

REQUIRED LEARNING 2021 PART 1 (of 3)

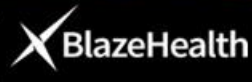
This learning packet is for North Memorial Hospital individuals in a non-customer care role. It presents fundamental and important information that helps us create a safe and caring environment for our customers and team members. The information provided on various topics have been contributed by NMH subject matter experts.

The topics covered in Part 1 are:

- Unmatched Customer Service
- Customer Safety
- Team Member Right to Know & Safety
- Respectful Workplace

Unmatched Customer Service

2021 Unmatched Customer Service Refresher



We are all members
of **one team**
working together
to do what's best
for our customers
and each other.



By the end of this module, you should be able to:

- Explain the acronyms ECHO, ACT, and AIDET.
- Recall our mission, vision, and values.
- Identify the Experience Drivers.



- Creating an emotional connection with each customer will let them know they aren't just getting outstanding clinical care – but that we also understand them as a person and want to meet their emotional needs.
- The framework includes guidelines for living our values, creating great experiences, and mastering critical moments.
- ECHO – Every Connection Has Opportunity – is our rally cry, and a reminder that each encounter we have with a customer is an opportunity to show how much we care.
- Like a real echo, the waves we cast out will reverberate off those around us return to us through positive feedback, high ratings, encouraging comments...and grateful smiles as we see our vision become a reality.

Delivering Unmatched Customer Service



Use AIDET during **transitions** to provide customers with a better understanding, to reduce anxiety, and improve communication and trust.

Acknowledge

Introduce

Duration

Explanation

Thank You

Click on each button
to learn more.



Delivering Unmatched Customer Service



Use AIDET during **transitions** to provide customers with a better understanding, to reduce anxiety, and improve communication and trust.

Acknowledge

Introduce

Duration

Explanation

Thank You

Acknowledge

Greet customers and family members.
Use their names if you know them.
Create a positive impression.



Delivering Unmatched Customer Service



Use AIDET during **transitions** to provide customers with a better understanding, to reduce anxiety, and improve communication and trust.

Acknowledge

Introduce

Duration

Explanation

Thank You

Introduce

Politely introduce yourself to others. Tell them who you are and how you are going to help them.



Delivering Unmatched Customer Service



Use AIDET during **transitions** to provide customers with a better understanding, to reduce anxiety, and improve communication and trust.

Acknowledge

Introduce

Duration

Explanation

Thank You

Duration

Inform customers of waiting times or how long a process or procedure takes. Let customers know if there is a delay and how long it will be. Apply service recovery (ACT) when needed.



Delivering Unmatched Customer Service



Use AIDET during **transitions** to provide customers with a better understanding, to reduce anxiety, and improve communication and trust.

Acknowledge	<u>Explanation</u> Let customers know what you are doing, how procedures work, and whom to contact if they need assistance. Communicate any steps that you are making or that they will need to make. Make time to help by asking, "Is there anything else I can do for you?" Use Experience Drivers for added impact.
Introduce	
Duration	
Explanation	
Thank You	



Delivering Unmatched Customer Service



Use AIDET during **transitions** to provide customers with a better understanding, to reduce anxiety, and improve communication and trust.

Acknowledge	<u>Thank You</u> Foster an attitude of gratitude. Thank other for their patronage, help, or assistance.
Introduce	
Duration	
Explanation	
Thank You	



Delivering Unmatched Customer Service



ACT is a **service recovery plan**. Use it to recover the service experience when something goes wrong.

Acknowledge &
Apologize

Connect &
Communicate

Take Action &
Thank

Click on
each
button as
they
appear.

Delivering Unmatched Customer Service



ACT is a **service recovery plan**. Use it to recover the service experience when something goes wrong.

Acknowledge &
Apologize

Connect &
Communicate

Take Action &
Thank

- Acknowledge the person's feelings, listen, and maintain eye contact.
- Provide a sincere and blameless apology.

Delivering Unmatched Customer Service



ACT is a **service recovery plan**. Use it to recover the service experience when something goes wrong.

Acknowledge & Apologize

Connect & Communicate

Take Action & Thank

- Empathize and create an emotional connection with the customer.
- Engage any additional team members needed to assure the customer his or her concerns will be addressed.

Delivering Unmatched Customer Service



ACT is a **service recovery plan**. Use it to recover the service experience when something goes wrong.

