Communication- The practice of C-I-CARE
Practice C-I-CARE when interacting with patients, their families, visitors, or internal departments.
For patient care interactions, use the following:
• Connect with the patient and family members by addressing them as Mr./Ms., or by the name that they prefer.
• Introduce yourself and your role.
• Communicate what you are going to do, how long it is going to take, and how it will impact the patient.
• Ask permission before examining patient. Ask and anticipate patient and/or family needs, questions or concerns.
• Respond to patient and/or family questions and requests with immediacy.
• Exit courteously and/or with an explanation of what will come next (or when you will be back to check on them).

C-I-CARE Phone Etiquette
Practice C-I-CARE phone etiquette during all phone interactions:
• Before answering the phone, discontinue conversations or activities that may be heard by the caller.
• Answer the phone within 3 rings.
• Give greeting, identify your department, give your name, and offer assistance such as, “May I help you?”

Courtesy
Always exercise courtesy whenever patients, family members and visitors are present. This includes the cafeteria, patient and visitor waiting areas, hallways, elevators, treatment areas and patient rooms.
• Make eye contact and smile with patients, visitors and staff. Offer a greeting when passing, such as, “Good morning.”
• Allow patients and visitors to go first when getting in/out of elevators, doorways and in the hallways.
• Offer to help visitors get to their destination, or provide directions.
• Speak in moderate tones; be aware of the level of your voice (speaking loudly or yelling) in the hallways or elevators.
• Demonstrate professional behavior whenever patients, family members or visitors are present. Avoid lying down, sleeping, removing shoes, using hospital linen, eating, laughing or speaking loudly or disruptively. Avoid boisterous behavior in areas within earshot of patients and visitors.
• Maintain appropriate conversations, being respectful of patient and employee confidentiality.
• Conflicts or disagreements of a work-related or personal nature should be discussed where patients, their families or visitors are not present.
• In order to provide a safe environment of care, speak only English or the language of the patient/visitor you are helping. Arrange for interpretation services when needed.
• Personal cell phones or listening devices may only be used during break times and only in designated break areas.

Respect
• Respect privacy and dignity.
• Knock on a patient’s door before entering and ask permission to enter.
• Ask permission before examining a patient, and provide an explanation of the examination or procedure.
• Do not make disparaging remarks about other departments or staff in front of patients or visitors.
• Respect individual and cultural differences.

Professionalism
Maintain professionalism in the presence of patients, their families, visitors or co-workers.
• Show pride by maintaining professional appearance while on duty. Adhere to organizational appearance standards. Wear name badge appropriately.
• Demonstrate an ongoing responsibility and commitment through good attendance and by being on time to work.
• Demonstrate pride in UCLA Health System by keeping areas clean and safe.
• When within hearing of any patients, family members, visitors or staff members, keep comments about patients, co-workers, physicians or any part of UCLA Health System positive and appropriate.
• Teamwork: recognize that each person has an area of expertise and that his or her contribution is valuable.

My Commitment to Care:
I, ________________________________________, a member of the UCLA David Geffen School of Medicine team, realize that I have a direct influence on the well being of patients and colleagues, and on how effectively our Health System works. My commitment to fulfill these communication, courtesy, respect and professionalism expectations recognizes that I would want to be treated in a similar fashion as a patient or co-worker. My personal pledge to the UCLA David Geffen School of Medicine is to conduct myself in a manner that will be a model of caring for my team and others.

___________________________________________________               ______/______/______
Employee Signature               Date