



The iCare Experience | Our Service Standards

Our Values		How we live them
Bravely Human	We approach our work with empathy and kindness and measure ourselves against the highest standards of integrity and ethical responsibility.	<ul style="list-style-type: none"> ➤ We give our guests the full attention they deserve with a genuine smile and eye contact for every guest that we encounter. ➤ We greet our guests with 'Good Morning', 'Good Afternoon' or 'Good Evening' followed by their preferred name. ➤ We keep our personal devices out of sight so that our guests know that they are our priority. ➤ We note something personal about our guests using tools such as MyStory and Epic so that we remember them as human beings. ➤ We end encounters with 'Is there anything else I could help you with?' ➤ We respond to gratitude with "My Pleasure".
Clearly honest	We operate with transparency by communicating with honesty and respect. We hope to make healthcare simpler by eliminating worrying, wandering, and waiting, both for our patients and care teams.	<ul style="list-style-type: none"> ➤ We proactively identify, acknowledge and resolve gaps in service that our guests may be encountering. This includes patients navigating to their destination, or barriers navigating their care. ➤ We listen without interrupting with an open mind when patients express grievances to us. ➤ We apologize and acknowledge our guest's emotions with key words such as "I'm sorry that you had to wait so long" or "I can imagine how that might make you feel".
Proudly collaborative	We are all part of a team – each bringing our own unique experiences that strengthen our collective. The trust and respect we have for each other infuses passion into everything we do.	<ul style="list-style-type: none"> ➤ We take the initiative to get to know our colleagues so that we can manage them up to our guests. ➤ We go above and beyond not only for our guests but for our colleagues. ➤ We seek input from our colleagues with an open mind so that our decisions are informed by diverse perspectives.
Intentionally consistent	We intentionally live our purpose by building trust and providing a cohesive experience for both patients and staff.	<ul style="list-style-type: none"> ➤ We think as a system placing the guest and their journey at the center of our decisions and not through the lens of our immediate department, location or role. ➤ We are engrained in standard work, ensuring that we consistently create exceptional, memorable experiences with every guest that we encounter.
Exceptionally creative	We empower our teams to make the workplace an environment for personal growth and transformation by seeking to learn, grow, and iterate on ways we work.	<ul style="list-style-type: none"> ➤ We are not recipients of change but rather the initiators. We share out-of-box ideas, even when they are not from healthcare. ➤ We learn by doing and acknowledge that testing new ideas quickly is a necessary step to learn and plan. ➤ We embrace failures as learning opportunities that allow us to iterate and get better. ➤ We actively seek patient feedback and data trends to improve the patient experience. We thrive to make each month better than the last.