



Professional Standards



**Fort Belvoir
Community
Hospital**

Using this guide

This booklet is an interactive PDF, with active hyperlinks and bookmarks which are functional when opened in the iBooks application on Apple tablets; in the Aldiko Reader application on Android tablets, or in the Adobe Reader application on tablets, or Adobe Reader software on laptop or desktop computers.

Look for this button when you want to return to the contents. It's shown on every page except the contents pages.



On tablets, slide your finger across the screen from side to side to scroll between pages. Some tablets may require sliding from top to bottom instead of side to side.

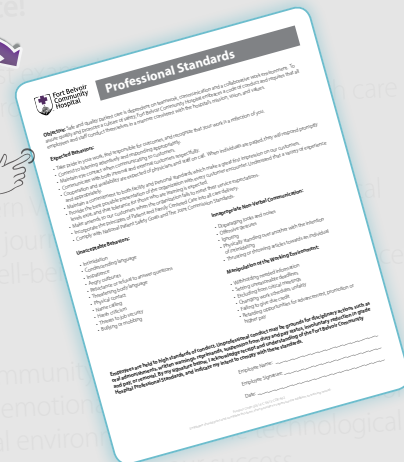
Lines of blue text and boxes with glowing blue outlines are hyperlinks and will open an internet link in your device's default web browser. Some links may also open an e-mail program, to allow you to send an email from your device. Hyperlinks require an internet connection to work. A printer connection is also needed to complete the Employee Signature section of this booklet.



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Professional Standards Overview



Lines of red text like this are bookmarks and jump to another page within the guide.

Click left side of page for previous page



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[Send an e-mail to fbch.marketing@health.mil](mailto:fbch.marketing@health.mil).

Fort Belvoir Community Hospital photos in this booklet courtesy of HDR Architecture, Inc. © 2011 Ari Burling
Intrepid Pavilion photos in this booklet courtesy of © Judy Davis / Hoachlander Davis Photography

Click right side of page for next page





Welcome to Fort Belvoir Community Hospital, where evidence-based design meets patient and family centered care in a Culture of Excellence!

Opened in the late summer of 2011, this hospital is the nation's finest example of evidence-based design and the largest Gold-certified Leadership in Energy and Environmental Design (LEED) healthcare facility in the world.

We are the medical home for nearly 100,000 beneficiaries in northern Virginia and provide the medical neighborhood of specialty care for 150,000 more. We are also on a journey to become an optimal healing environment where healthcare is a matter of health and well-being and not merely the absence of disease.

No matter how beautiful the visible architecture of Fort Belvoir Community Hospital, what really matters to our patients is our invisible architecture: the culture, values and emotional climate of the organization, shaped by the synergy between the staff, the practice, the physical environment and the technological environment. What we do — our attitudes and our actions — are paramount to our success.

The purpose of this booklet is to define the professional standards which support our work and commit to move forward together as **One Team**, providing world-class care in a world-class environment. We will preserve the very best of our heritage while incorporating our breadth of experience to shape the future of healthcare for the Department of Defense.



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Oaks Pavilion Surgical Suite



1.0

Who We Are



Mission

Committed to outstanding patient experience through safe, quality, compassionate care for all we serve.

Vision

The premier Community Health System, leading the nation in innovative healthcare and well-being.

Values

- Visionary Leadership
- Patient and Family Centered Excellence
- Organizational and Personal Learning
- Valuing Workforce Members and Partners
- Stewardship

Tenets

- People: Culture of Excellence
- Practice: Patient and Family Centered Care
- Place: Evidence-Based Design

- continued next page

1.0

Who We Are



Our purple color represents joint military medicine, and our commitment to provide the highest level of care regardless of uniform color.

This color is derived from the The Badge of Military Merit announced in Gen. George Washington's general orders to the Continental Army issued on Aug. 7, 1782. Designed by Washington in the form of a purple heart, the badge was intended to recognize not only unusual gallantry in battle, but also extraordinary fidelity and essential service in any way.

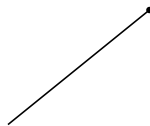
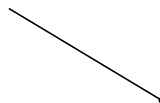
Official symbol: The Fort Belvoir Community Hospital logo is the official symbol of our organization. The logo honors our heritage while representing the world class, joint service culture of our organization today.

