
About Summa Health System



That's more than healthcare. That's smartcare.

Summa Akron City & St. Thomas Hospitals



- 1,083 licensed beds

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Summa Barberton Hospital



- 311 licensed beds

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- 113 licensed beds



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Summa Crystal Clinic Orthopaedic Center



- **Hospital within a hospital**
- **50/50 Joint Venture with Crystal Clinic Inc.**

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Summa Western Reserve Hospital



- Joint Venture with Summa Western Reserve Physicians and Summa Health System
- Osteopathic hospital
- 272 licensed beds

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Summa Affiliate *Robinson Memorial Hospital*



- 280 licensed beds

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SummaCare Health Plan

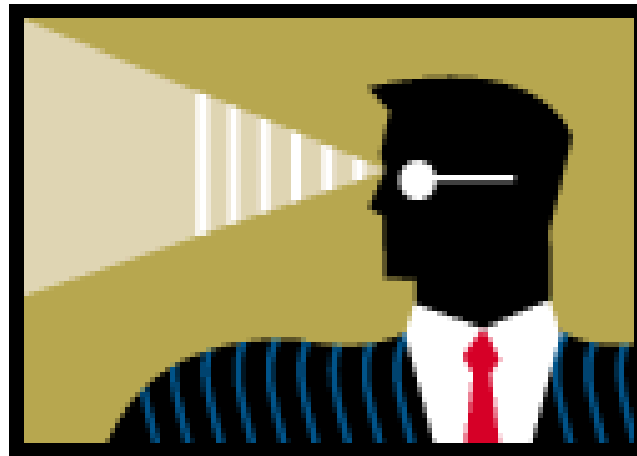


- **Commercial, Medicare risk, & self-funded plans**
- **High-growth TPA product (Apex)**
- **115,000+ covered lives**
- **Extended service area across Ohio**
- **More than 7,000 physicians through PHO contracts**
- **50-hospital provider network**
- **Multiple-year winner of Weatherhead 100 award for business growth**

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- **Vision**

Summa Health System will be recognized as one of the finest healthcare organizations in the United States and will be the preferred provider of healthcare services in our service area.



- **Mission**

The mission of Summa Health System is to provide the highest quality, compassionate care to our patients and contribute to a healthier community.

- **Values**

Personal and Organizational Integrity

Quality, Caring Organizational Environment

Excellence in Leadership

Valuing One Another

Respect and Fair Treatment

Open Communication

Teamwork

Community Service

Individuality

**“If you are not serving the patient,
you better be serving someone who is.”**

***Thomas Strauss, CEO & President
Summa Health System***

STANDARDS OF BEHAVIOR



- **Appearance & Environment**
- **Attitude & Courtesy**
- **Communication**
- **Team Work**
- **Customer Service**
- **Confidentiality & Privacy**
- **Safety**
- **Hallway/Elevator/Telephone/E-mail Etiquette**

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STANDARDS OF BEHAVIOR – APPEARANCE & ENVIRONMENT



I WILL:

- maintain a quiet, calming and professional environment.
- wear my identification badge at all times.
- turn in my badge for a replacement when needed.
- always make sure my appearance is clean and professional.
- restrict the use of personal products that contain fragrances knowing that some people have physical conditions that make them sensitive to strong scents.
- not eat, drink, or chew gum during any customer moment.

STANDARDS OF BEHAVIOR – ATTITUDE & COURTESY



I WILL:

- treat everyone as the most important person I will see today.
- maintain a pleasant attitude and be approachable at all times while volunteering.
- I will never say “That’s not my job” or “I’m just a volunteer.” If I am unable to meet a request, I will be responsible for finding someone who can assist.
- I will never say, “I’m busy” or “I don’t have time.” When I am unable to meet a customer request, I will find someone who can help.

STANDARDS OF BEHAVIOR – ATTITUDE & COURTESY



I WILL:

- Look for moments to speak highly of our patients, members, employees, physicians, and departments.
- Act responsibly when wearing Summa apparel outside of work and whenever representing Summa at community activities.
- Demonstrate respect and compassion with my words, my tone of voice, and my body language.

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STANDARDS OF BEHAVIOR – COMMUNICATION



I WILL:

- Promptly welcome people in a friendly manner; smiling warmly, maintaining eye contact, and introducing myself by my name and my role as appropriate.
- Show courtesy with my words by using phrases such as, “nice to meet you”, “certainly”, “I’ll be happy to”, and “it’s my pleasure”.
- Address people formally using Dr., Mr., Mrs., Miss, Ms., unless permission is given to address them differently.
- I will not use terms like honey, dear, or sweetie with anyone.
- I will set any other wireless devices to the silent alert mode when interacting with others to show courtesy.

STANDARDS OF BEHAVIOR – COMMUNICATION



I WILL:

- Assume responsibility for knowing what is going on in the organization by attending department meetings/in-services, reading my e-mails, newsletters and all other communication tools.
- Attempt to resolve any conflicts/disagreements I have by first discussing it with those involved.
- Never use offensive language. If I learn that I have offended someone, I will offer an apology.
- Meet deadlines and keep the promises I make to others.
- Not gossip or spread rumors.

