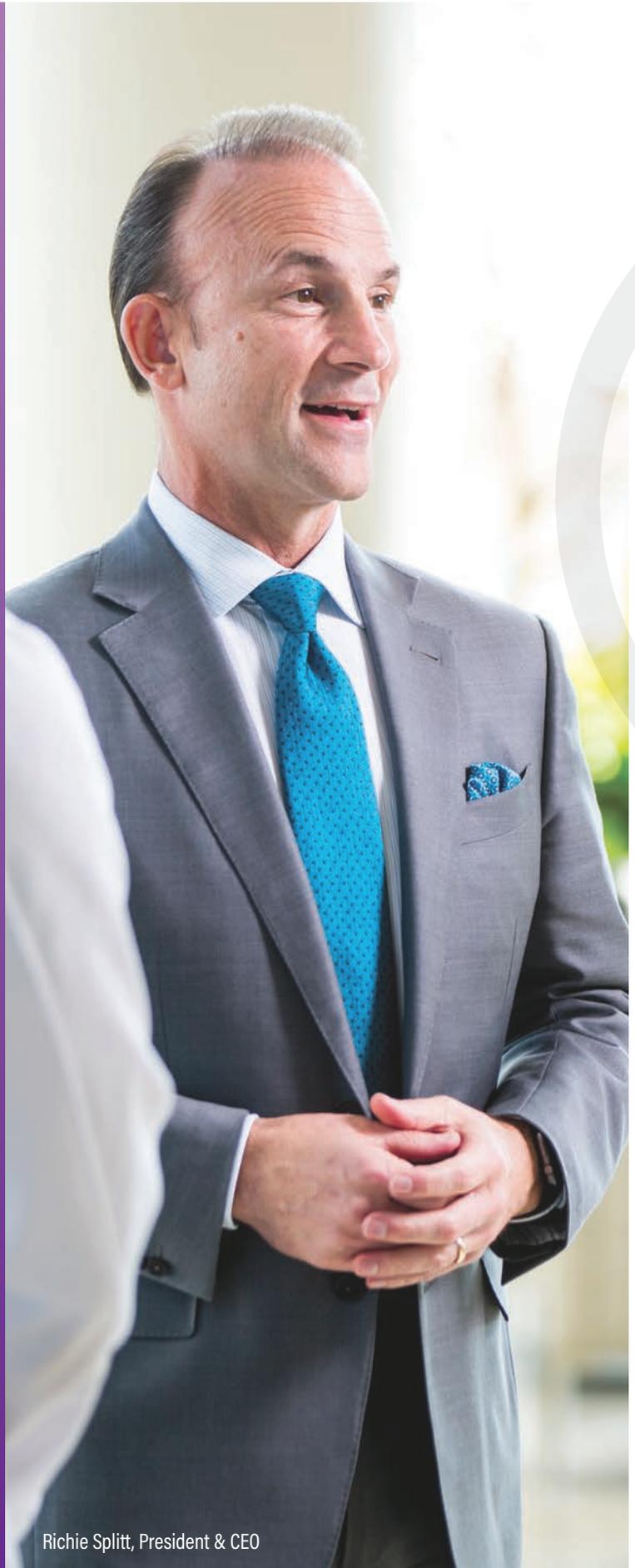


The Norman Way 2023

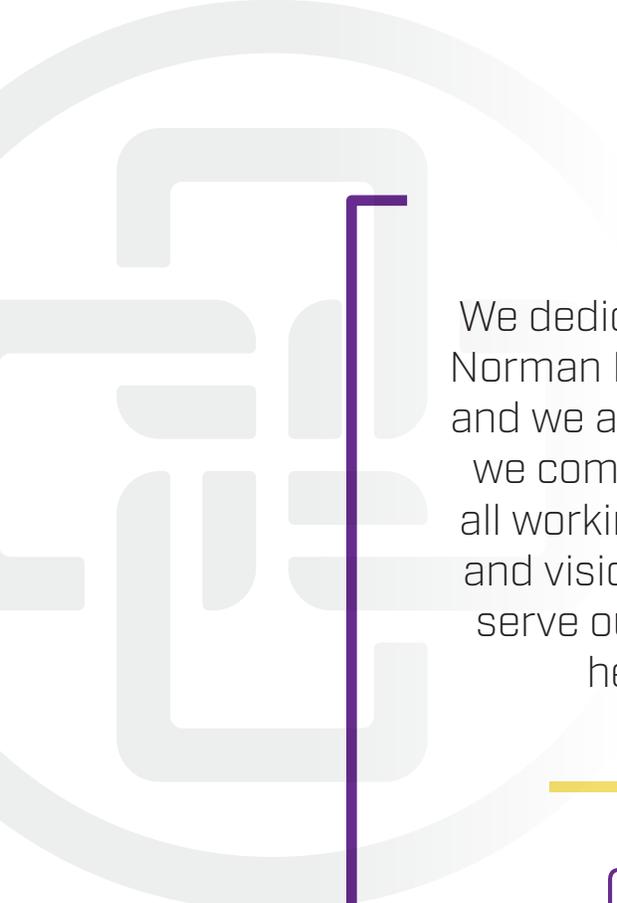


At Norman Regional Health System we stand in the gap between the hurt and the healing each and every day. We provide lifesaving care and services that promote both health and wellness. As a healer in our great organization, I want to personally thank you for your commitment to live the Norman Way and to our ICARE values.