The emerging medical cross symbolizes innovation in our thinking and our care.

Symbolizing unity, the logo shield is shared with all military medical facilities of the National Capital Region Medical Directorate.

The image of the U.S. Capitol building represents the region we serve.

The shield shape symbolizes strength and steadfast commitment.



Fort Belvoir Community Hospital

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1.0

Who We Are



Facility logos: Each patient-care facility of Fort Belvoir Community Hospital has a unique logo which reflects not only the colors used in wayfinding, but also the nature and patriotic themes which are central to the healing environment we work diligently to maintain. Facilities whose primary focus is Warrior Care have a patriotic logo theme, representing our principal mission of providing care to Warriors.

Main Campus



Warrior Care



Community Health Centers



Using our logos: Our hospital logo and each of the facility logos are trademarks, and must be used in a manner which properly represents our Culture of Excellence. Staff members are responsible to coordinate each use of these logos with the hospital's Strategic Communications department prior to use.

2.0

Fort Belvoir Community Hospital Pledge



Our pledge to our patients to maintain our focus on excellence.

The Fort Belvoir Community Hospital director, executive leaders and entire staff welcome you! To you and your family, we pledge:

- To extend sincere expressions of military courtesy and treat you with dignity and respect.
- To honor you and your family's values, beliefs and cultural backgrounds.
- To provide convenient access to a safe, quality Medical Home and Medical Neighborhood.
- To provide patient and family centered care.
- To collaborate with you and your family to meet your healthcare needs, and listen to all means of feedback.
- To share information openly and honestly while encouraging and improving communication.
- To provide healthcare education and promote optimum health and well being.
- To value your opinion, committed to ensuring your time with us is always positive.
- To embrace today as One Team, and plan for tomorrow as we serve you and your family.



Oaks Pavilion
Main Reception



Fort Belvoir
Community
Hospital



Excellence Through Service



3.0

Professional Standards Overview



Fort Belvoir Community Hospital is committed to fostering a patient and family centered care environment in which service excellence is the norm. We believe it is the responsibility of every team member to treat our customers, patients, family members, visitors, providers and co-workers with courtesy, dignity, respect and professionalism. The following are specific expected behaviors for customer service and patient and family centered care performance standards by which all employees are measured.

Our hospital motto is **We Lead, One Team**, which signifies the unified efforts of our Soldiers, Sailors, Airmen, Civilian and Contract staff to excel, leading the way in military healthcare as we accomplish our mission. As an acronym, **One Team** emphasizes our efforts to achieve a culture of excellence and encompass our performance standards.

- O** On stage — be present
- N** Nurture
- E** Embody excellence

- T** Thank customers with courtesy
- E** Empower self and others
- A** Amplify a positive attitude, communication, and appearance
- M** Model **One Team**



Eagle Pavilion
Allergy & Immunology



RECEPTION

ALLERGY AND
IMMUNOLOGY

-1

4.0

On Stage – Be Present



Be present on stage and ready to perform any role to meet the mission.

Objective: Our staff is committed to be present, on stage, and ready to perform required duties at all times to meet the mission; to listen attentively, and respond appropriately when interacting with customers.

Tasks:

- Know and practice on-stage behaviors.
- Don't use personal digital devices on stage.
- Know, understand and take charge of the responsibilities of your job.
- Adhere to organization and departmental policies.
- Take ownership and keep work areas and surrounding environment clean and safe.
- Perform the job right the first time.
- Pay attention to detail.
- Conduct yourself as a professional.
- Live the organization values.
- Be empowered to aggressively meet every customer's needs
- Take pride in your department , clinic or unit with special emphasis on the following areas:
 - Pick up and dispose of any litter; notify housekeeping of spills.
 - Return all equipment to its proper place and clean individual work area before end of shift.
 - Use personal protective equipment / safety devices to prevent injury.
 - Report any potential safety issues.



5.0

Nurture



Objective: To nurture is to help someone or something develop; to provide the conditions necessary for development. We will provide world-class customer service to internal (fellow staff) and external (patients, families, guests) customers. We will do so by taking care of each other, our customers, our patients and their families at the point of contact and by exceeding their expectations whenever possible.

