

POLICY TITLE: Personal Appearance (Dress Code) (Centura)	
DEPARTMENT: Human Resources	ORIGINATION DATE: 04/02/2011
CATEGORY: Associate Policies	EFFECTIVE DATE: 09/25/2013

SCOPE

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

PURPOSE

To promote a professional staff image and appearance to internal and external customers.

STATEMENT OF POLICY

Centura associates will dress in a professional manner based on their job function. Centura strives to ensure that through its associates, we convey and promote a professional staff image regarding hygienic and professional appearance at all times. In doing so, we honor and respect all external and internal customers. In today’s competitive health care market, earning a patient/resident’s confidence is vital to institutional success. A bridge (or barrier) to earning this confidence is one’s appearance. People infer that quality of our work by how we look. An associate who does not dress carefully is viewed as someone who does not practice his/her profession carefully. An associate who demonstrates neatness, modesty, and conservative good taste has the opportunity to make a far-reaching and lasting impression on patients, residents, and the community. Each associate, as a representative of Centura, contributes to an atmosphere of mission-based caring and professional excellence.

PROCEDURE

The following are basic personal appearance expectations for all Centura personnel. Entity CEOs have the discretion to define more specific requirements for their entity or specific department within their entity.

Business Attire

All employees not required to wear uniforms are expected to wear professional business attire. Men’s attire should include a professional-looking shirt, slacks, and a coordinated coat or jacket where appropriate. Women’s attire should include a professional-looking dress, suit, pantsuit, or coordinated skirt/slacks and blouse. Some associates in this category are required to spend a portion of their time in a clinical setting. When this is the case, a lab coat may be worn over business attire.

Clothing

Regardless of the required attire, clothing should be neat, clean, pressed, and in good repair. It should be sufficient in length, weight, and fit to be modest when performing any activity required by the associate’s job. Short and tight clothing or jeans are not acceptable. Bare midriff, low-cut necklines and spaghetti straps are inappropriate in the professional setting. Appropriate undergarments must be worn. Sweatshirts and sweatpants are inappropriate. Shorts that cover the thigh in a seated position may be acceptable in outpatient therapy and child care settings.

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Employee Identification

An identification badge is provided by the entity to each associate so that staff, patients, residents, and visitors can readily identify entity employees. **Identification badges must be worn while on duty to comply with state law, but it is also important to wear them to make patients comfortable.** The badge must be displayed on the upper part of the chest preferably on the right, in a prominent place visible to all, making sure the photograph is always visible. If an associate loses their identification badge, they should contact the Human Resources Office for a replacement. Loss of an identification badge may result in an assessment of a replacement fee. If identification badges are broken, there may be a replacement charge.

Footwear

Shoes should be clean, well polished, in good repair, and dedicated to the work setting. Safety, comfort, appearance, and quietness should be the prime considerations in the selection of appropriate footwear. Closed-toed shoes and socks or hosiery are required in patient care areas while providing direct patient care. Open-toed dress shoes are acceptable when not providing direct patient care. Hiking boots and flip flops are unacceptable. Soles and heels should be non-marking and should provide sure footing. Shoe coverings are appropriate only in sterile environments.

Grooming

Body odor and bad breath are offensive to patients and co-workers. Necessary steps are to be taken to prevent these problems. For infection control purposes, any associate who has direct patient contact will not wear artificial nails, extenders, or wraps. Fingernails must be clean and of a length that allows the associate to accomplish job tasks efficiently. Associates using colognes, perfumes or lotions should use only those with a light scent while on duty to avoid offending or causing an adverse reaction to patients or co-workers. Makeup should be conservative and appropriate to the department in which the associate works. Hairstyles must be neat, clean, and styled appropriately for the professional setting. Hair should not fall over the eyes, on the immediate work area, or on patients. Personnel working in certain areas may be required to wear specific hair and/or beard coverings. Sideburns, beards and mustaches must be short, neat, clean, well-trimmed, and follow the contours of the face for sanitary and safety purposes. All visible tattoos must be in good taste, not depicting logos, slogans, nudity, or violence. Management reserves the ability to require an associate to cover a tattoo that does not meet these qualifications.

Jewelry/Accessories

Jewelry must not impair the associate's ability to perform job functions. Accessories worn with dress attire should be professional. Jewelry in the clinical setting should not come in contact with patients, the work area, or pose a danger of becoming caught in machinery or equipment. Medic alerts and wristwatches are not considered jewelry. Centura reserves the ability to request that facial piercings, including tongue piercings, ear plugs, and/or body piercings be removed during work hours.

Pins and Buttons

In patient care areas, only Centura-sponsored pins, buttons, or stickers may be worn. These pins, buttons, or stickers may not be directly attached to the identification badge. The Kronos timekeeping system and employee payroll deduction requires the use of the barcode on the front of the badge. Pins, buttons, or stickers may not interfere with proper swiping or scanning.

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Uniforms

Uniforms must be professional hospital apparel. Lab jackets or smocks over uniforms are acceptable. Check with your department manager before purchasing scrubs to be assured that the style purchased is acceptable for the specific work area. Generally, if the uniform required to be worn involves a specialized color, make and/or pattern, or a logo or specific material is required, the specific facility will provide the uniform or uniform allowance to cover the cost of the uniform. Refer to the facility Human Resources department for specific uniform requirements.

Business Casual Dress and Casual Days

Business casual dress or casual days may be allowed at a given Centura Health facility/entity in a department or work area that does not have patient contact. Casual is defined as business casual and must still remain professional. Exceptions may include Jean Day for entity-approved fundraisers/functions.

If a work area permits business casual dress, there may be exceptions when professional attire is expected. Professional dress is required when associates work in the administrative area; attend a meeting with Centura Health representatives, Centura Health patients, business, community, or government officials; or when notice from management has been delivered.

DEFINITIONS

Patient Care Areas: Includes but are not limited to patients' rooms, patient hallways, patient waiting areas, operating rooms, therapy rooms, nurses' stations, areas where patients receive treatment such as x-ray or therapy areas, and any other area where solicitation or distribution may disrupt patient treatment or disturb patients or residents. This does not normally include areas such as associate lounges/break rooms and vending areas.

REFERENCES AND SOURCES OF EVIDENCE

N/A

POLICY VIOLATION

Failure to follow professional appearance standards may result in an associate being asked to return home to make necessary modification to achieve compliance. Repeated failure to follow professional standards may result in further disciplinary action, up to and including termination.

REVIEW/APPROVAL SUMMARY

REVIEW/REVISION DATES: 06/21/2012, 12/10/2012, 07/23/2013	
<i>(Dates in parentheses include review but no revision)</i>	
APPROVAL BODY(IES): Senior Executive Council	APPROVAL DATE: 09/25/2013

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