



# All Staff Annual Education Mission, Strategic Plan, and the Elliot Essentials

Each and every day, the work we perform, the decisions we make, the actions we take affect the lives and well being of our patients and fellow co-workers.

Through your efforts to remain current with this information, you are sharing in the Elliot's commitment to excellence in providing outstanding patient care in a safe and caring environment.

If you have any questions about the information found in this training module, please contact your manager for further assistance.



# Contents

In this module, you will review:

- The Elliot Health System Mission Statement
- The Elliot Health System Strategic Plan
- The Elliot Essentials
- Initiatives to support the Elliot Essentials
  - Welcome Initiative
  - Telephone Standards
  - The Power of Language
  - The Power of Listening

# Mission

Our mission statement is essentially our health system's fundamental purpose. It answers the question "Why do we exist?"

Elliot Health System strives to:

**Inspire** wellness

**Heal** our patients

**Serve** with compassion in every interaction.

# Strategic Plan

Our strategic plan is used to clarify the goals our health system wishes to accomplish, identify the strategies we will pursue to achieve these goals, and identify ways to measure success in meeting these goals.

It is considered to be the “roadmap” we will follow in order to achieve our goals.

# Strategic Plan

**Elliot Health System**

**Fiscal Year 2016-2018 Strategic Plan**

## Quality

Treat the patient at the right time, the right place and the right way to achieve optimal results

## Patient Experience

Every point of contact is designed to exceed expectations to position Elliot Health System as the provider of choice

## Employee Engagement & Satisfaction

Strengthen and promote a culture of High Employee Engagement and Satisfaction

## Provider Alignment

Provider alignment is critically important to the health system's superior performance

## Growth

Fully develop services, facilities and partnerships to best serve the needs of our community

## Sustainability

Generate financial performance that allows us to continually enhance & optimize services to meet the healthcare needs of our community

# The Elliot Essentials

The Elliot Essentials are our **Code of Conduct** and the **Behavioral Standards** that all members of the Elliot Health System community are proud to uphold.

We use the Elliot Essentials to foster a work environment of mutual respect and service excellence.

# The Elliot Essentials

## **I CARE**

Focuses on the foundation of the Elliot mission for all employees, clinical and non-clinical, to heal and inspire wellness.

## **I SERVE**

Focuses on the core value of our organization and mission to serve the community. This is accomplished through clear and engaged communication.

## **I INSPIRE**

Focuses on creating an environment and culture that nurtures and sustains I CARE and I SERVE.

To find the full policy outlining the Elliot Essentials, refer to the policy found on IKE.

# Elliot's Welcome Initiative

## **WHAT** are the Welcome Initiative guidelines?

Whenever possible, in all Elliot Health System public settings (i.e. hallways, waiting areas, elevators, parking areas...) ALL employees are asked to:

1. Make eye contact when interacting with/encountering others
2. Acknowledge/greet others verbally or with a nod/smile
3. Know, that it is ALWAYS acceptable to offer others a caring smile when eye contact is made (even if they are talking to someone else)



# Elliot's Welcome Initiative

**WHY** is the Welcome Initiative important to our patients, visitors and one another?

- People who feel they have been treated in a hospitable and caring manner tend to do a number of things, such as: they come back, refer friends and family, are more loyal, more compliant, trust their providers more, follow directions better etc.
- Employees working in a welcoming environment report improved work quality and satisfaction.

# Elliot Telephone Standards

**WHAT** are the Telephone Standards?

All employees are asked to use the following criteria when answering phone calls (internal and external):

1. **Greeting** (i.e. "good morning", "good afternoon")
2. **Identify your department/unit/location**
3. **Identify yourself by name**
4. **Inquire** (i.e. ask "how may I help you today?", "how may I direct your call?")



