Guest Relations for Students
Guest Relations

Tift Regional Health System’s (TRHS) culture as an organization and the principles of human relationships by which we operate are reviewed in this program. The program addresses our *Gold Standards* and Standards of Performance. From this, the student should understand what is expected of our employees and what we ask of students and faculty in regards to working with our patients (customers).
Guest Relations

Upon completion of this CBL program, the student and faculty member will be able to:

1. Describe appropriate customer relations behaviors.
2. Identify dress code standards.
3. Outline basic standards for effective communication.
4. Define expectations regarding customer waiting.
5. Describe expected elevator etiquette.
6. Discuss tobacco usage on TRHS’s campuses.
7. Identify parking regulations.
8. Identify basic safety awareness strategies.
9. Identify basic expectations regarding privacy.
We believe . . .

- Our patients always come first.
- Our patients deserve to receive quality, cost-effective services.
- Everyone deserves to be treated with compassion, respect, and trust.
- Everyone deserves a safe, clean, and comfortable environment.
- Everyone has the right to privacy and confidentiality.
Gold Standards Continued

- Individually and collectively, we are all important.
- We are responsible for coming to work on time and being dressed appropriately.
- We are committed to working together, as we continuously improve.
- The most powerful messages are conveyed in the smallest of words, deeds, and gestures.
Gold Standards Continued

• We practice courteous and effective communication when:
  - We smile.
  - We speak to everyone and call them by name.
  - We offer assistance to those who appear in need.
  - We knock & identify ourselves before entering a patient’s room.
  - We reduce the patient’s fear of the unknown by explaining what to expect.
  - We are responsible to continuously improve knowledge and skills.
  - We answer the telephone.
• **Attitude**

Promptly welcome your customers in a friendly manner, smiling warmly & introducing yourself. Do not allow anyone to feel ignored. Meet the customer’s need or gladly take him or her to someone who will. Thank our customers for choosing our services. When you see litter, pick it up & dispose of it properly. Return all equipment to its proper place.

• **Appearance**

Dress in a manner that is professional, tasteful, tidy, and discreet. Always wear your identification badge properly. Patients have a right to know who is providing them care and to trust that the persons in their room are qualified to provide services.
Standards of Performance

• Appearance – Dress Code

- Denim of any kind at any time is not considered appropriate dress and is prohibited. Any activity that does not require the school uniform (orientation tour, picking up a patient assignment, etc.), the student is expected to adhere to this standard. No jeans, denim dresses or skirts.

- Street clothes should present a professional appearance (No fads nor extremes, Hemlines no higher than 1 ½ inches above the knee, No tight-fitting spandex, no shorts, gaucho pants or ¾ length pants, no cleavage nor midriff showing).

- Dress code should be followed at all times.
Standards of Performance

• Appearance – Dress Code
  ▪ Closed toe shoes are required in patient care areas.
  ▪ No visible body art / tattoos or body piercing. One earring in each ear is preferred. A limit of two per ear is acceptable.
  ▪ Appropriate uniforms designated by departments or the school program should be worn at all times when on duty. Personal clothing should not be mixed with uniforms.
Standards of Performance

• Appearance – Dress Code

- In patient care areas, nails should be short and clean. Light or clear polish that is not chipping is permissible. **Artificial nails are not permitted.**

- Name badges (Student IDs) MUST be worn at all times and should be visible (Left Shoulder).

- Cards or other objects that could alter or obstruct the legibility of the ID should not be attached.

- Students may be asked to leave if they are in violation of the organization’s dress code.
Standards of Performance

• Communication
  ▪ Use “please”, “thank you”, “sir”, & “ma’am” in all conversations when appropriate.
  ▪ Use easily understood & appropriate language when giving patients information.
  ▪ Avoid technical or professional jargon when communicating with patients and family members.
Standards of Performance

- **Commitment to Coworkers**
  - Treat one another as professionals deserving courtesy, honesty, and respect.
  - Welcome newcomers.
  - Be considerate of employee work demands by avoiding last-minute requests.
  - Be sensitive to fellow students and employees when their work demands require flexibility and change.
  - Never chastise or embarrass someone in the presence of others.
Customer Waiting

- Help staff provide a comfortable atmosphere for waiting customers.
- Apologize if there is a delay, and always thank customers for waiting.
- Update family members periodically – at least hourly – while a customer is undergoing a procedure.
Standards of Performance

• Elevator Etiquette
  ▪ Use the elevator as an opportunity to make a favorable impression. Smile and speak to fellow passengers.
  ▪ When transporting patients in wheelchairs, always face the patient toward the door and exit with care.
  ▪ When transporting a patient in a bed or stretcher, politely ask others to wait for another elevator.
  ▪ If you are escorting someone, hold the elevator door and allow that person to enter first. When leaving the elevator, hold the door if possible, allowing them to exit first.
Standards of Performance

• Privacy
  • Use discretion in telephone and hallway conversations with customers and healthcare colleagues.
  • Close curtains or doors during examinations, procedures or when otherwise needed.
  • Never discuss information about patients or organizational business in public areas such as elevators, lobbies, cafeterias, or waiting rooms.
  • Taking pictures or using personal cell phones while in the organization’s facilities is prohibited. Students are encouraged to leave cell phones in their vehicles. If on your person, your cell phone must be turned off. Violations of this policy may result in dismissal and forfeiture of clinical privileges. Violations that include HIPAA breaches will result in automatic dismissal and may leave the student open to legal penalties.
Standards of Performance

• Safety Awareness
  ▪ Report all accidents or occurrences promptly & completely.
  ▪ Protect your back when lifting, pushing, pulling or carrying.
  ▪ Get help when necessary.
  ▪ Use protective clothing & equipment when appropriate.
  ▪ Be prepared for emergencies.
  ▪ When entering or exiting building access, be sure to check that the doors close completely and are not left ajar.
Standards of Performance

• Sense of Ownership
  ▪ Help staff keep our work areas & surrounding environment clean & safe.
  ▪ Look beyond your assigned tasks. When it is appropriate for you to perform a service, do so.
  ▪ Do not say, “It’s not my job.” If you are unable to meet a request, be responsible for finding someone who can.
  ▪ Complete tasks. If interrupted, return to the job as soon as possible. If you are unable to finish a task, find someone who can.
Standards of Performance

Tobacco Usage

Tift Regional facilities are Tobacco Free Facilities. Employees are not permitted to use tobacco products. Guests who wish to smoke must leave the Campuses to do so. Smoking in a personal vehicle, if parked on the organization’s property, is not permitted. Patients who have a written doctor’s order to smoke are permitted to exit buildings for this purpose but must keep their assigned nurses aware of their location on campus and smoke only in designated areas. While participating in clinical rotations, students are expected to adhere to the tobacco/smoke free requirements that employees adhere to.
Standards of Performance

• Parking
  - Remember to observe designated parking areas and reserve our patient and visitor spaces for our customers.
  - Students are expected to park in the employee lots when participating in clinical rotations.
  - Students will receive a parking permit when they have completed orientation requirements.
  - The parking permit should be placed in the passenger side front window revealing the number and expiration date of the permit. Failure to display your parking permit or parking in a patient or visitor area are grounds for dismissal and forfeiture of clinical privileges.
Guest Relations

For additional information regarding material covered in this CBL program, the student may refer to Tift Regional Health System’s Employee Handbook, General Orientation Handbook or talk with:

- Their faculty
- The department manager of the unit(s) where they rotate
- The Organization’s Director of Human Resources or Service Excellence Coach.