

POLICY TITLE: Standards of Associate Behavior (Centura)	
DEPARTMENT: Human Resources	ORIGINATION DATE: 05/24/2012
CATEGORY: Employment-Recruitment	EFFECTIVE DATE: 07/01/2012

SCOPE

This policy applies to all Centura Health facilities, practices, entities, and services (“Centura”) and all Centura associates.

PURPOSE

To outline the code of behavior and conduct expected of all associates.

STATEMENT OF POLICY

Centura strives to hire associates who possess the values and competencies necessary to contribute to the strategic success of the organization. Centura relies heavily on its associates to provide high quality, cost effective, and personal care and service to co-workers, patients, residents, families, and visitors.

PROCEDURE

Associates will carry out the mission by demonstrating Centura’s core values and standards of behavior.

Mission

We extend the healing ministry of Christ by caring for those who are ill and by nurturing the health of the people in our communities.

Core Values and Standards of Behavior

1. Integrity
 - a. Speak positively about other people, departments and the entire organization
 - b. Take responsibility for problems and their solutions
 - c. Anticipate the impact of changes on others and work to minimize any negative effects
 - d. Limit communication about others to those who “need to know”
 - e. When necessary, discuss patients/residents and their care away from public areas
2. Stewardship
 - a. Carefully consider the use of material, time, financial, and human resources
 - b. Carefully use and maintain equipment and resources to ensure safety
 - c. Do your part to keep your work area and facility neat and presentable
 - d. Be accountable for your actions; don’t blame others
3. Spirituality
 - a. Respect the cultural differences and beliefs of others
 - b. Encourage the spiritual dimension of care in the workplace
 - c. Support the spiritual needs of patients, residents, and their families
4. Imagination
 - a. Be innovative, approach your work creatively and continuously look for new ways to solve problems
 - b. Encourage and implement others’ ideas to improve safety, customer service, and operational performance
5. Respect

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- a. Smile, make eye contact, and greet everyone in a friendly manner
 - b. Introduce yourself and wear your ID badge on your upper chest so that your name and photo are visible
 - c. Answer telephones promptly and cheerfully (smile when you speak); identify yourself and your department
 - d. Take time to listen carefully and ask appropriate questions
 - e. Take appropriate measures to protect others' privacy
 - f. Inform patients and their families of the service they will receive and the expected time frame
 - g. Knock before entering a room and identify yourself, your position, and purpose for visiting
 - h. Before leaving a patient/resident room or treatment area, ask your guest if they would like their door or curtain closed
6. Excellence
- a. Encourage and praise others for work well done
 - b. Follow professional appearance policies for the organization/division/site
 - c. Demonstrate a willingness to go beyond your job description and "go the extra mile" for others
 - d. Develop yourself and others, personally and professionally
 - e. Commit yourself to accuracy, excellence, and continuous improvement
 - f. Identify and report process inefficiencies and make suggestions for improvement
 - g. Create a positive and productive work climate
 - h. Collaborate with team members and effectively manage differences of opinion
7. Compassion
- a. Treat everyone as you wish to be treated
 - b. Explain the procedure/plan of care so that those involved know what to expect
 - c. Offer explanations, not excuses; apologize for delays, inconveniences, or mistakes
 - d. Escort patients, residents and guests to their destination, rather than pointing the way
 - e. Park in designated associate parking areas; leave the best parking spaces for our patients, residents and guests
 - f. Listen without interrupting when someone is upset
 - g. When practical, take the stairs and leave the elevators for patient/resident related activities

DEFINITIONS

Associate: Includes all employees, supervisors, managers, directors, and officers within the Centura Health system.

REFERENCES AND SOURCES OF EVIDENCE

N/A

POLICY VIOLATION

Any Centura associate who fails to abide by this policy may be subject to disciplinary action, up to and including termination.

REVIEW/APPROVAL SUMMARY

REVIEW/REVISION DATES: <i>(Dates in parentheses include review but no revision)</i>	
APPROVAL BODY(IES): Senior Executive Council	APPROVAL DATE: 06/20/2012

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