Learning Program

Welcome ~ New Hire Orientation Class

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iCARE is UT Medical Center’s initiative designed to transform patient/student centered care. The core of iCARE is a commitment by all UTMC & UT staff, students and volunteers to view everything through the eyes of a patient, students, and his/her family members and visitors and using that perspective to provide truly distinctive and exemplary care.

“Executing the game plan is essential to our success.”
UTMC’s iCARE Core Commitments

C-Communication
A-Access
R-Respect
E-Excellence
UTMC’s iCARE Core Commitments

C-Communication

- Universal Scripting
  {Script Cards}
- Body Language/Facial Expressions
- Vocal Tones
- Active Listening
- How you carry yourself
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<th>UTMC’s iCARE Core Commitments</th>
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<tr>
<td><strong>A-Access</strong></td>
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<tr>
<td>- Way Finding Scripting</td>
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<td>- Acknowledge people right away</td>
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<td>- Answering telephones promptly</td>
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<td>- Offer solutions &amp; options</td>
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<td>- Making ourselves accessible &amp; available to our customer</td>
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<td>Team Work</td>
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**UTMC’s iCARE Core Commitments**

**R-Respect**
### UTMC’s iCARE Core Commitments

#### E-Excellence

| Dress Code/ID Badge | Your Image, other’s perceptions | Varsity Only -
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<tr>
<td></td>
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<td>“Be where you are at”</td>
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<td>“Life is what happens to you while you’re busy making other plans.”</td>
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<td>-John Lennon</td>
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Customer Service is Rocket Science

• We have all earned a PhD in customer service through our experiences and through hearing about other’s experiences.

• Despite this knowledge we have gained, many of us still receive and deliver poor service on a regular basis.
Customer Service

“If you want to survive in the future of healthcare, you have to create a radical point of distinction and difference. You have to turn the mundane into the memorable.” -Mark Scott

Is a *good way* to approach a situation

VS

a *better way* to approach a situation.

-How will **YOU** be **Better**?
Define What Is A Customer

• A customer is someone with *wants* and *needs* who receives goods and services in an exchange situation.

*Serving the wants and needs of our customers is at the heart of everything we do.*
Who Are Our Customers?

- Patients
- Families
- Employees
- Vendors
- Students
- Visitors
- Physicians
- Ambulance Drivers
- Volunteers
- Clergy
- Funeral Directors
- Delivery People
- The Joint Commission
3 Groups of Customers to Serve

1) Patients/Students
2) Family/Visitors
3) Employees
Patients/Students - Group I

• Key group to the success of UTMC & UT.
• Most direct & intense experience with UTMC/UT staff and services.
• Deserve quality care & service.
• They have options & expect value for their money.
• A public relations force.
• Satisfied patients recover faster than dissatisfied patients.
• It is UT’s obligation to deliver a higher degree of services for all of our customers. Anything less is unacceptable.
Patient/Student Satisfaction

- Being treated extra nice.
- Correct billing.
- A recognized patient/student centered care culture.
- Handling difficult situations with confidence.
- Being accessible.

-Is perceived differently by each patient, family/visitor & student.
Families & Visitors – Group II

- Talk about UTMC & UT in our community.
- “Is anything less than excellent good enough for your family?” Dr. Gold’s video question.
- Patients, families, students, and visitors are never wrong – perhaps misdirected or misinformed – they may not be right in reality but are right in their perception.
- If they have a problem it becomes our problem to solve.
- They can become your advocate when dealing with a difficult patient/student.
- Will they become loyal to UTMC & UT and recommend our services to others based upon their experiences while visiting?
Employees – Group III

- Co-Workers
- Students
- Volunteers
- Everybody wearing a UTMC/UT ID Badge is viewed by those we serve as employees.
How will you turn the mundane into memorable in your unit/classroom?

How will you embrace the iCARE culture for those you serve, including your co-workers?

If you OR your department did not exist, what would happen to UTMC/UT?
Employees - Group III

“You can do what I cannot do. I can do what you cannot do. Together we can do great things.”

-Mother Teresa
Employees - Group III

• A workplace comprised of satisfied and engaged employees just feels different and better. It feels better to employees, and it feels better to our patients, students, and the family/visitors.
EXTREME Patient/Student-Centered Care Commitment

- The foundation of patient/student-centeredness is to do what matters most to the patient/student, do it well and do it every time to ensure a positive patient/student experience. EXTREME patient/student-centeredness means going beyond this foundation to provide levels of service that serve as the hallmark of the health care & educational industry.

Do we have your commitment?

**YES!**
The iCare Standards Policy & Attestation of Commitment
icare Standards Policy 3364-10-11

effective July 14, 2009 for all UT campuses and programs

• Purpose of Policy

• Engaged Communication

• Physical Comfort & Pain Management

• Continuity of Service/Discharge Criteria

• Prompt Access to Care

• Coordinated Care

• Appropriate Emotional Support

• Distinctive Excellence

• Strategic Initiatives

Comply with existing policies

*standards of conduct and customer service values*
Purpose of Standard

• The UT healthcare provider’s and staff’s covenant is a promise to fully demonstrate to patients in their time of need to “be there” to provide relief whenever possible and to always offer comfort and compassion.

• Meeting the patients’ basic requirements is expected; going beyond what is expected makes the patients’ experience memorable, differentiates providers, and builds patient loyalty.

• Any patient or guest that needs assistance….provide it!

• Any area that needs cleaned or made more comfortable….make it happen!

Any issue that needs to be addressed with regard to a patient will either be done personally on the spot or directed immediately to the appropriate person for handling.

Patient centeredness is EVERYONE’S JOB!
It’s the UTMC patient center care model that incorporates the concepts of Communication, Access, Respect, and Excellence into the care provided to each patient.
Signing

Standard of Excellence

Attestation of Commitment
Johnny the Bagger
Simple Truths of Service
Thank you

Welcome to the UTMC & UT family