Be Well,
Richie Splitt
President & CEO



Richie Splitt, President & CEO



We dedicate this book to the healers of Norman Regional. We see your sacrifice and we are incredibly grateful. Together, we comprise a team of 3,600 healers all working as one, to bring our mission and vision to life. Together, we strive to serve our community as the leader in health and wellness care.

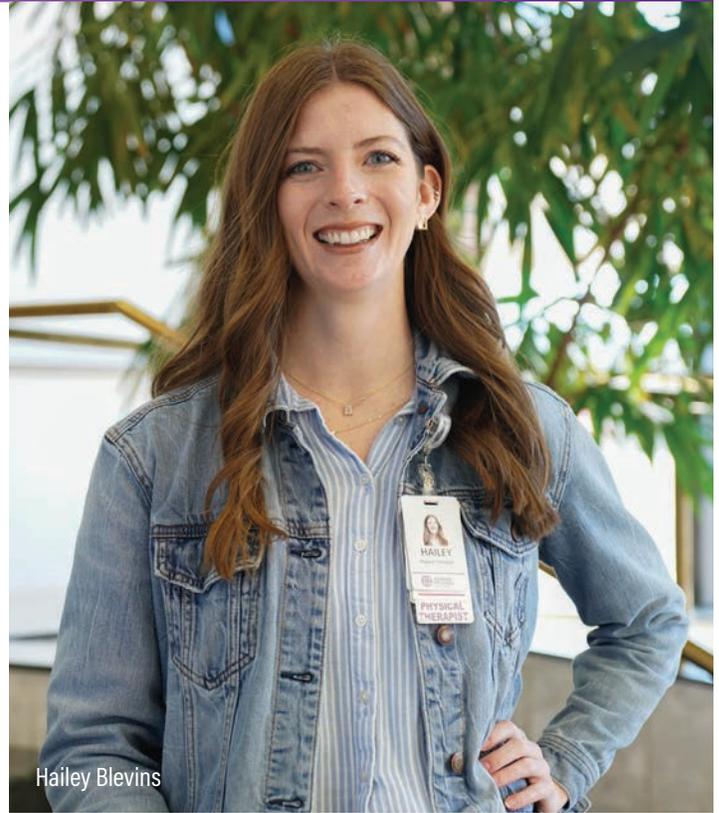


Our Mission

To serve our community as the leader in health and wellness care.

Our Vision

To be the provider of choice to improve the health and well-being of our regional communities.



Who We Are

Norman Regional Health System (NRHS) is a multi-campus system that provides for the health and wellness needs of our regional communities throughout south central Oklahoma. We've been continuously serving the community since 1946.

NRHS is operated by Norman Regional Hospital Authority, a public trust that serves the public interests and functions as a political subdivision of the State of Oklahoma. We are proud to be a nonprofit, which means all profits we make are reinvested right back into our organization.

Who is a Healer?

HEALER: noun, a person who alleviates another's distress, a person who mends or repairs

At Norman Regional we call our employees, physicians and volunteers healers. A healer is a person who stands in the gap between the hurt and the healing for those we serve. We are all healers-both the person at a patient's bedside and the person in the back office supporting our health system.



Rose Nichols, Sara Sancak, Paula Semmler



Keith Plyler

Just Culture

Norman Regional embraces Just Culture principles to promote awareness that operational processes and systems must support an environment of mutual trust that addresses the fact that healthcare professionals can make mistakes and systems can fail. However, rather than focusing on “outcomes” which promote a false sense of reliability (whether they are desirable, undesirable or near misses), a Just Culture focuses on awareness, reporting, processes, systems, and the quality of choices we make as a system and as healers within that system.

NRHS seeks to identify and develop approaches that minimize error and the human propensity to drift from standard processes. In doing so, NRHS will embody a culture that is just, reliable, and safe for our patients and for the healers who care for them.

Inclusion & Diversity

It is our collective mission to be the leader in health and wellness care. We believe that a patient’s healthcare journey and experience is largely shaped by the personal experiences they have outside of the health system. These varied backgrounds bring a diverse group of patients who encompass many ethnicities, races, nationalities, genders, sexual orientations and religious beliefs. Being the provider of choice for a diverse group of people means providing a diverse staff committed to offering an environment that is positive, safe and nurturing. Our hope is the patient’s experience here has a lasting impact and helps create a more vibrant community.

How We Treat Others

Inclusive cultures make people feel accepted and valued and ultimately help us achieve the health system’s core mission and vision. We are committed to targeting strengths and opportunities within NRHS; identify ways in which we include and exclude (however unintentionally) employees, patients and community members; systematically assess our ability to meet the needs of our diverse workforce and the patients we serve; provide education for staff and volunteers to address unconscious bias and opportunities for improving just culture; be a resource for existing teams, committees, etc. to assess, implement and improve practices relating to diversity and inclusion; and respectfully celebrate and document the successes of inclusivity approaches.

