

 University Health™	Policy #:4.32
SUBJECT: Commitment to Customer Service	Written: 10/72 Reviewed:10/16
APPROVED BY: Director of Radiology	Page 1 of 2

Commitment to Customer Service

Policy:

The Department of Radiology will provide all patients with respect, compassion, and confidentiality. This policy is to provide all staff with the expectations of their patient rapport. Any misconduct will be addressed according to hospital guidelines.

Policy:

1. Maintain patient privacy and confidentiality at all times.
2. Communicate emotional support, verbal and non-verbal. Project confidence so patient will feel secure in your care.
3. Interact thoughtfully and when appropriate with patient's family and friends.
4. Inform patient as to all procedures and aspects of treatment, skin care, side effects, misconceptions, etc. Knowledge is a patient's best defense against fear and apprehension.
5. Be able to refer a patient to proper and appropriate personnel for related medical care and management.
6. Maintain a professional demeanor and appearance.

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