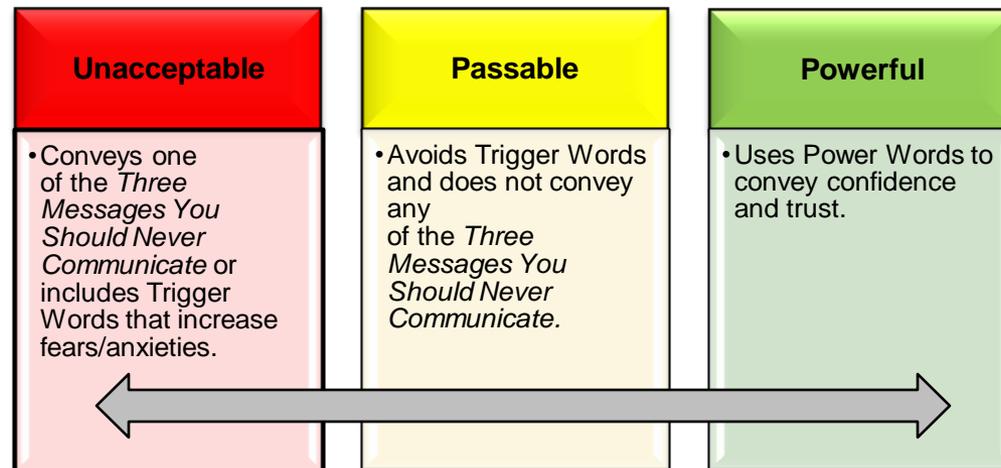
# Elliot Telephone Standards

**WHY** are Telephone Standards important to our patients, visitors and one another?

- Telephone courtesy, respect and professionalism are important in creating a strong foundation for overall patient experience.
- Callers can hear your professionalism and willingness to help through the words you choose and tone of voice. Let your callers “hear the smile” on your face when interacting over the phone.

# The Power of Language

Through Service Excellence training module “Communicate: the Power of Language”, employees expanded awareness that everything communicates. Our body language, our choice of words, our tone of voice all send messages (intentional and unintentional) to others.



# The Power of Language

As health system employees, we are challenged, every day, to help reduce patient/family/co-workers fears and anxieties. Use of powerful words can help greatly by generating confidence in your skills, your knowledge, and your experience.

## Five strategies to transform passable words/phrases to powerful:

1. State what you will do
2. State with as much clarity as possible
3. Confirm your knowledge/experience.
4. Customize your response to the patient
5. Welcome patients gratitude

# The Power of Listening

Through Service Excellence training module “Anticipate: the Power of Listening”, employees have expanded awareness that listening behaviors can be used to draw out, anticipate and connect with the emotional needs of others.

- People have a deep need for others to listen to them.
- Listeners control conversations.
- Listening shows respect.
- Listening restores dignity.

# The Power of Listening

## Assess Signs

- Listen for verbal cues
- Look for physical signs

- **Assessing signs** requires being alert for verbal cues as well as physical signs that indicate an unmet need.

## Be Present

- Lead with empathy
- Minimize distractions
- Refrain from interrupting

- **Being present** is about listening to make a connection. To be present, we must lead with empathy, minimize distractions, and refrain from interrupting patients.

## Convey Understanding

- Communicate your goal to understand
- Summarize

- Others will not always know that we are listening carefully to them if we do not purposefully **convey understanding**. It's important for others to know that it is your **goal** to understand their needs and to show how well you have listened by summarizing what you have heard.

# The Power of Listening

6 phrases to avoid when you want to convey empathy and validate other's feelings:

1. "I know how you feel."
2. "I understand."
3. "Everything happens for a reason."
4. "I'm sure it's nothing to worry about."
5. "At least you ..."
6. "How are we today?"

By following these behavioral guidelines, you aid in creating a warm, professional, and welcoming environment for our patients, our visitors, and one another.

You have the power to make a difference.

# All Staff Annual Education Mission, Strategic Plan, and the Elliot Essentials

Thank you for reviewing the educational material in this module. Contact your manager if you have any questions related to the material in this module.