#TheNormanWay

Norman Regional Health System is committed to providing excellent customer service and care. The Norman Way is how we do that. It includes all of us working together to create an environment where people want to work and where patients choose to be treated.

It isn't just for healers who interact with patients. It involves every single employee putting forth their best effort to ensure an unparalleled positive experience for everyone who enters our facilities, every single time, every single day.

From offering a friendly and welcoming greeting to coworkers and guests, to delivering skillful and compassionate care, The Norman Way is excellence and service at its best.

The Norman Way begins with us, the healers, and extends to our visitors, patients and guests as we welcome them into "Our House." The Norman Way concludes with a feeling of pride and loyalty in the care and treatment received by those around us.

This handbook serves as a blueprint for living The Norman Way.



Shalu Sebastian, Cole McCutchen



Nancy Price



Tracy Mills

Integrity
Communication
Attitude
Results
Engagement



**The
Norman
Way**

Our Values

We do important, lifesaving work at Norman Regional, and that work is built upon the health system's foundation of five core values:

Integrity, Communication, Attitude, Results and Engagement

You can remember them with the acronym ICARE.



Ally Henson, Jack Jewell



Kim Lee



Lindsay Cavin



Christy Wingate



Brittany Jenkins, Jim Barton

Integrity

The quality of being honest and having strong moral principles.

1. Trust, respect and loyalty

- Do the right thing at all times – even when no one is watching.
- Behaviors and actions are trustworthy.
- Treat others fairly and without bias.
- Keep your word.

2. Advocate to ensure positive outcomes

- Support the patient Bill of Rights.
- Focus actions on the patient's best interests.
- Intervene, when necessary, for the safety and wellbeing of others.
- Respond to concerns.

3. Accountability

- Own behavior, performance and assigned duties.
- Avoid making excuses or passing off responsibilities.
- Admit mistakes, seek forgiveness and commit to finding ways to avoid repeated mistakes.

- Avoid blaming others or shifting blame for personal responsibilities.
- Treat everything about your work as if you own the business.
- Take pride in your work, presentation and approach with others.

4. Leadership

- Be visible, accessible and interactive.
- Be attentive and committed to personal work.
- Address poor, inappropriate or undesired behavior.

5. Living a shared vision for excellence, service, quality, compassion, and improvement

- Demonstrate a spirit of dedication and support.
- Embrace our mission, vision and strategies.
- Respect meal and break times, attendance and tardiness standards and other expectations.



Bianca Braxton, APRN, Brandi Sharp

Integrity: Focus on the Patient

At the core of what we do as a health system is the patient. We often think of the term “patient-centered care” as meaning a team of multiple disciplines coming together. Let’s expand this meaning beyond the bedside and include every healer in our health system as part of the patient-centered team. From the moment they walk in our door, to the phone call they receive about a bill payment, we are all members of the patient-centered care team. Make the patient the focus of your work by following these practices:

- ❑ Give the task at hand your undivided attention.
- ❑ Avoid interruptions that break your focus from patients, visitors or coworkers.
- ❑ Give your attention to the person you are with, even though this can be difficult in some situations.
- ❑ Go help a healer! If you see your coworker busy with a guest, but another guest is waiting, see if you can assist the second guest or get them something while they wait.
- ❑ Put your phone in your pocket, or lock it up.
- ❑ Don’t interrupt your coworkers if they are with a patient unless it’s an emergent situation.
- ❑ If you are speaking with a coworker in the presence of a patient or guest, include them in the conversation.
- ❑ Respond promptly to the patient’s needs.



Heather McDade

Communication

The process by which information is clearly and accurately exchanged among team members.

1. Appropriate speech and positive body language

- Present a welcoming appearance.
- Use proper telephone, social media and email etiquette.
- Follow dress codes and adhere to proper personal hygiene and overall appearance.
- Ensure your identification badge is clearly visible above the waist.

2. Actively listen and engage with others

- Avoid interrupting.
- Verbalize your understanding.
- Use cell phones appropriately for the situation at hand.

3. Sharing openly, clearly, honestly, and courteously with others

- Foster open lines of communication within your department and with other departments.
- Communicate specifically, consistently and appropriately.
- Initiate resolution to potential conflict.
- Avoid rumors, gossip, backstabbing and any other disruptive communications. Encourage others to do the same.

4. Responding promptly

- Share accurate information quickly when needed.
- Explain why timely expectations cannot be met.
- Verify and clarify information.
- Communicate purposefully, balancing “need to know” with “nice to know.”

5. Seeking out crucial information

- Stay current on pertinent information needed to do your job.
- Read organizational emails (or Healer Hub posts, departmental communications or bulletin boards if email is not an option).
- Ask questions if there is something that you do not understand.
- Provide updates to your leadership.
- Participate in healers surveys when given the opportunity.
- “Close the loop” on all work assignments, sharing of information, general communication, patient hand-offs, etc.
- Consistently participate in Employee Forums, staff meetings, huddles and other communication opportunities.



