

Service Culture Guidelines

As a member of UW Medicine, I recognize that UW Medicine has a single **mission: to improve the health of the public.** We do this by being engaged stewards of our organizational resources and placing the needs of patients and families first. In support of our mission, I am committed to ensuring that each patient, family member, visitor, and colleague within UW Medicine is treated respectfully and professionally.

To show my commitment to our patients, family members, visitors, and colleagues, I will:

Make the people we serve my HIGHEST PRIORITY by placing their needs first. We believe that we deliver the best care when all members of the team are treated with respect.

I will treat people with **Respect & Compassion**

- Acknowledge patients, family members, visitors, and colleagues with a sincere and warm greeting.
- Introduce myself by name.
- Explain my role and speak in ways that are easily understood.
- Listen carefully to patients, family members, visitors, and colleagues.
- Close every encounter with an acknowledgement that is respectful, such as “Thank you” or “What questions do you have?”
- Discuss a patient’s care in an appropriate, confidential setting.
- Ask permission before entering a patient’s room by knocking. Use doors, curtains, and blankets to create a more private environment when necessary.
- Access only appropriate, confidential patient information relevant to my job.
- Address inappropriate behaviors in a confidential and constructive manner.

I will embrace **Diversity, Equity, & Inclusion**

- Ask each person how they would like to be addressed.
- Recognize that body language and tone of voice are integral to effective communication.
- Adapt my communication style to the person and situation.
- Respect and acknowledge differing values, opinions, and viewpoints.

I will encourage **Collaboration & Teamwork**

- Treat others with courtesy, honesty, and respect even in challenging situations.
- Be sensitive and empathetic to the needs of others.
- Assume positive intent.
- Recognize that I am responsible for the public’s perception of UW Medicine, and that I am an ambassador for UW Medicine.
- Promote interdisciplinary and interdepartmental cooperation.

I will promote **Innovation**

- Follow evidence based and best practices.
- Offer creative solutions to identified problems.
- Remain open to new ideas and possibilities.
- Continue to learn by seeking new knowledge to enhance my skills.

I am accountable for **Excellence**

- Offer assistance to people who appear lost by escorting them to their destination, or by taking them to someone who can help them.
- Help those in need until their issues are resolved, or a colleague has assumed responsibility.
- Take personal responsibility for keeping our environment clean and safe by cleaning up litter and spills, or promptly contacting the appropriate resource.
- Recognize and encourage positive behavior.
- Promote the mission, vision, and values of UW Medicine.