

# Here for you

## Standards handbook

The formal name of the Trust as defined in its Establishment Order is Mayday Healthcare NHS Trust.

An application to the Secretary of State for Health to amend this to Croydon Health Services NHS Trust has been made.

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Here for you

At Croydon Health Services we promise

## we are always here for you.

We promise everyone in Croydon, whether in hospital, in the community or at home, we will do our best to ensure:

**You feel cared for** by helpful and welcoming staff, who respect you as an individual.

**You feel in safe hands** with highly professional staff who work well together in clean clinics and hospitals.

**You feel confident in your treatment** from skilled teams of compassionate clinicians who listen to you and keep you informed.

**You feel we value your time** with convenient appointments, minimal waiting and care closer to home.

**You feel it's getting better** all the time, as we continue to improve our services.

Sometimes I was made to feel the most important person in the world. Sometimes.

Croydon Health Services 

We have made a promise to the people of Croydon that we are:

## Here for you

We commit to do our best to ensure the people we serve feel **cared for**, feel **in safe hands**, feel **confident** in their treatment, feel we **value their time**, and feel that our service continues to **improve** all the time.

By consistently living up to these standards with the people we serve and with each other, we can truly say 'we are here for you'.



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# “You feel cared for”

**Welcoming.** We always provide a prompt positive welcome, using the ‘3 M’s in welcome’, with a smile and eye contact.

**Helpful,** attentive, with eyes open for people who need help, and supporting people to care for themselves.

**Respect** for individuals, cultures and for patients’ privacy and dignity.

- Choose a **positive attitude**
- **Prompt positive welcome** with a smile
- Use **3 M’s in welcome**: my name, my role and **may I...?** On the phone too
- **Focus on the person**, make eye contact and talk to them not over them

A smile should be a part of the uniform.

- Keep your **eyes open** to be aware of people who need your help
- Always **do what you say** you will
- **Don’t leave it** to someone else
- Help people to **help themselves**

I asked for a bedpan but the nurses were so slow I wet myself.

- Never cause a patient to be embarrassed or lose their **dignity**
- Treat people as **individuals**, not a ‘number’ a ‘knee’ or a ‘subordinate’
- Respect confidentiality and **privacy**

Other people could see me during a sensitive procedure.



# “You feel in safe hands”

**On stage.** When you walk through the door you are on view and can build confidence by being professional, positive, attentive, smartly dressed and focused on work.

**Seen to be clean.** Show pride of place to keep ourselves and our environments clean.

**Speak up** as an advocate for the people we serve, for safety and good practice.

- In hospital or clinics, in people’s homes or on the bus, imagine you are **‘on stage’** where people can see and hear everything you say and do
- Never say you are **‘too busy’** as it makes people feel unsafe
- Don’t cause **undue worry**: take ‘business away from the bedside’

They were arguing right in front of me.

She said she was busy, so I felt I couldn’t ask questions.

- Be clean, and **seen to be clean**
- Prioritise **infection** control
- **Take responsibility** - it is everyone’s job to keep our environments clean

Their attention to cleanliness was very reassuring.

- **Speak up** for safety or if you see patients’ needs not being put first
- Do **not tolerate violence** or aggression to patients or staff
- Use ‘continue, begin’ to appreciate good work and challenge poor practice
- Welcome and learn from **feedback**

She could hear what they were saying but she didn’t do anything.



Here for you 7

# “You feel confident in your treatment”

**Listen** before you speak, asking open questions and listening to the answers.

**Communicate.** Keep people informed and in the loop to build confidence.

**Reassure** with understanding and compassion.

- Ask **open questions** that encourage people to answer e.g. ‘how are you feeling?’, ‘what are your concerns?’
- Actively **listen** and try to see people’s points of view

She listened to me before she examined me so I felt she cared about my feelings.

- Keep people **informed**: what’s happening, what happens next, what are my options, how might I feel?
- Give timely, **accurate** information

In addition to the excellent medical care, they went out of their way to offer kindness and compassion, always answering questions.

- Put yourself **in patients’ shoes** to be empathetic to their feelings, anxiety, fear or loneliness
- Be **compassionate**, sensitive, considerate and gentle

Staff were prodding and probing me without any explanation.



# “You feel we value your time”

**Timely.** We are prompt and responsive, so people wait less and get their lives back more quickly.

**Flexible.** We value patients’ time over our own, providing choice and convenience.

**Closer to home** where possible.

- Arrive **on time** and keep to time
- **Respond promptly** to phones, people and correspondence
- Work efficiently to **minimise waiting** and cancellations
- **No overnight stays** in hospital if it’s not clinically necessary
- Take care of people’s **pain** quickly

He was left for a long time. He felt frightened and abandoned.

- Design services and make appointments to **fit round people’s lives** rather than ours
- Be flexible and ensure care pathways and packages are **tailored to individuals’** needs

The phone consultation was more convenient. Why no email?

- Adapt services to take **care closer to home** whenever possible
- Don’t bring people in for tests or consultations that could be done locally or on the **phone**

I have to take two buses and walk 15 minutes every time I need to see the nurse.



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# “You feel it’s getting better”

**Productive.** Getting it right first time is better for us all and it costs less. By simplifying processes and eliminating waste we create more time to care.

**Improving.** Listen to people’s experiences so we continue to learn and improve.

**Accountable,** measuring and taking ownership for performance.

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- Make **time to care**
  - **Simplify** process, eliminate waste
  - Get it **right first time**, don’t put things off for later

One ward will be fantastic, and the next the complete opposite.

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- Seek out **feedback** from patients / colleagues to find ways to improve
  - Learn from **best practice**
  - Share what you do that works well
  - See managing performance and feedback as an **opportunity to improve**

You do so many things well, but it’s not consistent.

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- Strive to exceed KPIs, seek feedback, **be accountable** for performance
  - Be appreciative, pass on positives, celebrate success, encourage others and be an ambassador for the Trust
  - Live up to our standards all the time

When I asked for paper to give feedback, they didn’t want to know. But I was going to be positive!



# Consistently here for you

Our 'here for you' standards apply to every one of us, in everything we do for the people we serve and with colleagues too.

Every patient  
Every colleague  
Every day.

Our five promises are incorporated into everything we do, from recruitment, training and development to business planning, measurement and staff awards, to help you make 'here for you' what you do.