Tasks:

- Set the stage to create a positive experience for every customer.
- Take responsibility and find a team member to assist when you are unable to meet a request.
- Create an environment in which team members are encouraged to seek assistance and offer help.
- Provide a culture which recognizes staff as valued members of the team.
- Actively and promptly recognize employees who share ideas to improve processes and the organization.
- Attend, complete and improve customer service, safety and teamwork training.
- Support the growth and development of every staff member, military and civilian.
- Model good health habits, and continuously improve the skills required for personal and professional growth.

6.0

Embody Excellence



Objective: Be the employee of choice so that we hire, train and retain the best qualified employees who embody excellence. Strive for growth and continuous self improvement for all staff.

Tasks:

- Focus on the customer's needs.
- Treat everyone as if he or she is the most important person in our facility.
- Make every customer encounter the best experience possible.
- Say, "*I am sorry*" — apologize when a patient experiences inconvenience.
- Empathize with the customers feelings.
- Know and practice your craft at the very highest level possible in every field.



7.0

Thank Customers with Courtesy



Objective: Use every interaction as an opportunity to demonstrate courtesy, improve quality care and safety. Use words that show that you genuinely care.

Tasks:

- Be courteous. Use “Sir” and “Ma’am”, as well as “Please” and “Thank you.”
- Thank our customers for choosing our hospital.
- Thank the patient for sharing both compliments and concerns.
- Always end customer contacts with, *“Thank you. Is there anything else that I can do for you?”*





One Team

Summer Formation & Uniform Transition Ceremony



8.0

Empower Self & Others



Objective: Fort Belvoir Community Hospital is a continuously improving organization with a climate of innovation and growth. Staff members are empowered to solve concerns at the lowest possible levels and to do whatever is necessary to meet the needs of all of our customers at the point of service.

Tasks:

- Respect the voice of all employees.
- Do your best to meet the needs of our customers, and try not to let any customer leave unhappy.
- Take care of issues at the point of contact.
- Do not send a patient or family member to the Patient Representative as a first response.
- Everyone is encouraged to be a problem solver and use **ACT** for service recovery. See the graphic on the next page for an explanation of **ACT**.

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8.0

Empower Self & Others



Click the ACT chart image at right to view and print a letter-size chart for use in the hospital. The chart may be placed customer service areas in view of staff, but not in view of patients (e.g., on the staff side of a reception desk). The chart may also be posted on bulletin boards in staff lounges.



9.0

Amplify Positive Communication & Appearance



9.1 Communication

Objective: Our staff is committed to listen attentively, respond appropriately, and maintain eye contact when communicating with customers. Our behavior and attitude to our customers and co-workers reflects our organization-wide emphasis on service excellence.

Tasks:

- Staff are expected to be on stage to deliver service or care with courtesy and excellence.
- Give the customer your full attention. Staff will not use or display: cell phones, head phones, ear buds, or other electronic devices in public reception areas or patient care areas.
- Address the customer by name and title — for example, “*Sergeant Smith*” or “*Mrs. Jones*” etc.
- Always introduce yourself by offering your name, title and duty.
- Listen carefully to what our customers have to say.
- Allow the customer to fully express his or her needs.
- Recognize that our customers have a sense of urgency and show them that we value their time.

- continued next page

9.0

Amplify Positive Communication & Appearance



9.1.1 Communication Etiquette

Personal, face-to-face

- Maintain eye contact as appropriate.
- Greet patients when you see them in reception or public areas.
- Inform patients of appointment status if the wait time is longer than 10 minutes

Email and computers

- Reply to personal email.
- Do not reply to everyone on an email message unless it is appropriate — it usually isn't.
- Computer screen savers will be professional and appropriate for the work area.
- Use out-of-office messages on email for scheduled absences.

- continued next page



Intrepid Pavilion Main Reception



9.0

Amplify Positive Communication & Appearance



9.1.1 Communication Etiquette (cont.)

Telephone

- Answer the phone promptly — after no more than three rings.
- Use the hospital approved script for verbal and electronic voice messages.
- When answering external calls, identify the hospital and department.
- When answering internal calls, which are often from phone numbers which begin with 571.231, identify yourself, and ask *“How can I help you?”*
- End calls by asking, *“Is there anything else I can do for you?”*
- Take a message if you are unable to assist the caller and forward the message promptly. If you need to place a customer on hold, ask for permission first.
- Attend to voicemail boxes. Return calls promptly.

