

## CORE VALUES

### WHAT PATIENT FOCUSED COMPANIES DO

The most visible characteristic that differentiates one health care facility from another is the company's values and the fact that values come first. Not the fact that you can recite them from a wallet card or that they are written with our mission and vision statement.

**Success is making core values real. They become *who we are!***

A value is defined as "a belief about what is worthwhile or important."

**CAMC's Core Values are:**

**Quality**  
**Service with Compassion**  
**Respect**  
**Integrity**  
**Stewardship**  
**Safety**

*(For Discussion)*

Do you believe the six CAMC values are important to our Mission or Vision?

Is any one value more important than another?

Do you believe we exhibit, in actions, the six CAMC Values everyday, with every patient, every time?

The common element among companies that provide the finest customer service is how they use core values to eliminate indifference in their workplace. There are many ways to demonstrate indifference. Utilizing the tools in Service Plus is only one.

#### Steps to Service

**ACKNOWLEDGE** the person

**CLARIFY** the situation

**MEET** or **EXCEED** the need

**CONFIRM** satisfaction

**Example:**

This is a true patient experience  
Storyteller: Beverly Farmer

A few weeks ago Beverly Farmer's mother, Ms. Davis, was not feeling well. She went to her PCP with complaints of a sore throat and head ache. The PCP immediately discovered that Ms. Davis's pulse was only 30 beats per minute. He sent her straight to the Emergency Room of a rural hospital in WV. Confirming Ms. Davis was in complete heart block, the ER doctor called Hospital X. He was told there were no beds. The doctor made a 2<sup>nd</sup> call to another large hospital, Hospital Y.

There were no beds at hospital Y, however, the referral center for hospital Y dispatched the helicopter and within 10 minutes the patient was in route. Ms. Davis' daughter was called. She immediately left work and drove to Hospital Y.

As she pulled onto the hospitals grounds, free valet parking was offered. Not knowing where to enter the hospital, she looked confused. An aide noticed her looking around and asked if she was lost. The daughter told her she was looking for her mother who had been flown in. The aide said I can help you. Let me put this patient in his car and I will be right with you.

She came right back, walked the daughter to her mother's holding area (post anesthesia holding area) The aide located Ms. Davis' nurse and connected them so an update could be given. The aide then said I will take you to registration. The aide pointed out the vending machines and asked if she could do anything else. Within 20 minutes the physician came to talk with the daughter, took her back to her mother's bedside and introduced her to the physician that would be helping with the needed procedure. He asked if there were any questions, he talked to the unit nurses and then gave the daughter his number in case she had any questions.

The procedure went well and communications regarding this was timely and thorough.

**Questions:**

- What values did hospital Y use in their interaction with the patient and family?
- Were the Service Steps listed above used by all members of the health care team?
- Could any employee assist a customer using the Service Steps?
- What is one thing our department might try to improve related to values and Steps to Service?