UMass Memorial Medical Center
Standards of Professional Behavior

Excellence in professionalism is an essential foundation to support the UMass Memorial Medical Center’s Mission and Vision of “improving the health of the people of Central New England through excellence in clinical care, service, teaching and research” and becoming “one of the top 10 academic medical centers in the United States.” Therefore, we who work in the Medical Center and affiliated practice sites hold ourselves and each other to the following professional standards:

Golden Rule
We treat our patients, their families and our team members as we would wish ourselves and our families to be treated.

Patient-centered Care
We include the patients and their families as an integral part of the health care team.

- We listen in a respectful, compassionate manner
- We speak to patients and families using “beginnings” (introduce ourselves), “middles” (explain what we need to do and answer questions) and “ends” (say thank you).
- We speak to patients and families in terms that they can easily understand.
- We honor cultural traditions, lifestyles and personal preferences. This includes using interpreters to communicate in the language of patients’ and families’ choosing.
- We respect our patients’ privacy and confidentiality.
- We consider patients and families as part of the health care “team” and involve them in decisions related to the patient’s care.
- We keep patients and families up-to-date on their care plan and explain and apologize should delays in the plan occur.
- We communicate with our patients’ primary care physician and consultants in order to foster excellent patient care throughout the continuum of care.

Ownership
We take responsibility for the well-being and satisfaction of every patient and family member even if we are not directly involved in their care.

- We address all patient and family concerns and requests in a timely fashion.
- We respond to patients with “H.E.A.R.T” - we “Hear the story,” “Empathize,” “Acknowledge/apologize,” “Respond to the problem” and “Thank them.”
- We use chain of command in situations when we are unable to resolve a concern or request for a patient or family member.

We take responsibility for contributing to making UMass Memorial a “top ten” medical center.

- We actively seek opportunities to improve our work environment and take ownership of these opportunities until they are resolved by our own action or through chain of command.
- We are mindful of the cost of resources and minimize waste.

Positive Attitude
We contribute to a positive work culture because it is essential for our team’s job satisfaction and therefore directly impacts the quality of care that we deliver to our patients.

- We frequently give positive, professional feedback to our co-workers.
- We support our team members, our department and our medical center.
- We avoid making disparaging comments at any time.
Teamwork
We communicate effectively with our team members because superior communication is essential to delivering safe and compassionate care.

- We communicate directly, clearly, and concisely and seek timely loop-closure to ensure that we intend to communicate is understood.
- We take responsibility to keep ourselves updated with institutional and departmental communications by reading all email, written and posted messages in a timely fashion.

We maintain respectful and collaborative relationships with our co-workers because this behavior is essential in delivering safe and compassionate care.

- We actively seek opportunities to help our team members as part of our own daily work.
- When our work is completed, we ask our team members how we can assist them.
- We address concerns with a team member's actions or inaction in a timely, respectful, non-accusatory manner and try to have these conversations in private.
- If safety concerns necessitate feedback in a public setting, we speak to each other in a constructive fashion by using the phrase “Could you please clarify ______?”
- We never engage in disruptive behaviors. Some examples are:
  - Verbal outbursts, foul language, sexual harassment, bullying or physical roughness
  - Refusing to perform responsibilities in a timely fashion, being uncooperative or refusing to answer questions, calls or pages,
  - Condescending language or intonation or impatience with questions

Environment of Care
We maintain an environment of care that is healing, safe and professional.

- We maintain a care environment that is quiet, restful and healing for patients and a positive work environment by minimizing noise and avoiding inappropriate personal conversations.
- We adhere to policies related to eating and drinking in patient care areas.
- We clean up after ourselves in clinical and non-clinical areas with special attention to returning equipment to its proper place and safely disposing of sharps.

Professionalism
We are centered on our patients, their families, our team members and our department when we are working and present ourselves in a manner that reflects this.

- We do not engage in non-work related activities such as playing music, internet surfing and personal communications via phone, email, or texting in the presence of patients and family.
- We never have personal conversations where patients may hear them.
- We wear our hospital ID and any other name badges provided to us at all times so that they can be easily read by our patients, their families and our team members.
- We dress professionally by wearing clean, properly fitting business-casual clothing or scrubs and adhere to the Medical Center’s dress code policy.

Professionalism Pledge: I am an integral member of the UMass Memorial Medical Center team that aspires to deliver exceptional care to every patient. To support my team in reaching this goal, I understand the importance of acting professionally and always follow our Standards of Professional Behavior. I understand that my professional behavior will be part of my annual performance review.

Name: ______________________________________________________________

(please print)

Signature: _______________________________________________________________________

Date: _______________________________________________________________________

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