Communication: Practice Patience

Healthcare can be a fast-paced environment. Seconds matter. But patients and guests often need extra time to process what is happening. We need to have patience with our patients and each other. Remember to:

- ❑ Allow time for people to ask questions. Pause and give others time to process information.
- ❑ Prompt others by asking, “Do you have any questions for me?”
- ❑ Make sure you answer the question in a way that the person can understand. Ask them, “Do you understand?” or “Does my explanation answer your question?”
- ❑ Always provide a quality answer, even if it’s not what someone wanted or expected to hear.
- ❑ Explain constantly. Keep others informed. Make sure patients, guests and coworkers have clear expectations of what will be occurring. As you are doing a procedure/process, talk through it and let others know what you are doing.
- ❑ Take the time to be thorough, patient and kind. People will appreciate your thoroughness even if it takes a bit longer than expected.
- ❑ Try to match the physical eye level of the person you are speaking to. For instance, sitting at the bedside of a patient or asking your coworker to pull up a chair when you meet about something. To the person you’re speaking with, this simple action shows you have the time to connect with them and that they have your complete attention.



Joe Voto, MD

Attitude

A way of thinking or feeling about someone or something that is typically reflected in a person's behavior.

1. Compassion

- Convey concern, warmth and sincerity in every interaction.
- Express appropriate sympathy and sensitivity.

2. Kindness and courteousness

- Keep comments friendly or keep quiet.
- Genuinely focus on those you interact with.
- Be honest, truthful, and respectful.
- Treat people better than they expect to be treated.

3. Flexibility

- Be open and supportive of new and different ideas.
- Take and offer suggestions for different ways of doing things.
- Look beyond assigned tasks to be proactive in duties and responsibilities.

4. A "can do" approach

- Take a Lean & Innovative approach to work flows and processes.
- Be proactive instead of reactive in daily work activities.
- Avoid letting distractions, excuses and personal problems impede your ability to support excellent patient care.

5. Support and help others

- Respect others' time and commitments.
- Take action after identifying a problem.
- Recognize and appreciate our dependence on each other.
- Demonstrate positivity in the workplace.



Shelly Pedersen, Jenny Lange, Cara Griggs

Attitude: Dealing with Difficult Situations

Even when we live The Norman Way, difficult and uncomfortable situations can cause tension and emotional reactions between coworkers, patients or guests. Here are some helpful tips for handling those moments.

- ❑ Pay attention to body language and non-verbal cues that suggest tension, frustration or anger – in yourself and others.
- ❑ Engage in a healthy dialogue. Try to find a mutual purpose that everyone can work towards. Norman Regional offers tips on having these crucial conversations. Ask your manager or director for their input.
- ❑ Openly discuss problems when they arise between coworkers. It's always best to discuss problems quickly, privately and face-to-face. Remember to stay calm and confront the problem, NOT the person.
- ❑ Be open to feedback from others. On the flip side, always give constructive criticism. Make suggestions about how to improve a situation, rather than complaining or attacking.

Vanessa Tiger



Results

A consequence, effect or outcome.

1. Continuum of care

- Ensure safe and thorough bedside reporting, face-to-face patient transfers, and include patients, family members and designated caregivers.
- Help family members and other visitors recognize their role in the patient's recovery.
- "Close the loop" on every aspect of delivering patient care including the discharge process.

2. Safety

- Follow all hand-washing guidelines – Wash In, Wash Out (WIWO).
- Respect the environment of care requirements for avoiding clutter, door stops and other life safety concerns.
- Participate in safety/disaster drills and know what to do in the event of any "Code."
- Dress safely and appropriately.
- Maintain a clean environment by picking up trash and containing/reporting spills immediately.
- Report patient variances, unsafe conditions, visitor incidents, work related injuries and any unexpected outcomes.

3. Compliance, privacy and confidentiality

- Abide by the Code of Conduct and compliance standards.
- Complete annual compliance and HIPAA training.
- Comply with all accreditation standards, regulatory expectations, sentinel event alerts and warnings, licensing expectations, scope of practice and other regulatory expectations.

4. Culture of Excellence

- Expect excellence.
- Complete individual competencies and mandatory training in a timely manner.
- Develop knowledge, problem solving skills, and abilities through ongoing learning and growth.
- Celebrate successes.
- Use mistakes as opportunities for coaching, learning and growth.

5. Lean & Innovative Approach

- Enhance the patient's experience.
- Improve outcomes and efficiencies.
- Seek cost saving opportunities and promote system growth.



Laura Winters

Results: Convey Confidence

It is our duty to keep patients and fellow healers informed about which actions we're taking and why. Here are a few actions that convey confidence:

- ❑ Practice good hand hygiene. Make sure to wash in and wash out.
- ❑ Explain why you are washing your hands - which is to protect them and promote safety.
- ❑ Explain by saying the "why" first. For example, "To make sure we have your consent, please sign this form."
- ❑ Show a calm demeanor, even in the midst of chaos.
- ❑ Try not to cross your arms or have defensive poses. Your body language and posture send signals to others.





