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### Patient and Family Centered Care

Treat patient and family with respect and dignity.  
Provide emotional support to relieve fear and anxiety.  
Maintain patient confidentiality always.  
Involve patients and families in treatment decisions.

**PATIENTS** *first!*

**UPSTATE**  
UNIVERSITY HOSPITAL

A

### Attitude

Actively listen always.  
Follow up with patients to see if issues were resolved.  
Promptly respond to requests and scheduled activities.  
Be accountable, approachable, empathetic, positive, respectful and supportive.

T

### Teamwork

Create an environment that is comfortable for the patient.  
Involve patient and families as active members of the health care team.  
Be sure inter-departmental communication is handled with courtesy and consideration.

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### I can help you now

Greet each patient with a friendly SMILE.  
Take time to explain procedures, answer questions and educate patients.  
Ask patients and families if they have any questions.

E

### Exceptional customer service

Always address patient as, "Mr., Mrs.,"  
Introduce yourself and your role to the patient.  
Always give the patient your full attention.  
Be empathetic with patients and families.  
Apologize for problems and inconveniences (use service recovery when appropriate).

N

### Notice your appearance and surroundings

Provide a pleasing atmosphere for patients.  
Be sure your name badge is visible at all times.  
Contribute to cleanliness and safety at work.  
Reduce noise in patient care areas.

T

### Thank patients for using University Hospital

Actively listen to any patient or family concern.  
Always thank patients and families for waiting and apologize for any inconveniences.  
Support, welcome and engage family members.

S

### Support Patient Safety and Security

Secure and track patient belongings.  
Wash your hands and support infection control processes.  
Protect patient privacy.  
Send the message: Patients are First at UH.