

The Stanford Health Care Experience

Our Mission: *To Care, To Educate, To Discover*

Our Vision: *Healing humanity through science and compassion, one patient at a time*

World class practices that apply to every person, every time

Compassion and Caring

- Have a positive attitude, as expressed in your words and deeds.
- Show genuine interest and concern for others, taking on issues as if they were your own. Respect individual and cultural differences and treat others the way they would like to be treated – recognizing and appreciating each individual’s unique needs and preferences.
- Protect patient/client confidential information.
- Seek out opportunities to be of assistance by asking what the person needs and then following through.
- Provide wayfinding assistance to navigate both the physical and organization spaces related to the organization.

Professionalism and Pride

- Make eye contact and smile with patients, family, visitors, and co-workers. Offer a greeting.
- Maintain professional appearance while in the workplace. Keep name badges visible and forward-facing.
- Speak in moderate tones; be aware of the level of your voice and what you are saying in public spaces like hallways, elevators, work areas, and patient waiting or dining areas.
- Demonstrate pride by keeping work areas clean and safe.
- Limit personal communications to break times and in designated areas.

Teamwork

- Treat all patients as *your* patients. Help when and where you can.
- Support your team members and offer assistance proactively.
- Transfer trust – speak positively about other coworkers and departments in conversation and when making hand-offs.
- Finish assignments on time and keep commitments.

Communication

- Conduct all interactions (including in-person, virtual, and written) with a positive tone.
 - Provide feedback in private and in a constructive manner.
 - Practice attentive and active listening by noting the tone, urgency, body language, and facial expressions then validating their unmet needs.
 - Apologize for problems, inconveniences, and delays in service. Avoid blaming other departments and focus on offering appropriate solutions.
- Communicate in a language and modality that the patient is comfortable with; leverage interpretation and translation services when necessary, especially in clinical contexts.

The framework that guides our interactions with every person, every time

C-I-CARE

- **C**onnect with people by calling them their proper name, or the name they prefer (Mr., Ms., Dr.) and using their gender pronouns.
- **I**ntroduce yourself, your role, and the purpose of your interaction.
- **C**ommunicate what you are going to do, how long it will take, and how it will impact the patient
- **A**sk permission before entering a room, examining a patient, or undertaking an activity
- **R**espond to patient’s questions or requests promptly; anticipate patient needs
- **E**xit courteously with an explanation of what will come next



C-I-CARE Template – Core Four Practices

Practice	Description	Interaction Example – “Words that work”
Practice #1: Telephone Etiquette		
CONNECT	Provide full attention, answer the phone within 3 rings, and use friendly tone of voice.	"Good morning/afternoon..."
INTRODUCE	Give the department name and your name.	"Thank you for calling _____, my name is _____."
COMMUNICATE	Offer assistance.	"How may I assist you?"
ASK	Ask if there are any additional requests or questions.	"Is there anything else I can help you with or answer for you?"
RESPOND	Respond to request.	"I would be happy to follow up on that request."
EXIT	Exit courteously.	"Is there anything else I may assist you with? Thank you for calling _____(LOCATION)."
Practice #2: Way Finding		
CONNECT	Make eye-contact and smile. Offer a greeting.	"Good morning/afternoon..."
INTRODUCE	Provide your name.	"Hello, my name is _____."
COMMUNICATE	Offer assistance.	"May I assist you?"
ASK	Ask what assistance is required.	"May I show you how to get to _____(LOCATION)? "May I show you how to find _____(PERSON)?"
RESPOND	Escort to the desired destination or Information Desk. Communicate where you are and where you're going, pointing out landmarks along the way to empower the individual navigate similar surroundings in the future.	"We are now at the _____(LOCATION). Is there any additional assistance you need?" "We are now at the information desk. _____(PERSON) here can assist you further."
EXIT	Exit courteously.	"Is there anything else I can do for you?"
Practice #3: Service Recovery		
CONNECT	Make eye-contact, give an approachable smile, and use a verbal greeting if you are within range. Practice situational awareness, taking note of the individual's body language, tone of voice, and sense of urgency and guiding your communication accordingly.	"Good morning/afternoon..."
INTRODUCE	Provide your name, title and department.	"My name is _____, I'm a/the _____."
COMMUNICATE	Offer assistance and then let guest vent using active listening skills. Empathize and apologize. Use appropriate tone and body language.	"I'd like to assist you with your concern." "I hear that you are frustrated/upset/angry." "I am so sorry you had that experience." "I understand that your concern is..."
ASK	Ask or offer to assist with resolving the concern. Ask the patient what their expectations are for a solution and/or offer options for a solution.	"I would like to propose the following _____." "Would that be acceptable to you?" "What is your expectation for resolution?"
RESPOND	Clarify or verify agreement on next steps.	"I understand that you would like..."
EXIT	Indicate that their concern is important and state the timeframe in which they can expect a response. Offer to take care of issue immediately. Exit courteously by saying thank you, restating your name, acknowledging the importance of their feedback, and asking if there is any further assistance which can be offered.	"We take concerns very seriously. I will work on this right away and get back to you within _____." -OR- "What I can do to help you is get the appropriate person to assist." "Thank you again for bringing this issue to my attention. Again, my name is _____. Your feedback is valuable and will be used to improve our systems and processes. Is there anything else I can do at this time?"
Practice #4: C-I-CARE With Colleagues		
CONNECT	Smile, call people by name, wear C-I-CARE badge. Allow others to enter the room first, hold doors open. Engage in friendly, genuine opening conversation.	"Good morning David, thank you for meeting me in my office—may I offer you a cup of coffee?" "Good afternoon Dan, how was your time off?"
INTRODUCE	Share name, role and purpose for encounter. Introduce other people to each other. Make warm hand-offs in person, on phone, in email.	"My name is David, I'm calling from Human Resources..." "Hi Ben, it's so great to see you. Have you met Eric? Eric works in payroll..."
COMMUNICATE	Conduct conversations/emails politely and succinctly. Let others know it is your pleasure to assist. Return emails and phone calls within 1 day if possible. If a solution can't be reached right away, let them know you're working on their request and provide a timeline.	"I'm calling to follow up on..." "Thank you for joining, we look forward to your input and participation in the meeting today. Let's review the objectives..."
ASK	Show politeness by asking permission. Ask key stakeholders to engage in decisions. Engage team members and ask for input.	"Is this still an OK time for you to meet?" "Are there any follow up items we missed after our discussion today?"
RESPOND	Display a positive attitude and eagerness to follow up. Establish and confirm a follow up plan that meets needs.	"It would be my pleasure to follow up on..." "I will have this ready for you by noon today."
EXIT	Ask if there is anything else that is needed. When leading meetings, summarize next steps and roles. Volunteer to take ownership of initiatives.	"Is there anything else you need from me?" "Please allow me to summarize the next steps..."