



Standards of Excellence for *STAR POWER*

Introduction

“We strive to be the hospital where patients choose to receive care, physicians choose to practice medicine and employees choose to work.”

It is with this goal in mind that a group of employees at Brooksville Regional Hospital developed these Standards of Excellence. All the members of the Brooksville team have a role in ensuring that patients and their family members receive the best possible care.

Significant thought went into crafting the Standards of Excellence, which are intended for all team members throughout Brooksville Regional Hospital. These Standards establish specific behaviors that all employees are required to practice while on duty. Our patients and their families give us credit for the art and science of medicine. It is how we treat our patients that determines whether we are the hospital of choice within our community.

The four elements of the Standards form the acronym **STAR**:

- **Sense of Ownership**
- **Teamwork**
- **Attitude**
- **Respect**

By embracing each of the four elements the hospital will have *STARPOWER* – Positive Outcomes Where Everyone is Recognized!

*S*ense of Ownership

This is our hospital! Each and every one of our team members help to shape the environment of the facility, and to make the hospital great.

We take pride in our facility and in the roles we play in our patients' lives by adhering to the following Standards:

- Team members are expected and empowered to provide a clean and comfortable environment both inside and outside the facility. Examples include picking up trash and small spills in the hallways, keeping the hallways free of clutter, as well as keeping your work area neat and orderly.
- When offering directions, escort any individual to their destination.
- You are empowered and expected to correct any negative situation, such as a deficiency in the physical environment or a patient's negative experience (i.e. service recovery).
- Help create a safe environment for patients and team members by correcting or reporting any safety hazards immediately, and following standard safety precautions, such as hand washing and the use of personal protective equipment.
- Call lights should be answered by any employee who notices them. To do this, enter the patient's room and immediately introduce yourself and the department you work in. Ask what his or her need is. Immediately respond to the need. If the need is beyond your scope of knowledge, find the appropriate caregiver.

*T*eamwork

While we each have a specific role in the facility, each and every one of us are members of a team who work together to achieve excellence in the care we provide to our community.

The following Standards are to facilitate cooperation throughout Brooksville Regional Hospital:

- When communicating between team members, we will utilize the SBAR acronym to facilitate clear and concise communication which promotes safety and efficiency. SBAR is as follows:

S – SITUATION: What is happening at the present time?

B – BACKGROUND: What are the circumstances leading up to this situation?

A – ASSESSMENT: What do I think the problem is?

R – RECOMMENDATION: What should we do to correct the problem?

- Use telephone etiquette by performing the following:
 - Answer the phone by stating your department , name, and “how may I help you?”
 - When transferring calls, first tell them that you are transferring them, and give details as to where they are being sent, including the extension and department.
 - Before completing a call ask “Is there anything else I can do for you? I have the time”.
 - Smile while talking on the phone.
- Manage up fellow employees, physicians and departments by:
 - Taking every opportunity to cast your fellow employees and our physicians in a positive light.
 - When talking to a patient, never blame another person or department for shortcomings in the processes or facility. Focus on solving the problem. Analyzing and correcting shortcomings in processes should occur after the immediate need of the customer is taken care of, and out of public view.

*A*ttitude

Having a positive attitude helps demonstrate respect for our patients and creates a more pleasant work environment for all team members.

A positive attitude can be displayed by adhering to the following:

- Embrace the concept that patients are our reason for being here.
- Strive to make a positive first impression.
- Listen carefully to understand what our patients and fellow team members have to say.
- Practice patience and tolerance in everything that you do.
- Treat everyone as if he or she is the most important person in our hospital.
- Use facial expressions, body language and tones of voice that convey positive messages.
- Present a clean and professional appearance by following the dress code, wearing your name badge at all times.
- As part of the same team, we will all respond positively to changes that occur. We must all embrace change in a positive manner.

Respect

We are all part of a community. EVERYONE deserves our respect in any interaction we have with them. Did you ever consider...the next patient you come in contact with could be a family member or your neighbor?

Respect for patients and fellow team members will be displayed by following the Standards listed below:

- When communicating to patients and families, we will utilize the AIDET acronym to facilitate clear and concise communication. AIDET is as follows:

A – ACKNOWLEDGE: By name, and with respect.

I – INTRODUCE: yourself and your role in the facility.

D – DURATION: Provide an estimated time frame in which your task will be completed.

E – EXPLANATION: Explain what is happening in terms the patient can understand.

T – TIME: Finishing each interaction with “Is there anything else I can do for you? I have time.”

- Acknowledge customer’s presence immediately.
- Our guidelines are to keep patients informed within 15 minutes when there is a service delay. Family members should be updated at least hourly. Always thank them for waiting.
- Respect the patient’s privacy by providing physical privacy and modesty, having concern for human dignity, and protecting medical record information by following HIPAA guidelines.