- continued next page



9.0

Amplify Positive Communication & Appearance



9.2 Appearance

Objective: Appearance standards include both personal and facility guidelines. Our personal appearance reflects professionalism and respect for our customers. Military staff will comply with service standards, and all staff will adhere to personal appearance standards. The facility presents the first impression to our customers, patients and visitors. Together, these standards allow us to provide an environment that is inviting, clean, safe, secure, and free of distractions.

Personal Appearance Tasks

- **Identification Badge:** The employee identification badge is a part of each employee's required attire and must be worn at all times. The badge is worn in a manner which ensures it can be easily seen at all times, facing forward — not clipped to sleeves, worn below the waist, or under lab coats.
- **Dress Code:**
 - Clothing should present a professional appearance and be appropriate for the work area. All clothing must be clean, have no holes and be in good repair.
 - Military staff will comply with the hospital's uniform policy.
 - Spandex and leggings will not be worn as outer wear.
 - Shorts, athletic wear, and sweat suits will not be worn when on duty.

- continued next page

9.0

Amplify Positive Communication & Appearance



9.2 Appearance

• Dress Code (cont.)

- **Skirts:** Skirt length will be no shorter than two inches above the top of the knee when standing, may not be tight-fitting, and should be tasteful and fit appropriately.
- **Pants:** Pants shall fit appropriately, not be tight-fitting or have a baggy appearance. Jeans may be worn when approved for special occasions.
- **Shirts:** Shirts shall be professional and not revealing or translucent. No tank tops, spaghetti straps, low-cut blouses, midribs (short blouses ending before or at the waist) or T-shirts unless layered under garments for warmth. Sleeveless shirts must be worn with a jacket or sweater.
- **Shoes:** Shoes must be appropriate for the work area and kept clean and in good repair. The heel height should be practical for the work area and should not pose a tripping hazard. Shoelaces should be tied. No open-toe shoes will be worn in any clinical area.

- continued next page



Oaks Pavilion
Floor 5 Reception



9.0

Amplify Positive Communication & Appearance



9.2 Appearance

- **Dress Code (cont.):**

- **Spirit Day Attire:**

- All staff are encouraged to participate in the wear of Spirit Day apparel, which includes polo shirts, oxford-style button-up shirts and fleece pullovers and jackets.
- Spirit Day apparel and dress / khaki slacks are authorized wear for military members on Spirit Day.
- Civilians are permitted to wear Spirit Day apparel daily, unless prohibited by other regulations due to the nature of their duties.
- Military and civilian staff may wear Spirit Day fleece jackets or pullovers over scrubs when out and about in work areas and in patient / public areas.
- Spirit Day apparel must be clean and in good repair.

- continued next page

9.0

Amplify Positive Communication & Appearance



9.2 Appearance

- **Dress Code (cont.):**

- **Uniforms:** Staff will comply with Hospital Instruction 1000.01, June 14, 2012, Hospital Uniform and Insignia.
- **Hospital-issued lab coats and scrubs:** Hospital issued scrubs are authorized for wear by employees in designated areas.
 - Ciel Blue: Mother-Baby Unit, Nursery, Labor and Delivery
 - Teal Green: Preoperative services.
 - Navy Blue: All other areas.
- Staff must change into hospital-issued scrubs at the beginning of their assigned shift.
- Hospital-issued scrubs must be covered with a cover gown or lab coat when worn outside the immediate work area.
- Staff must exchange used hospital issued lab coats on a weekly basis or when visibly soiled.
- Staff must change into civilian clothes or duty uniform if they smoke in the off-campus smoking areas. There is no smoking on campus, and all staff are encouraged to stop smoking.
- Employees will not remove hospital-issued scrubs or lab coats from the facility. All used scrubs must be returned to the laundry at the end of the duty day.

