SERVICE EXCELLENCE STANDARDS
GEISINGER DERMATOLOGY SERVICE LINE

All:

- Answer the telephone within four (4) rings.
- Use a standard greeting. EX: “Dermatology. _____ speaking. May I help you?”
- If the call is transferred, inform the caller of the transfer and identify with whom the caller will be speaking. Clarify what to do if the call has been disconnected. EX: Provide the Appointments toll-free number (800-275-6401) or the Department Secretary’s number (570-271-8050).
- For follow-up calls, be sure to let the caller know that you will do your best to have requests taken care of that day but, unfortunately, a late afternoon call might not see action until the following day. Assure the patient that follow-up is very important to us and to please notify us if their requests have not been taken care of in a timely fashion. If an urgent call comes in, put the note in Epic AND notify the provider via pager.
- End conversations with pleasant words. EX: “Thank you for calling and have a good day.”
- Dress professionally. All staff will wear uncluttered name badges at eye level.
- All staff will ask the patient’s family name and will use that name throughout contact with the patient and family (e.g. use “Mrs. Johnson” rather than “Mary”). Use first names or nicknames only when the patient is a personal friend or requests to be addressed by a certain name.
- When possible, staff will personally escort patients and family to a destination, especially when conveyance is not available. If staff encounters someone who is lost or confused, offer help and guidance.
- If entering a room where an examination is in progress, knock gently, crack the door, identify yourself, and await permission to enter. Acknowledge the patient and indicate that you are sorry for the interruption. A spouse or relative requesting to come into the room should wait at the nursing desk until the patient consents.
- Avoid loud conversations and excessive levity in the hallways and when talking at the nurses’ station or MOHS lab, front desk and secretarial space. Be certain you are out of hearing range when discussing patients. Issues of treatment, examination, billing, or other private matters should be discussed well out of earshot. Never use a patient’s name when consulting in hallways.
• Accept responsibility for neatness and lack of clutter in work areas and offices. Avoid gum chewing, drinking, or eating in front of patients.

• Greet fellow employees. Assume responsibility for your job and assist other employees with their job responsibilities when time permits. Be responsible for one another.

• Work as a team and encourage co-workers by your actions to strive to attain standards for service excellence.

• Always feel free and open to make suggestions so Dermatology can better meet patient and family needs.

• While in the clinic, cell phones should be used only for paging, photography, and patient related activities.

Secretaries/Receptionists:

• Use a prepared, standardized phone response to common questions. Questions and answers may be printed on cards. Members of the department will identify responses.

• Do not answer the telephone and immediately place the caller on hold. EX: “Dermatology is busy – can you hold please?” **Wait for a response.** After the caller has been on hold, respond “I am sorry to keep you waiting. This is _____. May I help you?” If the hold time is going to be longer than 30 seconds, offer to return the call rather than keeping the caller on hold.

• Greet and/or acknowledge the patient and family immediately upon arrival in the clinic. Smile and welcome them. Tell the patient from which side of the clinic they will be called.

Nursing:

• When summoning from the waiting room, walk toward the patient, smile, and greet appropriately. Maintain eye contact.

• Introduce yourself with your name and title/position to patients and families. EX: “Good morning, Mrs. ____. My name is ____ and I’m your nurse.”

• When entering information into the computer, excuse yourself with words like, “Excuse me Mrs. X while I enter your information into the computer.”

• Ask the patient if it is ok for other people (residents, medical students) to join the physician in the room. No surprises for the patient.

• Allow patients to remain in the reception area to avoid long waits in treatment rooms. If the patient is in a treatment room, ask if an open or closed door is preferred while waiting to see the physician.
• Encourage patients to have full body skin examinations. “Would you like to have your skin checked while you are here? In order to do a thorough skin exam, Dr. X prefers that you wear a gown. Would this be ok?” Demonstrate how the gown is worn. For example, “Mrs. Jones, the opening of the gown goes in the back. You may leave your undergarments on.”

• Ask the patient to “crack” the door when ready for the physician.

• Patients/families must be kept informed at least every 15 minutes while the patient waits in a treatment room. If the provider is behind, inform patients in the reception area of pending delays.

• Sensitive infectious disease information should be shared only with personnel who are in direct contact with the patient to allow for necessary precautions, including disposable instruments.

**Providers:**

• Knock, enter the room with energy and a smile. Introduce yourself to the patient and family members while maintaining eye contact. Shake hands if appropriate. Introduce others who accompany you.

• If sensitive examinations are in progress, the provider should apprise the patient that the examining room door will be locked to avoid intrusion.

• Staff should clearly explain procedures to patients and ask permission before carrying out procedures.

• Staff should give comprehensive, clear information on follow-up instructions to patients and family, both with printed material and verbal explanations.

• When discharging patients from the clinic, end the interaction with: “Is there anything else I can do for you?” Acknowledge any follow up and thank patient for coming. Give patient clear directions to the check-out desk. **Make the best last impression**

• Call patients following surgery. Call patients with laboratory and biopsy results unless previously agreed that you will use MyG to inform. Document the call in Epic.