

Straight Talk

A weekly update from management on the issues that matter most



January 24, 2013

Dear Friends and Colleagues,

“Being Nice.”

There’s a wonderful ring to it, and it’s what I think we all stand for at NCH. Let’s face it, positive feedback is so important and too rare in today’s society. So living our NCH values through *“Being Nice”* is a ready antidote for negative feelings. I’m proud to say that *Being Nice* has become the norm at NCH. Indeed, connecting our vision of being a world-class provider of excellence in healthcare with our mission of helping everyone lead longer, happier, and healthier lives—is all about *Being Nice*.

Being Nice captures our spirit of professionalism in placing the patient’s interest ahead of our own. *Being Nice* underscores our seven SERVICE values:

- **Stewardship.** We take pride in all that we do and take ownership of our resources.
- **Equality.** We acknowledge and value each person, recognizing and celebrating diversity to enrich our organization.
- **Respect.** We treat all individuals within our community, including colleagues, patients, and their families, with dignity.
- **Value.** We value teamwork, building on individual ideas and talents in a collaborative environment.
- **Integrity.** We adhere to the highest ethical standards and take personal responsibility in all that we do.
- **Compassion.** We provide excellent care with empathy, respect and sensitivity, nurturing the mind, body, and spirit.
- **Excellence.** We devote ourselves to delivering the highest quality in clinical and service outcomes.

This is what we stand for. And it’s what more than 3,000 of our colleagues reviewed at *“Be Nice”* meetings this past holiday season. We understand the singular importance of *Being Nice* for the patients, families and ourselves as we embrace our culture of service excellence.

Becoming world-class demands that we deliver excellence in service to our patients, visitors and to each other as colleagues at all times—every day and in every way. Performing technical tasks to the highest standards has always been our focus. NCH has been recognized for technical competence in many ways—*U. S. News & World Report* ranking, Society of Thoracic Surgeons top 10% for the past two years, “Most Wired” for expertise with information technology, and many other quality awards.

Combining this technical competence with *Being Nice* will accomplish our noble goal of helping those we serve lead longer, happier, and healthier lives. To help embrace this spirit, we will convert our *Service Plus* tickets to *“Be Nice”* awards for those employees who live out our values through specific exemplary behavior or actions. Employees who receive these awards from managers will continue to participate in the daily lottery. Additionally, colleagues can recognize co-workers by sharing a new recognition card. We will also post some of these colleague-to-colleague stories on our website, in a new *“Be Nice, Heroes and Legends”* page.

Our goal is to celebrate successes and lift up our *“Be Nice”* heroes, creating legends from our daily delivery of Service Excellence.

Respectfully,

A handwritten signature in blue ink that reads "Allen".

Allen S. Weiss, M.D., President and CEO

P.S. Feel free to share *Straight Talk* and ask anyone to email me at allen.weiss@nchmd.org to be added.