Acknowledge & Apologize

Connect & Communicate

Take Action & Thank

- Take appropriate steps to correct the problem and to make sure it does not re-occur. Use Experience Drivers for added impact.
- Genuinely thank the customer for his or her willingness to bring information to your attention.

ECHO, AIDET & ACT is part of our Unmatched Customer Service framework that helps us focus on the service actions that matter most to our customers. *Match the description in the blue box below with the acronym in the green box.*

ECHO	AIDET	ACT
Our service recovery plan. Use it to recover the service experience when something goes wrong.	Used during transitions to provide customers with a better understanding, to reduce anxiety, and improve communication and trust.	A reminder that each encounter we have with a customer is an opportunity to show how much we care.

ECHO, AIDET & ACT is part of our Unmatched Customer Service framework that helps us focus on the service actions that matter most to our customers. *Match the description in the blue box below with the acronym in the green box.*

ECHO	AIDET	ACT
A reminder that each encounter we have with a customer is an opportunity to show how much we care.	Used during transitions to provide customers with a better understanding, to reduce anxiety, and improve communication and trust.	Our service recovery plan. Use it to recover the service experience when something goes wrong.

Our values are the AIR we breathe. Match the description below in the purple box with the proper word from the acronym AIR.

ACCOUNTABILITY	INVENTIVENESS	RELATIONSHIPS
We believe in solving problems creatively and thinking differently about what is possible.	We believe every team member is empowered to meet our customers' needs including helping them make choices about their health.	We create engagement with customers and team members through strong communication, partnering, and respectful interactions.

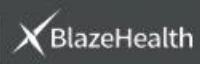
Our values are the AIR we breathe. Match the description below in the purple box with the proper word from the acronym AIR.

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Our Mission



Empowering our
customers to achieve
their best health.



Our Values

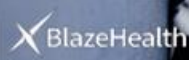
The AIR We Breathe

Click on each topic below to learn more

Accountability

Inventiveness

Relationships



Accountability

We believe every team member is empowered to meet our customers' needs including helping them make choices about their health.

BACK



Inventiveness

We believe in solving problems creatively and thinking differently about what is possible.

BACK



Relationships

We create engagement with customers and team members through strong communication, partnering, and respectful interactions.

BACK




Explain Things in a Way They Can Understand	Drag match here	We use preferred names—pronounced correctly—in conversations with others.
Show Courtesy and Respect	Drag match here	We ensure that others hear and understand what we're sharing with them.
Listen Carefully	Drag match here	We let others speak without interruption and make sure they feel we've truly heard them.
Demonstrate Empathy	Drag match here	We treat others the way we want our own special people to be treated.
Narrate Care and Service	Drag match here	We show we genuinely understand others' feelings and concerns.
Exceed Expectations	Drag match here	We find ways to connect personally with those we care for and work alongside.
Empower Our Customers	Drag match here	We create an environment where others feel more in control of their healthcare journey.
Use Preferred Names	Drag match here	We look for ways to go above and beyond to care for others.
Make a Personal Connection	Drag match here	We explain what we're doing and why to relieve anxiety and build trust.
Be a Team Player	Drag match here	We show others that we are a member of a team they can trust.


Delivering Unmatched Customer Service

Experience Drivers are 10 evidence-based behaviors that improve the customer experience. They are simple practices that make a huge impact!

Let's take a look at each one. Click on each of the green boxes to the right:



Our **EXPERIENCE DRIVERS** help us deliver experiences our customers value most.



WORKING TOGETHER TO DO WHAT'S BEST FOR OUR CUSTOMERS AND EACH OTHER.

Explain Things In a Way They Can Understand	We ensure that others hear and understand what we're sharing with them.
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WORKING TOGETHER TO DO WHAT'S BEST FOR OUR CUSTOMERS AND EACH OTHER.

System: Honor Is a Way They Can Understand

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Unmatched Customer Service

It comes down to you.

You are the face our customers see when they check into the clinic, are loaded in the ambulance, or are served a meal. It's your hands that clean the rooms, code the bills, or fix something broken. It's your voice they hear when they schedule an appointment or are waking up from a deep sleep.

You are the voice and face our health family.

[CLICK HERE TO CLOSE THIS MODULE.](#)

MAPLE GROVE HEALTHCARE

NORTH MEMORIAL HEALTH

BlazeHealth

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Customer Safety



Click on a box to view topic.

Patient Bill of Rights	Guardianship	Grievances	Language Services	Safe Place for Newborns
Restraints	Advance Care Planning	End of Life Care	Organ, Eye, and Tissue Donation	Bariatric Sensitivity

Click and view all the topics before continuing.