Jim Goldsbury, Jennifer Alinger, Emily Alinger, Jenna Woodward

Engagement

A passion to always serve others and build positive relationships in every interaction.

1. Set the standard

- ❑ Be present and participate as an active member of the care team.
- ❑ Collaborate with everyone across the organization to improve the patient experience, outcomes & efficiencies, and to reduce operating costs.
- ❑ Close the “knowing-doing gap” by taking action when seeing something that needs to be done.
- ❑ Promote a complimentary relationship between the patient/customer and healer.
- ❑ Acknowledge and celebrate our accomplishments.

2. Be a role model

- ❑ Exceed the expectations of patients, guests and the communities we serve.
- ❑ Be committed to our Vision of improving the health and well-being in our regional communities.
- ❑ Positively represent Norman Regional Health System at all times including outside of work.
- ❑ Exhibit your engagement. By doing this, patients are more likely to be engaged in their care and wellness.

3. Follow AIDET principles to show competency and empathy to your patients

A - Acknowledge, knock and announce, smile, handshake and make eye contact.

I - Introduce yourself and others, explain everyone’s role and skill set.

D - Duration explained, providing clear expectations of service times and alternatives if times are not able to be met.

E - Explain what will occur in simple terms and let them ask questions.

T - Thank the patients with genuine appreciation for allowing us to participate in their care.



Engagement: Stay Engaged

Acknowledge people, actively listen to them, find solutions and follow up with their concerns. The following actions will make others feel engaged and respected:

- Ask how they are doing and address their needs.
- Make eye contact.
- Empower them. Give them the information, tools and resources they need.
- Acknowledge everyone in the room, not just the patient. A patient's support person is important to them, so that person should also be important to you!
- Be an advocate for your patient or guest. You are on the same team.
- Introduce yourself to coworkers you haven't met before. New NRHS employees wear a blue ribbon on their ID badge. Make sure to say hello and welcome them to Our House!

Welcome To Our House

At Norman Regional we treat patients and visitors as if they are guests in our home. This is “Our House.” When our friends and neighbors visit, we roll out the red carpet for them. Our guests may be with us for a while. Let’s make their stay as comfortable as possible and be ready to meet their needs. It’s also important that we are mentally and emotionally prepared for our time at work. These tips will help you set the stage for success.

Be Prepared

- ❑ Take a moment before you begin work to center yourself for the day. Organize your desk and your calendar. Prepare your notes.
- ❑ Plan your work. Plan your day.
- ❑ Do your homework on a patient before their treatment or visit. Familiarize yourself with their treatment or treatment plan.
- ❑ Stock waiting areas or common areas with fresh amenities and replenish often.

Anticipating Needs/Being Proactive

We’ve all heard of going the extra mile but what does that look like? It’s giving people what they need before they ask for it. It’s bringing a patient a blanket before they say they’re cold. It’s replenishing supplies before the next shift so your coworker can get straight to work. By anticipating needs, you provide memorable, meaningful service for patients, guests and coworkers. If you aren’t sure where to start, try these tips:

- ❑ Follow processes, procedures and The Norman Way. If you always take every action and every step, you set up yourself and the patient for a successful outcome.
- ❑ Be observant. Be an investigator and discover what guests may need, how they may be feeling and what their mood is.
- ❑ Arm your coworkers with the information and knowledge they need as well. An example could be printing forms for a coworker so they can easily hand them to a patient. Handoff any information you have about the patient and their family so that your coworker has a better idea of their needs.



Kaylee Woodall

First Impressions

First impressions are important. As a member of the Norman Regional team, you set the tone for a patient or guest's experience. Here are some ways you can ensure a positive start.

1. Appearance:

Keeping ourselves and our work area clean, neat and professional helps instill confidence in the quality of care we provide. Sloppiness creates a perception that the care could be of poor quality, even if that is not reality. Let's keep up our personal and work area appearance by doing the following:

- Follow your department's dress code.
- Comb your hair and clean your hands and nails.
- Make sure your clothes are free of odors, wrinkles and frayed hems.
- Wear your badge at all times on the upper-part of your torso so it is easily visible to others.
- Wear a mask or other appropriate PPE.
- Pick up any trash or litter so your work area always looks its best.

2. Welcoming Environment

Our work environment, whether it is a hospital, clinic or office, is home to us. For our patients and guests, it is a foreign territory which can often be scary. Guests arrive sometimes sick, in pain and worried. You have the ability to set them at ease. Some ways to make guests feel welcome include the following:

- Practice good hallway etiquette. Greet people as you cross paths. Be considerate of patients you come across, especially those who are being transported. Look for guests or visitors who may be lost.
- Demonstrate excellent elevator manners. Always let people exit the elevator before you enter it. If a patient is on the elevator, wait for the next one. Ask visitors what floor they are going to and press the button for them. Hold the door for those running to catch the elevator.
- Smile! A smile is sometimes all it takes to help others feel at ease in an unfamiliar environment. Even when wearing a mask, your smile will shine through.