STANDARDS OF BEHAVIOR – TEAMWORK



I WILL:

- Treat all other Summa team members as professionals and show respect and appreciation for what they do.
- Welcome new team members and make every effort to help them be successful in their role.
- Ask for guidance or help when necessary.
- Be mindful of operational differences between Summa entities.
- Work in collaboration with my co-workers, being positive in finding solutions to problems and supporting a blame-free environment.

STANDARDS OF BEHAVIOR – TEAMWORK



I WILL:

- Take responsibility for my decisions, actions and performance, welcoming constructive feedback and suggestions.
- Demonstrate good working relationships with other departments.
- Do my best to arrive on time to meetings and other scheduled events.
- Make the effort to start my meetings and end them as scheduled.

STANDARDS OF BEHAVIOR – CUSTOMER SERVICE



I WILL:

- Provide my customers with my undivided attention while I am with them, regardless of how my day is going.
- Attempt to anticipate the needs of customers and offer assistance before being asked.
- Offer to assist physically challenged persons and others who look to be in need of special assistance.
- Be respectful of the diversity within our patient, member, and employee population. I will be sensitive to cultural, age, gender, sexual orientation, educational, religious and all other forms of diversity.

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STANDARDS OF BEHAVIOR – CUSTOMER SERVICE



I WILL:

- Show respect for people's time by informing them of anticipated wait times & the cause for any delays; placing calls to homes when running late.
- Look for ways to make patients/visitors more comfortable.
- End my customer encounters by asking "Is there anything else I can do for you?" or a similar statement.
- Address all issues with patients, patient's family, visitors members, physicians, co-workers, and others discreetly so I do not interfere with the service of other customers.
- Be attentive to any unanswered call light when passing a patient's room. Once trained, I will enter, identify myself, and inform the patient that I will direct their request to the appropriate caregiver.

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STANDARDS OF BEHAVIOR – CONFIDENTIALITY & PRIVACY



I WILL:

- protect all patient, member, employee and business information in a manner that is consistent with policy.
- respect privacy by knocking and identifying myself before entering any doors or curtained areas.
- not talk about any patient, member or employee in hallways, elevators, cafeterias or any public area where confidential or sensitive information may be overheard.

STANDARDS OF BEHAVIOR – SAFETY



I WILL:

- Be responsible for creating a safe, secure & accident free environment.
- Address any safety hazards I notice. If I am unable to correct the hazard, I will report it immediately & secure the area to protect others.
- Notify the appropriate party when I observe burned out lights or damaged furniture, linen, equipment, etc.
- Request help whenever necessary to ensure my own safety. This includes asking for an escort from Protective Services or assistance lifting/moving an item.
- Follow my organization's hand hygiene policy.
- Follow the posted speed limit signs in all parking garages and lots. If a sign is not visible, I will drive under 15 miles per hour.

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STANDARDS OF BEHAVIOR – HALLWAY ETIQUETTE



I WILL:

- Acknowledge people in the hallway by smiling and making eye contact within 10 feet and will offer a simple greeting within 5 feet of them.
- Offer to assist people who look lost or those who ask me for help by taking them directly to their destination. If I can not take them I will find someone who can escort them or take them to the nearest information desk or map.

STANDARDS OF BEHAVIOR – ELEVATOR ETIQUETTE



I WILL:

- Use the elevator as an opportunity to make a favorable impression by acknowledging other passengers.
- Invite patients, members, guests, and visitors to enter and exit elevators first.
- Allow others to exit before I enter the elevator.
- Hold the elevator door for others and will offer assistance to those with special needs.
- Say “excuse me” when I need to exit before other passengers.
- Use designated elevators for transporting patients and specimens.
- Use a quiet tone of voice when engaging in conversations on elevators.

STANDARDS OF BEHAVIOR – TELEPHONE ETIQUETTE



I WILL:

- Use a positive tone of voice that portrays a smile through the phone.
- Silence or turn off my personal cell phone during volunteer hours.
- Answer the phone within 3 rings when possible and identify myself and my department and ask, “How may I help you?” or the equivalent.
- Use the caller’s name during the conversation and will end the call with a courteous closing.
- Make every effort to return calls within 24 hours.
- Take responsibility for getting callers to the correct destination by providing them the correct phone number prior to transferring.
- Get permission to place callers on hold and will acknowledge them periodically while they are waiting and will thank the caller for waiting.
- Speak slowly, clearly, and concisely when leaving a voicemail.

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STANDARDS OF BEHAVIOR – TELEPHONE ETIQUETTE



I WILL:

- Read and answer e-mails as soon as possible.
- Complete the subject line with a short clear description of the content, being mindful of confidential information.
- Use language that is courteous when sending e-mails.
- Use a font and color which is easy to read.
- Use the “reply to all” function only when necessary.
- Avoid using all upper case letters knowing it can be extremely difficult to read and can be interpreted as shouting.
- Consider a different means of communication when three or more e-mail messages have been exchanged in an attempt to reach a conclusion.

