

## Component 16-Professionalism/Customer Service in the Health Environment

### Unit 2-Professional Behavior in the Health Environment

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## UNIT 2: Objectives

- Define contextual norms expected in healthcare organizations
- Discuss the importance of dress, deportment, demeanor, and grooming

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## Contextual Norms

- Can be defined as the accepted behaviors and attitudes of those in a particular environment

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## Contextual Norms

- Can be defined as the accepted behaviors and attitudes of those in a particular environment
- **New professionals need to understand these behaviors and attitudes**

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## Contextual Norms

- Can be defined as the accepted behaviors and attitudes of those in an environment
- New professionals need to understand these behaviors and attitudes
- **Adopting these norms will help you be successful**

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## Contextual Norms

- Can be defined as the accepted behaviors and attitudes of those in an environment
- New professionals need to understand these behaviors and attitudes
- Adopting these norms will help you be successful
- **These behaviors and attitudes can vary by professional role**

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## Contextual Norms

- Also vary by organization
- Larger organizations will typically have more complex norms that vary by role
- Smaller clinics may have less formal and rigid norms
- Public health settings may have norms that are defined by government regulations

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## Contextual Norms: What do they mean for you?

- Fewer distractions
- Increased productivity
- More effective work
- Focus is on the task at hand

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## Department, Behavior for The Part

*Professional deportment* can be defined as the manner of presenting oneself in the professional environment. Language, appearance, honesty and integrity are all components of professional deportment.

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## Speaking and Language

- Professional communication includes using clear and appropriate language
- Take time to think before you speak
- Do not use words or terms that might offend or confuse those around you
- How you speak is also important
- Keep your head up, your tone even, speak clearly and pronounce words so others can understand you

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## Basics of Professional Department

- Includes being reliable and responsible
- Includes a willingness towards self-improvement and adaptability
- Includes respectful relationships with others and understanding how to establish and maintain appropriate boundaries
- Also includes showing respect for a diverse population

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## Professional Department

- What is communicated by professional department?
  - Respect for yourself as a professional in the healthcare organization
  - Encourages others to treat you respectfully
  - Respect for others in your workplace and the importance of the work that they do
  - Promotes teamwork and effective working relationships.

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## Unprofessional Department

- What is communicated by unprofessional department?
  - That you do not respect yourself, others or the mission of the organization
  - That your work practices may be ineffective, resulting in questionable quality of work
  - That you may be a risk to patients and others
  - That you may be a risk to the reputation of the organization

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## Professional Appearance

- The purpose and goal of maintaining a professional appearance is that it contributes to professional demeanor
- It also helps ensure that you are within your organization's guidelines for dress and appearance

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## Hair, Clothing, Makeup

- Hair should be clean and neatly styled, leaning more towards a conservative appearance
- Clothing should be within the organization's requirements (modest business casual with no denim, sneakers, open-toed shoes or sandals)
- Make-up should be used conservatively and applied neatly

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## Hair, Clothing, Makeup



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## Scented Hygiene Products and Perfumes

- Many healthcare organizations do not allow the use of scented hygiene products, such as hand lotions, or the use of perfumes in the workplace
- Fellow employees may have allergies/asthma that are made worse by scented products
- Patients in particular may be negatively impacted by fragranced products
- Also, those around you may not share your enjoyment of a particular scent

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## Fitting in to the Healthcare Environment

IT staff are responsible for

- supporting nurses and physicians through developing, implementing and maintaining the information technology systems that are used for patient care

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## Fitting in to the Healthcare Environment

- IT Staff are also responsible for
  - supporting administrators and other support staff in their efforts to maintain an effective and efficient organization
  - developing, implementing, and maintaining the information technology systems that are used in administering and running the healthcare organization

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## People Matter

- An IT system extends beyond computer hardware and software
- People are an important part of the system
- Without the people who use them, IT systems would not be needed nor would there be IT support jobs
- Being able to work with people effectively is a valuable aspect of professionalism

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## SUMMARY: Contextual Norms

- Contextual norms are the accepted behaviors and attitudes of those in an organization
- These norms can vary by professional role and healthcare setting
- To be successful in their roles, IT professionals need to understand these behaviors and attitudes
- IT professionals should demonstrate to others that they understand and comply with these contextual norms

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## SUMMARY: Professional Department and Grooming

- Appropriate dress, deportment, demeanor and grooming supports you in your professional role
- Communicates that you respect yourself, others and the organization
- Communicates to others that you wish to be respected as well

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## SUMMARY: Fitting In

- IT professionals have an important role in insuring that the information technology tools in the organization support nurses and physicians in patient care
- IT staff also insure that the information technology tools in the organization support administrators and other staff
- This means more than just the computer hardware and software; don't forget that people are also part of the picture

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