Ariel Anglin

3. Greeting/Acknowledgment

It's important that we look for opportunities to help. When you imagine the best experiences you've had at a business, chances are it started with help coming directly to you. The following helps make our guests feel welcome and cared for:

- ❑ Always greet people with a smile and offer to help. For example, "Good morning, I'm Wendy. How can I help you?"
- ❑ Once you begin working with a patient, guest or coworker, introduce yourself. Say your name and your role at Norman Regional Health System.
- ❑ Introduce others and set them up for success by complimenting them. For example, "This is our newest hospitalist, Dr. Norman. She is very attentive and will take great care of you." Also remember to introduce any students or people who may be shadowing you.
- ❑ End each conversation with two statements: "Is there anything else I can do for you?" and "Thank you."

4. Wayfinding

A common frustration we hear from guests is confusion about where to go. While our house is familiar to us, it can be intimidating and downright confusing for our guests. Let's help them always find the right location!

- ❑ Take people directly to their destination. Before you leave them, remind them which entrance they used and explain how they can get back as well.
- ❑ If you don't know where the guest's destination is, find someone who can help you both! This is a great opportunity to learn.
- ❑ Be aware of the needs a guest may have to get to their location. Ask if they need a wheelchair, are comfortable using stairs or need to use the elevator.
- ❑ Give clear directions including the physical address of a location and the appropriate entrance. Tools you can use include interior maps, signage and our website, **[NormanRegional.com/locations](https://www.normanregional.com/locations)**.



5. Answering the Phone:

Often, someone's first experience with Norman Regional is when they call for an appointment or schedule a test. Let's practice proper phone etiquette by following these steps:

- ❑ Answer within two to three rings.
- ❑ Tell the caller your name and department. Be sure to ask if your department has a specific greeting. Here's an example: "Registration, this is Robert. How may I help you?"
- ❑ Smile with your voice. Sound friendly and reassuring. Speak clearly.
- ❑ Do a "warm transfer." This means you place the caller on hold, contact the department they need to be transferred to and make sure someone is available. Then, complete the transfer knowing the caller will speak to someone immediately. If the right person isn't available, take the caller's information and pass it along.
- ❑ End each conversation with two statements: "Is there anything else I can do for you?" and "Thank you."

6. Digital Etiquette

How we present ourselves in the digital world is just as important as how we present ourselves in person! The following will ensure you make a good digital impression:

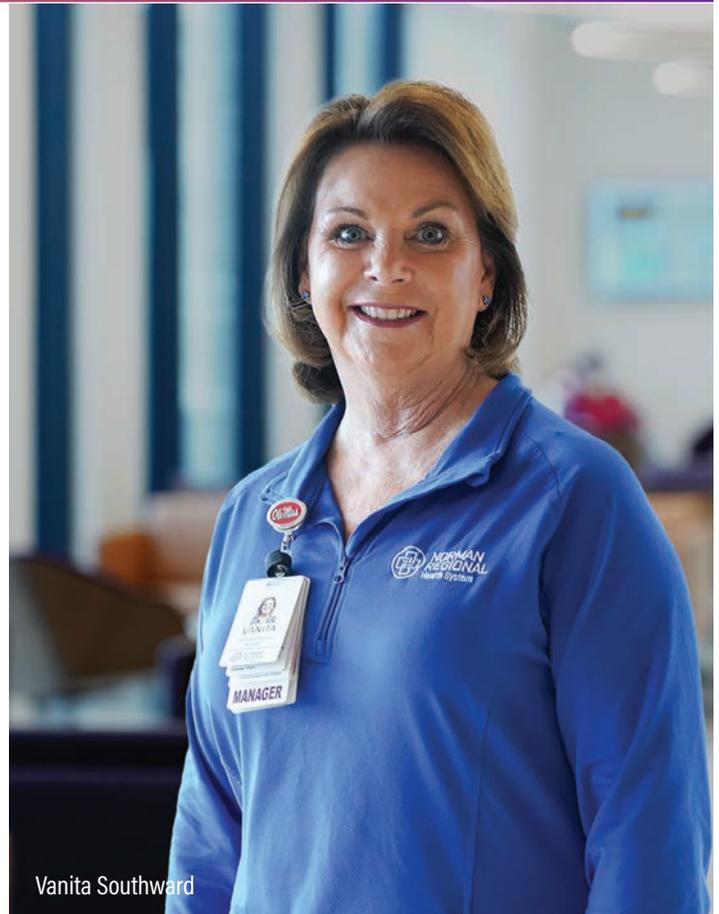
- ❑ Use the standard Norman Regional email signature template.
- ❑ The Norman Way is about finding answers, so if someone emails you, but you don't know the answer, copy someone who does in your response!
- ❑ Never put something in an email you wouldn't say to someone's face or that you wouldn't want your grandmother or our CEO, Richie Splitt, to read! Remember that emails you send at work can be easily forwarded to others, and emails are also discoverable by the organization. The same rules apply to posts and comments on Healer Hub.
- ❑ Never share your password.
- ❑ Make sure to follow the Norman Regional social media policy (Policy #OP9100-949). Remember even if you think something is "private" on social media, it isn't. Screenshots can preserve what you post.
- ❑ Do not text PHI (Protected Health Information).

