicine.

Be **ACCOUNTABLE**

- Offer assistance to people who are lost or trying to find their way by escorting them to their destination or taking them to someone who can help them.
- Help those in need until their issues are resolved or another co-worker has assumed responsibility.
- Be dependable and timely.
- Take personal responsibility for keeping the work environment clean and safe by cleaning up litter and spills, or promptly contacting the appropriate resource.
- Practice consistent hand hygiene to prevent the spread of infection.

Be **COMMITTED** to my colleagues and to UW Medicine

- Respect and acknowledge differing values, opinions and viewpoints.
- Recognize and encourage positive behavior.
- Address inappropriate behaviors in a confidential and constructive manner.
- Promote interdisciplinary and interdepartmental cooperation.
- Promote the mission, vision and values of UW Medicine.
- Follow all UW Medicine policies and procedure.