Letter from the CEO

Dear Team Member:

Welcome to Norman Regional Health System. As part of our healthcare system, you are vital to impacting the experience of excellence for every person who enters our doors. In this booklet the expectations of behavior are explained through the I.C.A.R.E. standard.

I appreciate your commitment to these five behaviors: acting with Integrity, actively Communicating, displaying a positive Attitude, focusing on Results, and always having Engagement with our patients, families, customers, and co-workers.

These values help us create and maintain a culture of excellence. When we all commit to these five behaviors our goal as a health system is achieved – to be the healthcare system of choice.

Thank you for demonstrating “I.C.A.R.E.” each and every day.

Richie Splitt
President & CEO
Norman Regional Health System

NRHS Service Imperatives

I always:
1. Greet everyone: Eye contact at 30 feet, acknowledgment at 15 feet, verbal greeting at 5 feet.
2. Pick up trash that I see.
3. Ask visitors… “May I take you where you are going?”
5. Use “Please,” “Thank You” and “You're Welcome” in EVERY conversation.
ICARE Like a Champion

I. INTEGRITY
1. Trust is earned, respect is given, and loyalty is demonstrated
2. Advocate for the rights and safety of patients and peers to ensure positive outcomes
3. Accountability for my actions and responsibilities
4. We are all leaders.
5. Living a shared vision for excellence, service, quality, compassion, and improvement

II. COMMUNICATION
1. Appropriate speech and positive body language
2. Actively listen and engage with others
3. Sharing openly, clearly, honestly, and courteously with others
4. Providing information to others timely and responding promptly to communication received
5. Being accountable to seek out the information about which I need to know

III. ATTITUDE
1. Compassion towards others
2. Kindness and courteousness in all that I say and do
3. Flexibility in my work
4. A “can do” approach
5. Support and helpfulness toward others

IV. RESULTS
1. My role in the continuum of care
2. Safety throughout
3. Compliance, privacy, and confidentiality
4. Culture of Excellence
5. I offer new ideas and take a Lean/Innovative approach to the Triple Aim

V. ENGAGEMENT
1. Exceeding patients’ and customers’ satisfaction expectations
2. I follow the AIDET principles
3. I build positive relationships with everyone
4. Collaboration
5. Serving my community
1. **Trust is earned, respect is given, and loyalty is demonstrated**
   - I do the right thing at all times – even when no one is watching.
   - Trust is evidenced by my behaviors and actions.
   - I treat others fairly and without bias.
   - I exhibit credibility by doing what I say I will do.

2. **Advocate for the rights and safety of patients and peers to ensure positive outcomes**
   - I support the patient Bill of Rights.
   - I ask myself before taking action: "What is in the overall best interest of the patient?"
   - I intervene, when necessary, for the safety and wellbeing of others.
   - I respond to all concerns.

3. **Accountability for my actions and responsibilities**
   - I own my behavior and performance of my assigned duties.
   - I do not make excuses, and I do not pass off my responsibilities.
   - I admit my mistakes, seek forgiveness, and commit to finding ways to avoid repeated mistakes.
   - I do not blame others or shift blame for those things for which I am responsible.
   - I treat everything about my work as if I own the business.
   - I take pride in my work, my presentation, and in my approach with others.

4. **We are all leaders. As a leader:**
   - I am visible, accessible, and interactive.
   - I am attentive and committed to my work.
   - I properly address poor, inappropriate, or undesired behavior.

5. **Living a shared vision for excellence, service, quality, compassion, and improvement**
   - I demonstrate a spirit of dedication and support for my co-workers, department, and our organization.
   - I respect departmental meal and break times, standards for attendance and tardiness, and other workplace expectations.

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"Wisdom is knowing the right path to take; integrity is taking it."

(M.H. McKee)
1. Appropriate speech and positive body language
   - I present a welcoming appearance.
   - I use proper telephone, social media, and e-mail etiquette.
   - I follow dress codes and adhere to proper personal hygiene and overall appearance.
   - I do not obstruct or tamper with my identification badge, and I wear it clearly visible above the waist.

2. Actively listen and engage with others
   - I don’t interrupt.
   - I verbalize my understanding.
   - I use cell phones, texting, and mobile e-mail appropriately for the situation at hand according to my department’s expectations and regulations.

3. Sharing openly, clearly, honestly, and courteously with others
   - I foster open lines of communication within my department and between other departments.
   - I communicate specifically, consistently, and appropriately.
   - If there is potential conflict in the workplace, I initiate resolution.
   - If I am not part of the solution to a problem, then I do not participate in furthering the issue.
   - I avoid rumors, gossip, backstabbing, and any other disruptive communications, and I encourage others around me to do the same.

4. Providing information to others timely and responding promptly to communication received
   - When I am responsible to share information with others, I do so timely and accurately.
   - I communicate and explain if timely expectations cannot be met.
   - I verify and clarify things that I have heard with the appropriate parties.
   - I communicate purposefully, balancing “need to know” with “nice to know.”

5. Being accountable to seek out the information about which I need to know
   - I stay current on pertinent information needed to do my job.
   - I read my organizational e-mail (or MyLink, or the department bulletin board, or other departmental communications, if e-mail is not an option).
   - I ask questions if there is something that I do not understand.
   - I provide updates to my leadership.
   - I participate in employee surveys when given the opportunity.
   - I “close the loop” on all work assignments, sharing of information, general communication, patient hand-offs, etc.
   - I consistently participate in Employee Forums, my staff meetings, huddles, and other communication opportunities.