7. Mind Your Mobile Manners

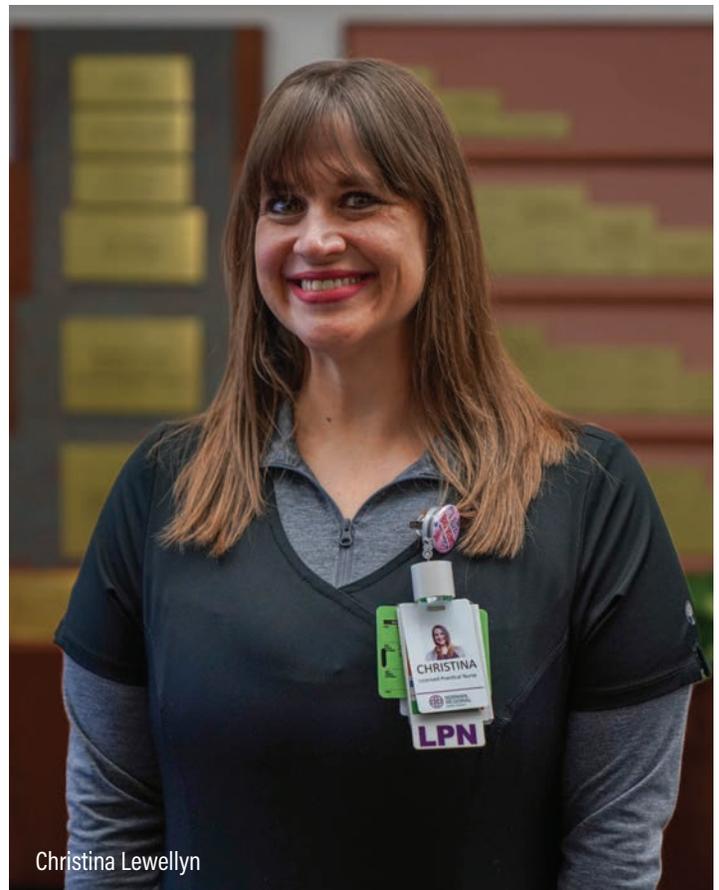
In today's technologically advanced workplace, good cell phone etiquette is an absolute requirement. These days nearly everyone owns a cell phone, smartwatch or tablet.

It's important to not let devices keep us from being engaged with those who are right in front of us. Here are some guidelines to keep devices from interfering with your work life:

- ❑ #LockitorPocket. Consider putting your personal phone in your pocket or in a secure locker while at work.
- ❑ Always silence a personal cell phone in meetings or in the presence of patients. Consider switching to vibrate or silent while at work.
- ❑ Don't let a device keep you from being engaged. Look at others in the hallway, not your cell phone. When you see a coworker or patient in a hallway with their head down looking at their phone, greet them and let them know others are around. When using a computer, make sure to make occasional eye contact with patients and guests.
- ❑ If you need to use a device, explain first. For example, in a meeting explain if you need to take an urgent call and excuse yourself from the meeting. If using a tablet is part of your job, explain to a patient that you need to look at this device quickly to see instructions, etc.
- ❑ Remember to always follow your department's policy on personal cell phone use.



Vanita Southward



Christina Lewellyn



Sara Freeman



Ashley McNear



Brian Blakley



Kelia Crabbe



Dawn Miles

Until Next Time

We want to see our patients again, much like we reconnect with great houseguests! We want our services to be convenient and easy to access so that our patients will come back time and again and recommend us to friends and family.

Prepare Our Guests to Leave

Let's set our patients up for success once they leave. Every patient or guest should leave us feeling satisfied with the service and empowered to take care of their health.

- ❑ Ask once again if there is anything you can do for them. Find solutions to their problems before they leave.
- ❑ Follow up on any issues that may not have been resolved.
- ❑ Encourage them to check that they have all their belongings. Help them look! Also if someone leaves something behind, try to return it to them.
- ❑ Determine if they have a way to get their medications or other needed items while they are not in our care.
- ❑ Review with patient and family the discharge instructions for home care. Address any care questions or concerns prior to discharge
- ❑ Ensure their follow-up appointment has been made.

Encouraging Connections

Our goal is to make Norman Regional so attractive that patients will return to us.

- ❑ Make sure they have a contact person, phone number, email or other direct way of getting back in touch.
- ❑ Tell them about other services we provide like outpatient diagnostics for their follow-up or preventative care in the future.
- ❑ Encourage them to follow Norman Regional on social media. We have Facebook, Instagram, LinkedIn and Twitter accounts.
- ❑ Norman Regional has a community call center. Anyone can be matched with a Norman Regional primary care provider in their neighborhood by calling the center at 405.515.5000.



Sandy Kline, Leah Unrein, Luana McLunkins

Anticipating Needs

Once they leave the hospital or office, it may be just the beginning of a patient's journey. Since our mission is to serve the community as a leader in health and wellness care, we must arm our patients with the tools they need to improve their health.