Patients' Bill of Rights

Each of us must ensure a health care ethic that respects the patient. Team members must be sensitive to cultural, racial, linguistic, religious, age, gender, gender identity, sexual orientation and other differences, including the needs of persons with disabilities. Federal and state government law exists around a "Patients' Bill of Rights". The intent of the Patients' Bill of Rights is to ensure that all activities are conducted with an overriding concern for the values and dignity of patients. Centers for Medicare and Medicaid Services and our accrediting agency (DNV) survey compliance to ensure we are meeting the Patients' Bill of Rights.



Created by Manohara
from Noun Project

The Patient's Bill of Rights Includes:

- | | |
|--|-----------------------------------|
| Information about rights | Treatment privacy |
| Courteous treatment | Confidentiality of records |
| Appropriate healthcare | Disclosure of services available |
| Physician's identity | Responsive service |
| Relationship with other health services | Personal privacy |
| Information about treatment | Grievances |
| Participation in planning treatment | Communication privacy |
| Continuity of care | Personal property |
| Right to refuse care | Services of the facility |
| Experimental research and right to associate | Protection and advocacy services |
| Freedom from maltreatment | Right to communication disclosure |
| Pain management | Seclusion and restraint |

Staff Responsibilities

- All patients receive a copy of the Patients' Bill of Rights. This includes:
 - Clinic/ED services
 - Same Day surgery
 - Hospital admission
- Location of information:
 - Patients' Bill of Rights information is posted at key entrances.
- For more info about the Patients' Bill of Rights contact the Patient Representative
 - 763-581-0780

Informed Consent - Minors

Any patient under the age of 18 is considered a minor. In general, a parent or legal guardian must provide consent on behalf of the minor.

The following **exceptions** are specifically provided under Minnesota law:

1

2

3

Click on each
of the numbered boxes to the left.

Informed Consent - Minors

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The following **exceptions** are specifically provided under Minnesota law:

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Any minor may give consent to his or her own medical, dental, mental and other health services treatment provided that the minor is living separate from his or her parents or legal guardian, with or without their consent regardless of the duration, and further provided that the minor manages his or her financial affairs regardless of the source or extent of any income.

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The following **exceptions** are specifically provided under Minnesota law:

1

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Any minor may give consent for medical, mental, or other health services to determine the presence of, or to treat pregnancy and other associated conditions, venereal disease, and alcohol or other chemical dependency. This provision does not allow a minor to consent to admission for inpatient treatment for alcohol or other chemical dependency.

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Because of the complexity of some situations refer to the Informed Decision Making Authority policy and procedure found in C360 under Support Services/Risk Management/Policies and Procedures - listed alphabetically.

Suspected Abuse, Neglect or Financial Exploitation

According to Federal and Minnesota law, all team members are mandated reporters who are required to report suspected maltreatment to their manager or patient care representative.

Types of abuse to report may include one or several of the following:

- Sexual assault, physical assault/abuse, rape or other sexual molestation
- Any physical injuries that do not match explanation (bruises, broken bones etc.)
- Emotional abuse

If you're unsure, it's better to report than not report.

Complaints & Grievances

What is a Complaint?

[Click here to learn more](#)

What is a Grievance?

[Click here to learn more](#)

Complaints & Grievances

A Complaint is a concern or request that can be addressed and resolved by team member present at the time the concern is raised, or the request is made.

A Grievance is a concern that cannot be resolved at the point of care by team members and is postponed for later resolution due to the need for further investigation by leadership. Patients have the right to file a formal grievance and they are informed of this right through the patient bill of rights, documents and signage.

Complaints & Grievances

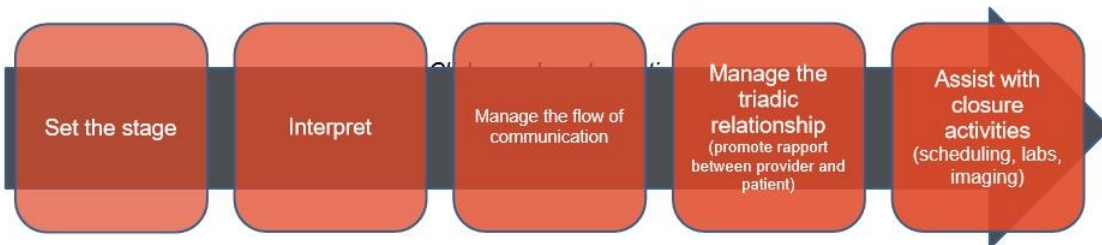
If leadership cannot resolve the concern, refer to the Patient Representative Office at:

North Memorial Health Hospital:

ext. 1-0780 (Monday – Friday 8am – 4:30pm. For weekends and holidays, contact the Nursing Administrative Manager)

Purpose of the Medical Interpreter

The primary task of the interpreter is to interpret, that is, to convert a message uttered in a source language into an equivalent message in the target language so that the intended recipient of the message responds to it as if he or she had heard it in the original. The primary test of a competent interpreter, therefore, is the accuracy and completeness of the interpretation. (IMIA).



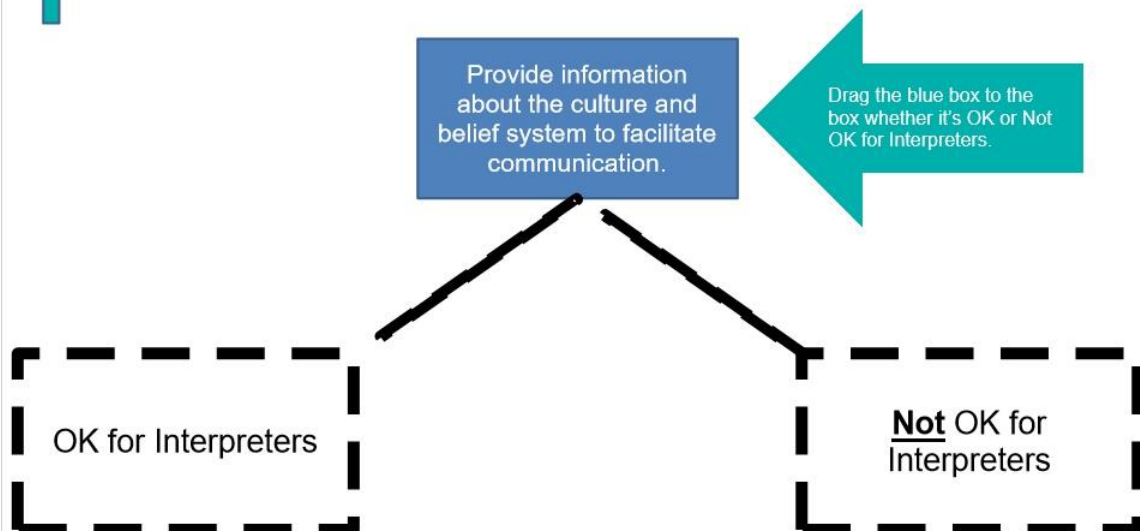
Providers may be held individually liable for miscommunication that occurs because a **professional** interpreter was not used when the need was known.

Language Services

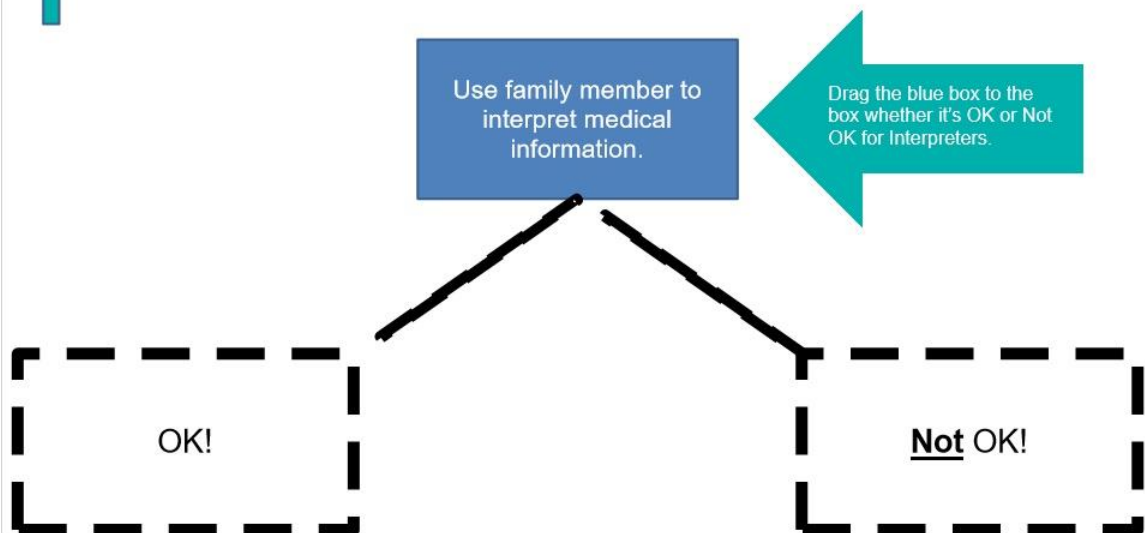
As of July 2016, the Office of Civil rights issued a final ruling on Section 1557 of the **Affordable Care Act** that explicitly states that:

