3 Examples of Service Standards

1. Break the ice and the mystique. Extend a warm welcome. Make eye contact and smile; put warmth in your voice; introduce yourself and your role. Call customers by their preferred name often.

2. Practice presence: Move to the customer's level. Position yourself to tune in completely. Maintain eye contact. Make the person your sole -and your soul -- focus.

3. Inform and explain: Information is power. Share it. Tell customers exactly what they can expect and what will happen next. Invite questions and check for understanding. Apologize for delays.

4. Make patients and families feel secure during handoffs. Explain the next step. Prepare them fully. Build their confidence in others on the team.

5. Connect to the patient and their family. Extend yourself, reassure, involve, inform. Act as advocate.

6. Anticipate: You'll often know what people need before they have to ask. Don't wait. Act first.

7. Respond quickly: Keep appointments. Return calls. Apologize for delays. When patients and families are worried and waiting, every minute is an hour.

8. Ensure privacy and confidentiality: Watch what you say and where you say it. Protect every customer's rights and dignity.


10. Take initiative. Put patients and their families at ease. Offer comforts. Just because it's not your job, it doesn't mean you can't help or find someone who can.


13. Project a professional image. We're part of a long, proud medical tradition. Look the part. We have a public face and a public importance.
Physician House Rules for Patient-Centered Care

- **Presence.** Tune out distractions and make your patient your sole focus.
- **Respect.** See patients and their companions as experts in the experience of their illness and their needs.
- **Partnership.** Encourage patients and their companions to ask questions and initiate discussions about what they know or believe about health and disease and to share in considering options and making decisions.
- **Caring.** Show you care about the patient as a person. Communicate interest in what patients and their families present as important to them.
- **Body Language.** Move to your patient’s level, turning to face them directly. Lean forward slightly to demonstrate your presence. Sustain quality eye contact.
- **Inquiry.** Ask open-ended questions to uncover your patient’s needs, concerns and ways of thinking.
- **Listen actively.** Listen patiently without interrupting. Acknowledge the patient’s feelings as well as the content of what they say. Check your understanding.
- **Information.** Information is power. Share it with your patients in words they can understand.
- **Cultural Sensitivity.** Make it your business to understand how your patient’s culture shapes their relationship to illness, health, and self-care.
- **Safety and Trust.** Build these over time by doing all of the above.

**Six Commitments**

1. **Concentration:** Be present. Give customers your full attention.
2. **Comfort:** Make customers comfortable.
3. **Can-Do:** Take responsibility and initiative to make the right things happen for the people you serve.
4. **Confidence:** Inspire confidence in yourself, your colleagues and the entire organization.
5. **Calm:** Anticipate, prevent and relieve customers’ anxiety.
6. **Collaboration:** Do your part and help others do theirs.