- ❑ Get patients and guests thinking about their departure while they are still in our care. What will they need? Use their time here to find solutions to any identified needs.
- ❑ Involve the patient's support person(s) at every stage of care. You are both on the same team! Both you and the support person want the best for the patient.
- ❑ Match people with community services they need.
- ❑ Escort people to the check-out desk, entrance or destination. Remember to "reverse wayfind" and help people find their way back to where they came from or where they parked their car!

Thank Our Guests Again

Thank those you encounter for trusting us to care for them. Thank our patients, guests, and also remember to thank our coworkers! Ensure others feel your appreciation.

- ❑ Send the patient or guest a Thank You card signed by those involved in their care. You can contact Integrated Marketing or the Print Shop for Norman Regional-branded cards.
- ❑ Thank and recognize your coworkers. You can show your appreciation by nominating them for Healer of the Month, sending them a BRAVO badge on Healer Hub or simply writing them a thank you note.

Service Recovery

Service Recovery plays an integral role in the patient experience and should be used when we recognize that our patient has not had a great experience. It is an opportunity to influence their experience in a positive manner and gives us an opportunity to change a dissatisfied patient into a loyal customer. How do we deliver Service Recovery?

ICARE with HEART

Hear:

Actively listen, sit down, make eye contact, take notes and repeat concerns.

Empathize:

Use body language and facial expressions to show you care, reflect their feelings verbally and ask questions.

Apologize:

Give a sincere, specific blameless apology using "I" not "we".

Respond:

Summarize what you are going to do, follow up with actions taken and avoid excuses.

Thank:

Verbalize your appreciation for the feedback and how you value their input to better our services and outcomes.

Express Empathy

Empathy is one of the most important behaviors we can display in healthcare. It is the trait that sets us apart from other industries. It is what makes us different. As healers, we commit to kindness each and every day.

- Always treat each other with respect.
- Be sensitive to the patient's wishes or customs.
- Treat each person and patient as a guest in your house.
- Show compassion in everything you do.
- Try to understand the patient or healer's perspective. See the situation through their eyes.





Lori Burnett

Keys To Success

Every interaction you have with patients and visitors is an opportunity to make a positive impression. Whether you're a clerk, a nurse, a physician or a transporter, you have the power to make them feel respected and valued. By following these keys to success, you can give guests an experience that inspires loyalty for years to come.

-  Greet every guest, coworker or person you encounter with a smile, eye contact and friendly greeting. Take someone directly to their destination.
-  Display empathy to patients, their family, visitors, coworkers and colleagues. Treat them like family. See things from their perspective.
-  Show respect. Treat everyone with kindness and understanding despite their reactions or personal characteristics. Protect our patients' privacy. Pick up litter and keep all areas clean.
-  Explain what is happening. Communicate wait times, updates or changes.
-  Build trust. Convey trust and competence in your words, actions, behavior and appearance.
-  Listen to issues and concerns. Take them seriously without dramatizing the situation. Be present and proactive. Answer every question.
-  Stay positive. Make sure the patient knows you're happy to help, even if the task required typically falls to another department. Keep your language clean and polite.
-  Give guests your full attention. Stay focused on them and creating a positive experience. If you're having a bad day, go on a walk or visit one of the Oasis rooms during your break.
-  Compliment coworkers and departments in front of our guests.
-  Thank patients and guests for trusting us to care for them.



Healer Well-being

Norman Regional's goal is to provide resources that help healers find the joy in life by creating a strong sense of contentment with one's mental, physical and spiritual health which produces a sustainable, well-balanced life both personally and professionally.

The seven elements of our well-being are: physical well-being, learning well-being, environmental well-being, emotional well-being, financial well-being, spiritual well-being and social well-being.

Resources and support for each well-being element can be found on Healer Hub on the company page under "NRHS Well-being" or by visiting <https://bit.ly/40VZlm1>



If you have any questions or would like to contact the well-being committee, submit a form by scanning the QR code below. or visiting <https://bit.ly/42TzcpM>



Integrity
Communication
Attitude
Results
Engagement

The Norman Way

ICARE

My ICARE Commitments:

As a member of the Norman Regional Health System team, I commit to being POSITIVE, RESPECTFUL, and CARING.

I recognize that I am vital to providing excellent service, whether I serve patients and families directly, or I serve and support my coworkers who do. I pledge my ongoing commitment to these standards, and will encourage my entire team to do the same.

I also commit to continually delivering our Service Imperatives:

- Greet everyone. Eye contact at 30 feet, noticeable acknowledgment at 15 feet, verbally greet at 5 feet.
- Pick-up any trash that I see.
- Ask visitors, "May I take you where you are going?"
- Properly "Hand Off" every patient and visitor.
- Use "Please," "Thank You," and "You're Welcome" in EVERY conversation.
- Practice service recovery using ICARE with HEART

Name

Date



Your Norman Way Healers

For this version of The Norman Way Handbook, healers were asked by the Service Excellence Team to nominate others who they thought were excellent examples of the behaviors outlined in The Norman Way. Nominations poured in from across the health system. More than 160 healers were nominated. The people you see in this book were able to have their photos taken, but there were many others that were not able to make the photo shoot.

Thank you for living out The Norman Way!