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**Intrepid Pavilion
Patient Care Area**



9.0

Amplify Positive Communication & Appearance



9.2 Appearance

• Dress Code (cont.):

- **Personal lab coats and scrubs:** Personal lab coats and scrubs are worn by non-military staff. Personnel involved in direct patient care wearing commercially-purchased lab coats and scrubs will ensure the items are clean and in good repair.
- **Hair:** Hair shall be clean, neat, and free of extreme color.
 - Shoulder length or longer hair shall be pulled back or covered when there is a health or safety consideration, especially in a clinical area.
 - All dining facility employees should wear hair nets and appropriate headwear.
 - Wear of facial hair, beards, etc. may not interfere with personal protective equipment.
- **Nails:** Nails should be conservative in length (1/4 inch or less) and be neatly manicured.
 - All healthcare employees who provide direct patient care, directly supervise patient care, or have contact with patient care supplies, equipment or food, will not wear artificial nails.
 - Staff involved in direct patient care will not wear nail jewelry and nail art on duty.

- continued next page

9.0

Amplify Positive Communication & Appearance



9.2 Appearance

• Dress Code (cont.):

- **Jewelry:** All personal jewelry shall be tasteful, not elaborate or excessive and must not interfere with the employee's work function or present a safety risk to self or others.
- **Fragrance:** Cologne, perfume, after-shave lotion and scents of any kind will be used sparingly and with great discretion so as not to offend patients or other staff. Patients are particularly sensitive to scents and can become quite ill from them. Any scent determined to be offensive will be prohibited.
- **Tattoos, body piercings and body art:** If visible, tattoos, piercings and body art shall not be extremist, indecent, sexist or racist. If so they must be appropriately covered so as not to be visible. Military members will comply with service regulations.

- continued next page

9.0

Amplify Positive Communication & Appearance



9.2 Appearance

- **Dress Code (cont.):**

- **Other:**

- Sunglasses are to be worn indoors only if prescribed by a physician or required for the job.
- Hats and head coverings shall be worn only as part of a uniform, for safety reasons, or for religious purposes.
- Headphones and ear buds associated with MP3 players or iPods, Bluetooth phone accessories and other personal electronic devices are not to be used in public reception or patient care areas.
- Noise canceling head phones will not be used in the work area.
- All personal electronic devices should be placed on silent or vibrate.
- Work-related electronic devices may be used only in designated work areas.

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**River Pavilion
Main Lobby**



9.0

Amplify Positive Communication & Appearance



9.2 Appearance

Facility Tasks

Fort Belvoir Community Hospital is a Tobacco-Free Facility. Tobacco use is forbidden on the campus, including the parking garages.

- **Parking:**

- Park only in designated employee parking areas, and not those dedicated to handicapped, expectant mother and emergency room visits.
- Staff must park only on the third level of the parking garage or above.
- Parking in front of the hospital, in the Emergency Department area and on the first and second floors of the parking garages is reserved for patients and visitors.

- continued next page



9.0

Amplify Positive Communication & Appearance



9.2 Appearance

- **Other:**

- Notify appropriate personnel when restrooms, lobbies, and hallways are cluttered and dirty.
- Take pride in your reception areas and assist with maintaining order to ensure that we offer an environment that is appealing to staff, patients, and family members.
- Notify appropriate personnel of areas in need of repair — marks and damage on walls, signs down, etc.
- Provide assistance to individuals who need help finding their destination and escort them as needed: **Take, don't tell.**
- Hold doors, allowing patients to enter first.
- Ensure wheelchairs are available for patients at each hospital entrance.



10.0

Model

One Team



Objective: Be the hospital of choice for our patients and staff by modeling leadership in patient care and staff interactions. As leaders, treat every patient, customer and employee as the most important person in the room.

Tasks:

- Staff will greet customers, patients and one another.
- Greet one another with eye contact and a friendly smile.
- Do not allow anyone to feel ignored.
- Embrace cultural diversity.
- Embrace and foster an environment of inclusion.
- Support hospital cultural events.
- Lead by example with every word and deed.
- Take initiative to intervene in any situation that could be considered harassing.
- Know the hospital motto challenge and response: **We Lead – One Team!**

11.0

Patient & Family Centered Care



Objective: Improve patient and family satisfaction; improve health and well being outcomes by adopting and practicing PFCC principles.

