

# Guiding Principles—Standards of Behavior

## Respect

- I will greet everyone with eye contact in a welcoming manner.
- I will wear my name badge at all times, where it is visible to patients and colleagues.
- I will be an active listener to everyone at all times.
- I will treat everyone as I would like to be treated.
- I will communicate clearly, effectively and confirm understanding.
- I will safeguard the privacy of patient information.
- I will value the perspectives of others.
- I will value cultural differences.
- I will be considerate of patient and colleague time and always acknowledge delays.
- I will recognize and acknowledge a job well done by all colleagues.
- I will always utilize resources at Beverly Hospital responsibly.

## Caring

- I will put patients at ease by introducing myself and greeting them in a manner that will provide comfort and confidence.
- I will understand how my role affects patient care.
- I will be on time, apologize for delays and keep patients and families informed.
- I will listen actively to help anticipate patients' needs.
- I will communicate with patients and families to their satisfaction in a clear and concise manner.
- I will partner with patients and families regarding patient care and strive to increase their comfort.
- I will educate patients and families about patient care and will ensure the education is clear and understood.

## Teamwork

- I will recognize my role as an important member of the Beverly Hospital team.
- I will work with colleagues to provide the best patient care.
- I will value the ideas and opinions of other team members.
- I will seek opportunities to learn from my colleagues.
- I will recognize that all team members are valuable and equal.
- I will be motivated by everyone's success.
- I will seek opportunities to mentor and educate my colleagues.

## Excellence

- I will provide the highest level of quality.
- I will provide the highest level of safety.
- I will demonstrate professionalism and integrity.
- I will provide superior customer service to patients, families, colleagues and the community.
- I will put forth my personal best.
- I will continue to improve myself and Beverly Hospital.
- I will recognize and acknowledge excellence in others.
- I will anticipate problems, question assumptions and report failures.
- I will accept responsibility for my actions rather than blame others.
- I will make every effort to exceed expectations in standards of behavior and performance.

My signature below indicates that I reviewed the Standards of Behavior, for Beverly Hospital, Addison Gilbert Hospital and Beverly Hospital at Danvers; and agree to conduct myself by the described standards and guiding principles.

Signature \_\_\_\_\_ Print Name \_\_\_\_\_

Date \_\_\_\_\_