- Providers must use a **qualified** interpreter (ethics, HIPAA, medical terminology)
- Bilingual minors, adult family members, friends and staff are **prohibited** from interpreting
- It is **illegal** to require a limited English proficiency (LEP) patient to supply an interpreter

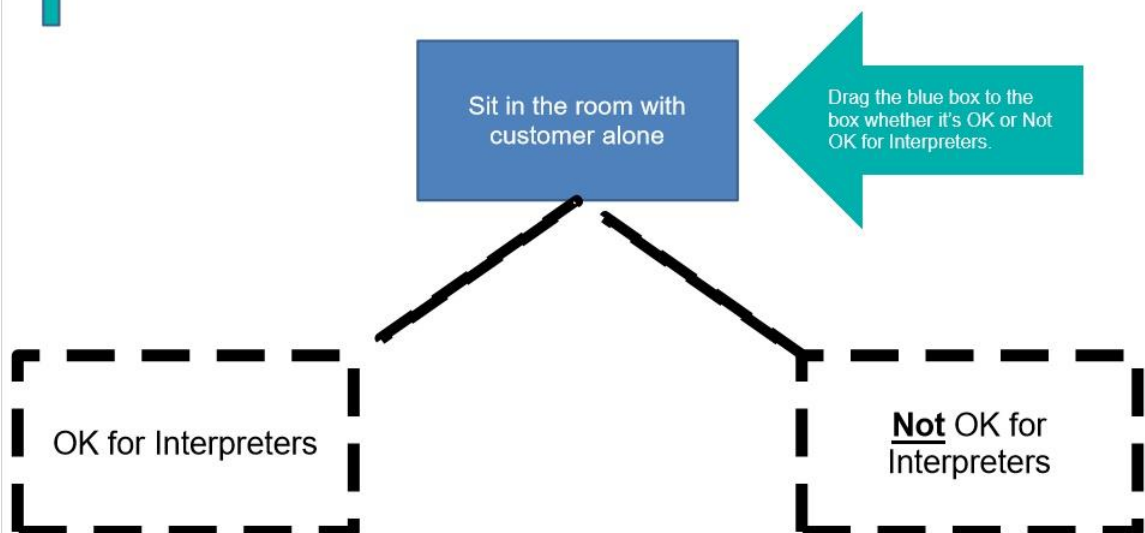
Should Professional Interpreters Do This?



Should Professional Interpreters Do This?



Should Professional Interpreters Do This?



Language Access Laws

Deaf and Hard of Hearing



Created by MINFA
from Noun Project



Created by Stephanie Leeson
from Noun Project

Spoken Language



Created by Icons
from Noun Project

Click on each box above to learn more.

Language Access Laws

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The Americans with Disabilities Act (ADA) prohibits discrimination on the basis of disability in employment, state and local government, public accommodations, commercial facilities, transportation, and telecommunications. Complaints of Title III violations may be filed with the Department of Justice. The Department is authorized to bring a lawsuit where there is a pattern or practice of discrimination in violation of Title III, or where an act of discrimination raises an issue of general public importance. Title III may also be enforced through private lawsuits. It is not necessary to file a complaint with the Department of Justice (or any Federal agency), or to receive a "right-to-sue" letter, before going to court.

Example: Following a three-week trial in Hudson County, New Jersey, a jury awarded a deaf patient \$400,000, including \$200,000 in punitive damages, against a Jersey City rheumatologist who failed to provide a sign language interpreter at the patient's request (the communication was done through family members). The physician also may be personally liable because his malpractice carrier denied coverage as well as a defense.

Language Access Laws

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Title VI

Title VI protects people of every race, color, or national origin from discrimination in programs and activities that receive federal financial assistance from HHS

Affordable Care Act

Section 1557 of the Affordable Care Act (ACA) also prohibits discrimination on the ground of race, color, or national origin, under "any health program or activity, any part of which is receiving Federal financial assistance ... or under any program or activity that is administered by an Executive agency or any entity established under [Title I of ACA] ... **Also clarifies what a qualified interpreter is, and that family and friends cannot interpret.** Also gives LEP persons expanded powers to sue.