“When the trust account is high, communication is easy, instant, and effective.”

(Stephen R. Covey)
1. Compassion towards others
   • I convey concern, warmth, and sincerity in my interactions with patients, family members, customers, and co-workers – everyone who crosses my path.
   • I express sympathy and sensitivity appropriately.

2. Kindness and courteousness in all that I say and do
   • If I don’t have something nice to say, then I don’t say anything at all.
   • I am genuinely focused with whom I am engaged.
   • I am honest, truthful, and respectful when dealing with others.
   • I treat people better than they expect to be treated.

3. Flexibility in my work
   • I am open and supportive of new and different ideas.
   • I take and offer suggestions of different ways for doing things, and I properly evaluate their worth and value.
   • I look beyond my assigned tasks, and I am proactive in my duties and responsibilities.

4. A “can do” approach
   • I take a Lean/Innovative approach to work flows and processes.
   • I try to be proactive, instead of reactive, whenever I can in my daily work activities.
   • Distractions, excuses, and personal problems do not impede my ability to support excellent patient care.

5. Support and helpfulness toward others
   • I am respectful of others’ time and commitments.
   • I take action when I identify a problem.
   • I recognize and appreciate our dependence on each other.
   • I am a positive model of proper workplace behavior demonstrating that “I’m glad to be here”.

“Attitude is a little thing that makes a big difference.”
(Winston Churchill)
1. My role in the continuum of care
   • I participate in safe and thorough bedside reporting, face-to-face patient transfers, and include patients, family members, and designated care givers.
   • I assist family members and other visitors, recognizing their role in the recovery of the patient.
   • I “close the loop” on every aspect of delivering care throughout the patient visit, including the discharge process.

2. Safety throughout
   • I follow all hand-washing guidelines – Wash In, Wash Out (WIWO).
   • I respect the environment of care requirements for avoiding clutter, door stops, and other life safety concerns.
   • I participate in safety/disaster drills and know what to do in the event of any “Code.”
   • I dress safely and appropriately for the job.
   • I maintain a clean environment by picking up trash and containing/reporting spills immediately.
   • I report patient variances, unsafe conditions, visitor incidents, work related injuries, and any unexpected outcomes.

3. Compliance, privacy, and confidentiality
   • I am accountable to the Code of Conduct and the proper ways of conducting business from a compliance standpoint.
   • I complete annual compliance and HIPAA training.
   • I 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
   • I expect excellence from myself and others.
   • I complete my individual competencies and mandatory training in a timely manner.
   • I develop my knowledge, problem solving skills, and abilities through ongoing learning and growth.
   • I celebrate successes of others and myself.
   • I use failures as opportunities for coaching, learning, and growth.

5. I offer new ideas and take a Lean/Innovative approach to the Triple Aim by:
   • Enhancing the patient's experience.
   • Improving outcomes and efficiencies.
   • Seeking cost saving opportunities and promoting system growth.

“Culture drives great results.”
(Jack Welch)
Engagement / The condition of being in gear.

1. Exceeding patients’ and customers’ satisfaction expectations
   • I recognize that everyone is a patient or customer, and I strive to exceed their expectations.
   • I ensure that patients being surveyed could easily respond that we “always” meet their expectations.
   • I answer patient call lights promptly or urgent requests for help from others.
   • I ask patients and customers: “Is there anything else I can do for you?”

2. I follow the AIDET principles:
   • A – Acknowledge, knock and announce, smile, handshake, and make eye contact.
   • I – Introduce self and others, explain everyone’s role and their skillset.
   • D – Duration explained, communicating how long things will take, clear expectations of service times, and alternatives if times are not able to be met.
   • E – Explain what will occur in simple terms and give the opportunity to fully address any questions.
   • T – Thank you… close the time of interaction with genuine appreciation for allowing us to participate in the patient’s care.

3. I build positive relationships with everyone
   • I encourage, recognize, and reward desired behavior and positive contributions through WIN cards, SEEK cards, and/or thank you notes.
   • I welcome and include new team members.
   • My efforts contribute to one unified health system.

4. Collaboration
   • I work with physicians and their staff to establish best practices and standardization.
   • I participate with staff members across the organization to improve the patient experience, outcomes & efficiencies, and to reduce operating cost.
   • I engage with others to positively and consistently impact the patient’s perception of quality.

5. Serving my community
   • I am committed to our vision to improve the quality of life in our regional community.
   • I am actively involved in volunteerism or other aspects of community service.
   • I support community-based health system initiatives.

“We are what we repeatedly do. Excellence is not an act, it’s a habit.”
(Aristotle)
My Five-by-Five Commitments:

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

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I also commit to continually delivering our five Service Imperatives:
1. Greet everyone... Eye contact at 30 feet, noticeable acknowledgment at 15 feet, verbally greet at 5 feet.
2. Pick-up any trash that I see.
3. Ask visitors... "May I take you where you are going?"
5. Use “Please,” “Thank You” and “You’re Welcome” in EVERY conversation.

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.

______________________________  ______________________________
Printed Name                            Employee #
______________________________  ______________________________
Signature      Date

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Printed Name                            Employee #

_____________________________  ________________________________
Signature      Date
MISSION
To serve our community as the leader in health and wellness care

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

QUADRUPLE AIM INITIATIVES
Improve Health
Lower Costs
Better Care
Engaged People

Where the Healing Begins℠