

## *Siskin Hospital For Physical Rehabilitation Philosophy Of Service*

Healthcare is a service business, which is why many individuals enter the field: the personal, hands-on relationships appeal to them. All Siskin Hospital employees, clinical and support, undertake an important responsibility of providing high quality, caring service to everyone they come into contact with. This includes patients, families, visitors, co-workers, suppliers and others who have contact with Siskin Hospital for Physical Rehabilitation.

Delivering a consistent, high quality “service” is considerably more difficult than producing a tangible product. As such, we at Siskin Hospital must establish our own standards for service quality. This process begins with Siskin Hospital’s Mission Philosophy to:

1. Offer a continuum of care through which physical rehabilitation services are provided so that each person served is assisted physical, psycho-social, community and vocational independence.
2. Furnish uncompensated services, within available resources, to meet the physical rehabilitation needs of the community.
3. Acknowledge the dignity and worth of all individuals, including those who serve as well as those who are served, without regard to race, color, religion, creed, gender, or disability.
4. Maintain service quality through the principles of effective management, courtesy, reliability, respect and concern; while providing an environment that is responsive to patients’, guests’, and employees’ needs and rights.
5. Develop and safeguard the institution’s resources to ensure the ongoing viability of the corporation.
6. Provide leadership in the development of the physical rehabilitation field by ongoing participation in clinical and medical education, research activities, and legislative and public education.

From the Mission Philosophy, the responsibility is ours to assure that standards of service excellence are established, achieved and maintained.

Service quality is far more than clinical quality alone. Clinical quality is expected in health care today. The point of difference at Siskin Hospital is not only clinical quality, but other satisfaction factors as well: courtesy, respect, reliability, initiative and a caring concern. It is these service factors that will give Siskin Hospital a “special edge” over other similar facilities and create high levels of patient and guest satisfaction -- the ultimate measurement of service quality.

Patient and guest satisfaction is created by first identifying who you are serving, then understanding what their needs are. You then provide quality services to meet their needs. The result is a satisfied patient or guest.

At Siskin Hospital for Physical Rehabilitation, clinical quality and service quality are our goals. To aid staff in reaching the goal of service quality, Siskin Hospital has adopted a set of 17 “House Rules.” All hospital staff shall follow these rules. By doing so, Siskin Hospital will achieve its mission. The rules are:

1. **Know who you’re serving** - Our “customers” aren’t patients alone, but families, neighbors, physicians, suppliers, and fellow staff members as well.
2. **Break the ice** - Make eye contact with patients and guests. Smile, introduce yourself. Call people by name. Extend words of encouragement.
3. **Offer help** - Hospitals are often times confusing to negotiate. Stop and try to help.
4. **Be courteous** - Kind gestures and polite words make people feel special.
5. **Explain what you’re doing** - People are always less anxious when they know what’s happening.
6. **Anticipate** - You will often know what people want before they have to ask. Take action without having to be asked.
7. **Remember, a guest’s problem is your problem** - People need your help in resolving questions and problems. Make sure to offer that help.
8. **Insure privacy and confidentiality** - Watch what you say and where you say it. Knock as you enter.
9. **Show dignity and respect** - The patient or guest could be your child, spouse, parent, or even you. See the individual as a person, not as a “task.” Imagine you are on the receiving end.
10. **Take initiative** - Just because it isn’t “your job” doesn’t mean that you shouldn’t do it, or at least help out. Remember, your job goes beyond your formal position description. We at Siskin Hospital strive to go the extra mile.
11. **Listen** - If a person complains, don’t be defensive. The complaint is an opportunity to show your caring concern.
12. **Help each other** - When you help a fellow employee, you ultimately help a patient or other guest.
13. **Use good phone skills** - When you are on the phone, the hospital’s reputation is on the line. Sound pleasant, be helpful and listen with understanding.
14. **Look the part** - You are part of a long, proud tradition of rehabilitation. Make sure your outward appearance measures up. That means wearing your name tag too!
15. **Support the smoke-free environment** - Like other Chattanooga hospitals, we are a designated smoke (tobacco) free environment (see attachment). If you see someone smoking or using any tobacco product, remind them of the policy and ask them to refrain. Remember, this applies to everyone, including yourself. It is for everyone’s good health.
16. **Maintain a guest focus** - Always remember you are here to serve others. By applying all of the “House Rules,” you will make our patients and guests feel good about our hospital, and you will feel good about what you do.
17. **Take time to sanitize/wash your hands** – Remember good hand washing skills.

I acknowledge that I have read the Siskin Hospital Philosophy of Service. I also agree to abide by the philosophy and follow the “House Rules” of service quality.