Cell Phones

- **Cell phones are permitted to be used in most areas of the hospital – it will be clearly marked where their use is not permitted.**
- **When visiting with a patient in a home or ECF, you may bring your cell phones with you – but please place them on silence mode and only use it for an emergency situation.**

SMOKING POLICY



- **ALL Summa Health System Campuses are NO SMOKING – this includes not only inside the hospital, but all campus grounds, including the parking garages.**
- **Beginning in 2011, Summa Health System is going SMOKE-FREE with employees. Only persons who do not smoke will be hired and there is no smoking throughout the work day.**
- **For Hospice Volunteers, this means no smoking before going to visit a patient and DEFINITELY no smoking while you are with the patient – even if patient smokes.**

Corporate Compliance



- **Good Ethical Standards**
 - Do the right thing
 - Act with honest and integrity
- **Law & Requirements of those who pay for healthcare such as the Government (Medicare) & private insurers**
 - Prevent Healthcare fraud & abuse

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Ethical Business Practices



- **Accepting personal gifts**
- **Relations with vendors**
- **Services of employees and independent contractors**
- **Confidentiality of protected health information & business information**
- **Conflicts of interest**

THESE ITEMS WILL BE COVERED IN GREATER DETAIL IN THE PROFESSIONAL BOUNDARIES SELF-STUDY.

- **Diversity includes:**
 - cultural or racial
 - age
 - economic background
 - marital status
 - sexual orientation
 - education or work
 - religion or politics
 - mental & physical abilities
 - & MORE**

Diversity Vision:

To be recognized as having a caring and diverse environment exemplifying a satisfied and engaged workforce and community

GUIDING PRINCIPLES

- To eliminate all behavior motivated by prejudice or lack of understanding.
- To take a leadership role in all levels of the organization to create and sustain an environment that actively embraces diversity.
- To hold all individuals associated with Summa Health System accountable for actions and decisions impacting the achievement of Summa's Diversity Vision.
- To utilize the successes in diversity to assist Summa Health System in becoming the provider and employer of choice in the community we serve.

HIPAA

Health Insurance Portability and Accountability Act

Rules that require health care organizations to make provisions to protect their patients' privacy and confidentiality of protected health information.

Breaking HIPAA's privacy or security rules can mean either a civil or criminal sanction for both the health entity and the individual.

- **All information about patients is considered private or confidential whether written on paper, saved on a computer, faxed, spoken aloud.**

- **Confidential information includes:**
 - **Demographic such as name, address, age, social security number, etc.**
 - **Medical information such as diagnosis, medications, caregiver notes, past health conditions**
 - **any other personal information**

Minimum Necessary



- **HIPAA requires hospital and their employees to limit the use and disclosure of, and requests for, protected health information to the minimum amount necessary to accomplish any specific task or need.**
- **Just follow the rule “Do I need to know this to do my job?”**

“I Couldn’t Help Overhearing.”



- No doubt you will overhear private health information as you volunteer. As long as you keep it to yourself, you have nothing to worry about.

Remember...

**this includes the fact that the patient is
in the hospital or in hospice care.**

Communication Guidelines



- **Always be aware of your environment (who can hear).**
- **Talk as privately and quietly as possible in all areas of the hospital or extended care facility (ECF), including the patient room.**
- **Never discuss PHI in public areas or elevators**
- **Prevent accidental disclosure**
 - **In telephone conversations with other team members use person's first initial of last name (such as Mrs. Miller – Mrs. M)**
 - **In e-mails with other team members NEVER use patient's name**

Medical Record Guidelines



- **Protect charts and other writings from open viewing by covering papers and removing from countertops.**
- **Return charts and chart forms to a secure location.**
- **Mail/Deliver documentation (Direct Service Activity Records and Volunteer Visit Notes) directly to the Hospice of Summa office.**
- **Never dispose of medical records in the regular trash. Please place in the blue recycle bins at the hospital.**

Hospice Volunteers are UNIQUE YOU have PHI in your car & home.

- **When traveling in your car, keep your Volunteer Assignment Form, Direct Service Activity Records and Visit Notes face down on your seat, to prevent passers-by looking in your car and seeing the patient information.**
- **When you are at home, keep these items in a folder or notebook, keep it closed and preferably in a drawer.**
- **After a patient death, shred all patient information or return it to the hospice office. Do NOT throw in regular trash.**

YOU ARE SUMMA



**You are what people see when they arrive here.
Yours are the eyes they look into when they're frightened
and lonely.**

**You are the voices people hear when they ride the
elevators and when they try to sleep and when they try
to forget their problems.**

**You are what they hear on their way to their destinies. And
what they hear after they leave those appointments.
Yours is the intelligence and caring that people hope
they'll find here.**

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YOU ARE SUMMA



If you're noisy, so is the hospital.

If you're rude, so is the hospital.

If you're wonderful, so is the hospital.

No visitors, no patients no physicians or coworkers can ever know the real you, the you that you know is there-- unless you let them see it.

All they can know is what they see and hear and experience.

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YOU ARE SUMMA



And so we have a stake in your attitude and in the collective attitudes of everyone who works at the hospital.

We are judged by your performance.

We are the care you give, the attention you pay, the courtesies you extend.

THANK YOU for all you're doing.

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