Guidelines for Requesting Interpreters

- Please request an in-person interpreter for: admits, provider rounds, family meetings, and discharge.
- If interpreter services are needed, call or page Interpreter Services during business hours first to see if an in-house interpreter is available. If one is not available, please use MARTTI or CLI (connected to your Vocera, say "Call CLI", the code is "NMHC").
- Using interpreters only for as long as they will be needed makes them available to help other customers.

The hours our in-house interpreters are available in-person, over-the-phone or video:

Monday-Friday 7am-9pm (7.00 - 21.00)
Saturday-Sunday 7am-3:30pm (7.00 - 15.30)

Our pager is covered 24/7

Language Service Resources

To contact NMIS, please text-page *Interpreter Services* via Amion or American Messaging

- Please include as much information as possible regarding your request in the page in order to dispatch an interpreter as quickly as possible.

Information about interpreter services for a given inpatient customer can be found in two places:

- Staff-to-staff Communication on the RN Snapshot
- 'Dear Doctor'

Please check these if you're wondering whether a customer has an interpreter scheduled.

For outpatient appointments, you will see 'NMRINT' added under 'DEPT' on the appointment desk when an interpreter has been assigned. For outpatient telehealth visits, you will see a note added on appointment desk when an interpreter has been assigned.

Language Service Resources (cont)

MARTTI

CLI

Pocket Talker

TTY

Printed Materials

Click on a box above for more info.

Language Service Resources (cont)

MARTTI

CLI

Pocket Talker

TTY

Printed Materials

An on-demand video interpretation system. NMHH has a MARTTI unit on every floor, in ED and on L&D. An additional MARTTI can also be ordered via Epic delivered by Agility.



Language Service Resources (cont)

MARTTI

CLI

Pocket Talker

TTY

Printed Materials



To communicate with an LEP customer over the phone, please call 1-844-209-4472, or use your Vocera by saying 'Call C-L-I.' Instructions for using CLI are available on the [Intranet Language Services / Interpreters](#)

Language Service Resources (cont)

MARTTI

CLI

Pocket Talker

TTY

Printed Materials



Primarily used for people who have hearing deficits but who are not deaf. Order from Agility via Epic or, after 2330, pick it up off of the dispensing cart outside of the Dispensing door on Plaza Level.

Language Service Resources (cont)

MARTTI

CLI

Pocket Talker

TTY

Printed Materials

Electronic devices for text communication that are used with a telephone to communicate with persons who are deaf or hard of hearing by typing and reading communications. Order by calling Agility at 1-2324 or, after 2330, pick it up off of the dispensing cart outside of the Dispensing door on Plaza Level.



Created by Max Burnside
from the Noun Project

Language Service Resources (cont)

MARTTI

CLI

Pocket Talker

TTY

Printed Materials

Printed materials in various languages available on NMHH Intranet/ Language Services and Interpreters/Language Services/Multilingual Exchange. If you would like help finding printed materials in a non-English language, please contact NMIS.

Hello
Hola
Bonjour
Chao
Привет

Guidelines for Police, Child Services, and/or SANE Exams

- North Memorial's interpreters – both in-house and contracted agency interpreters – are qualified **medical** interpreters.

If an interpreter is needed, the police, Child Services, or SANE nurses **MUST** call someone **their agency contracts with**. Our medical interpreters **cannot** interpret for anyone if police are in the room; if police enter the room our medical interpreters will have to leave.



Guidelines for Policy, Child Services, and/or SANE Exams



Created by Artdabana@Design
from Noun Project

- Our phone/video interpreters also **cannot** be used by police; again, they must contact someone they contract with.
- Police must get an interpreter from agency they contract with; even if NMH also contracts with that same agency, police must contact/request themselves.
- Interpreter Services and contracted agencies **CANNOT** 'just help out' on an ad hoc basis. Legal liability for providing a qualified interpreter rests with the police and must remain with the police, so our department/contracted agency partners will not be willing or able to help.
- This is a community standard; even if some police officers, RNs, or other professionals have used hospital staff interpreters or agency medical interpreters in this capacity in the past, it does not change the law or the community standard.

Who/What Should You Use to Interpret?

Brandon, Interpreter



Who/what should you use to interpret during doctor rounds?

