

# NEVADA CANCER INSTITUTE

## SERVICE AND BEHAVIOR STANDARDS



### *The* HEART *of* SERVICE EXCELLENCE

- ♥ H - Help each other.
- ♥ E - Extend a warm welcome.
- ♥ A - Acknowledge people's feelings.
- ♥ R - Respect the dignity & privacy of everyone.
- ♥ T - Timely service and assistance.

**SERVICE STANDARDS** serve as a commitment to provide exemplary care that is driven by the relentless objective to reach extraordinary results. Offering accessible, dependable and timely care, providing clear and open communication and assuring fair and respectful treatment, serves as our commitment to ongoing improvement.



## SERVICE, I WILL:

- ♥ Promote confidence in NVCi by maintaining a professional demeanor at all times.
- ♥ Treat everyone with honesty, fairness and compassion.
- ♥ Stand and acknowledge patient and guest arrivals to all areas of NVCi with a warm greeting.
- ♥ Go out of my way to provide exceptional care and exceed the expectations of my patients and co-workers.
- ♥ Follow through on promises and commitments (call-back, wait-time and procedure time-frame).
- ♥ Keep patients, families and guests informed about time delays, and whenever possible, offer service recovery options or an opportunity to reschedule appointments.
- ♥ Manage and acknowledge wait time, thank them for waiting and apologize for service expectations that have not been met.
- ♥ Respond to patient and co-worker requests in a timely manner (within 24-48 hours).
- ♥ Always respond with attentiveness and sensitivity.
- ♥ Adhere to the zero tolerance policy on abusive behavior (verbal or physical).
- ♥ Never underestimate the power of an apology.

## COMMUNICATION, I WILL:

- ♥ Demonstrate active listening (i.e. using eye contact & body language that shows respect).
- ♥ Use a tone of voice that is warm, calm and clear.
- ♥ Never use jargon, slang or offensive gestures or language in emails or during face-to face communication.
- ♥ Never chew gum, eat or drink during face-to-face communication.
- ♥ Offer further assistance whenever possible: “Is there anything else we can do to assist you?”
- ♥ Communicate by using terms patients/families and coworkers can understand.
- ♥ Explain information clearly to ensure that it makes sense to a patient and a co-worker. “Do you have any questions? Or “Is there anything I explained that isn’t clear?”
- ♥ Seek translation services when appropriate or desired.
- ♥ Provide community resources to patients and families as a part of our continuum of care (Research, Treatment and Education).
- ♥ Never underestimate the power of listening with respectful intent.



## TELEPHONE AND EMAIL COMMUNICATION, I WILL:

- ♥ Answer each call by identifying myself by name and department.
- ♥ Transfer calls accurately and will take the time to obtain correct information prior to the transfer.
- ♥ Inform and ask permission to before putting callers on hold or transferring their calls.
- ♥ Thank the caller for holding when returning to the line.
- ♥ Not chew gum, eat or drink while talking on the telephone.
- ♥ Keep personal cell phones and other electronic devices silent or turned off and I will step away from public areas to accept personal calls.
- ♥ Respond to emails promptly and professionally.

## TEAMWORK, I WILL:

- ♥ Demonstrate a willingness to be available. I won't say, "That's not my job/patient."
- ♥ Promote unity between employees.
- ♥ Create an environment that is blame-free, therein, encouraging constructive feedback and input.
- ♥ Volunteer assistance and offer to help others to help meet organizational or team goals.
- ♥ Display a sense of humor that promotes a positive work environment.
- ♥ Encourage unity within the organization.
- ♥ Acknowledge the great work of my co-workers. (GEM Program)

## RESPECT, I WILL:

- ♥ Treat others the way I want to be treated; show kindness always.
- ♥ Address patients and guests using proper names and titles.
- ♥ Value and respect patient and organizational diversity.
- ♥ Respect cultural and age differences.
- ♥ Actively listen and respond with empathy - walk in other's shoes
- ♥ Respect patients, employees and departments and refrain from gossip, rumor, making excuses or placing blame.
- ♥ Never underestimate the power of common courtesy.

## PRIVACY, I WILL:

- ♥ Knock before entering a patient exam room or co-worker office.
- ♥ Honor and protect patient, coworker and organizational confidentiality.
- ♥ Always communicate with patients, families and co-workers in private area.
- ♥ Never discuss patient care, medical records or personal information In public areas.
- ♥ Never disclose "NVCi proprietary information" or business information with outside sources or individuals without obtaining prior authorization.



## OWNERSHIP, I WILL:

- ♥ Act as an ambassador of NCVI and promote a positive image in the community.
- ♥ Demonstrate a commitment to support the mission, vision and core values of NCVI.
- ♥ Will help create and maintain systems and processes to ensure the safety of our patients, families and co-workers.
- ♥ Be a good steward of NCVI funds by utilizing our resources wisely.
- ♥ Adhere to the personal appearance (hygiene, badge, dress code) policy.
- ♥ Accept accountability for my actions.

**TREAT EVERY GUEST  
AS IF THEY SIGN YOUR PAYCHECK...  
BECAUSE THEY DO!**

**IF WE DON'T TAKE CARE  
OF OUR CUSTOMERS,  
SOMEONE ELSE WILL!**

**THE QUALITY OF OUR WORK  
DEPENDS ON THE  
QUALITY OF OUR PEOPLE.**



**Nevada Cancer**  
INSTITUTE

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