Initiative / Rational: Patient and family centered care is an approach to the planning, delivery and evaluation of healthcare that is grounded in mutually beneficial partnerships among healthcare providers, patients, and families.

Tasks:

- Embrace and foster an environment of inclusion.
- Patients and families are treated with respect and dignity.
- Healthcare providers communicate and share complete and unbiased information sharing with patients and families in ways that are affirming and useful.
- Patients and families build on their strengths through participation and independence.
- Collaboration among patients, families, and providers occurs in policy and program development, in professional education, and in the delivery of care.

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11.0

Patient & Family Centered Care



Tasks (cont.):

- Involve patients and families in all aspects of the planning, delivery, and evaluation of healthcare services.
- Recognize families as important members of the healthcare team. Encourage and support them in care planning and decision making.
- Support patients in involving their families in their healthcare experience in ways they choose.
- Welcome family members at all times, regardless of rounds, change of shifts, or other events on the unit, in the clinic, or throughout the facility.
- Encourage and support family members to be present during procedures and treatments, if this is the preference of the patient.
- Provide information in ways that patients and families find helpful, empowering and supportive.
- Provide easy and accessible opportunities for patients and families to ask questions of healthcare providers and support staff.
- Provide care that respects patients' values, preferences and expressed needs.
- Integrate services while caring for the patient. For example, coordinate tests, consultations or procedures with the patient.



Oaks Pavilion
Inpatient Suite



12.0 Employee Signature



Click the image below to open the employee signature form which is used to record your receipt of the Fort Belvoir Community Hospital Professional Standards. Internet access and a printer are required to complete this form.



Professional Standards

Objective: Safe and quality patient care is dependent on teamwork, communication and a collaborative work environment. To assure quality and promote a culture of safety, Fort Belvoir Community Hospital embraces a code of conduct and requires that all employees and staff conduct themselves in a manner consistent with the hospital's mission, vision, and values.

Expected Behaviors:

- Take pride in your work, feel responsible for outcomes, and recognize that your work is a reflection of you.
- Commit to listening attentively and responding appropriately.
- Maintain eye contact when communicating to customers.
- Communicate with both internal and external customers respectfully.
- Cooperation and availability are expected of physicians and staff on call. When individuals are paged, they will respond promptly and appropriately.
- Maintain a commitment to both facility and personal standards which make a great first impression on our customers.
- Provide the best possible presentation of the organization with every customer encounter. Understand that a variety of experience levels exist, and that tolerance for those who are learning is expected.
- Make amends to our customers when the organization fails to meet their service expectations.
- Incorporate the principles of Patient and Family-Centered Care into all care delivery.
- Comply with National Patient Safety Goals and The Joint Commission Standards.

Unacceptable Behaviors:

- Intimidation
- Condescending language
- Impatience
- Angry outbursts
- Reluctance or refusal to answer questions
- Threatening body language
- Physical contact
- Name-calling
- Harsh criticism
- Threats to job security
- Bullying or mobbing

Inappropriate Non-Verbal Communication:

- Disparaging looks and notes
- Offensive gestures
- Spitting
- Physically standing over another with the intention of intimidating
- Thrusting or throwing articles towards an individual

Manipulation of the Working Environment:

- Withholding needed information
- Setting unreasonable deadlines
- Excluding from critical meetings
- Changing work schedules unfairly
- Failing to give due credit
- Retarding opportunities for advancement, promotion or higher pay

Employees are held to high standards of conduct. Unprofessional conduct may be grounds for disciplinary actions such as oral admonishment, written reprimand, suspension from duty and pay status, involuntary reduction in grade and pay, or removal. By my signature below, I acknowledge receipt and understanding of the Fort Belvoir Community Hospital Professional Standards, and indicate my intent to comply with these standards.

Employee Name: _____

Employee Signature: _____

Date: _____

Revised: 04/01/2014 C-1001-12.0-010
Employee (Health) print and complete this form. This document is not to be used for a signature or to indicate training status.

This booklet is approved for public release and is available on the Internet at

fbch.capmed.mil/documents/professionalstandards.pdf

If you have suggestions for content which should be added to this booklet, or to correct information already included in the booklet, please contact Fort Belvoir Community Hospital Strategic Communications at fbch.marketing@health.mil.



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Community
Hospital**

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