In rolling out the physician behavior standards, it’s very important to utilize the physicians who are high performers and physician champions. Using physicians who are respected and who show courage and social skills in articulating the principles of the physician behavior standards are critical to success. This figure gives an example of physician behavior standards that are utilized in the Inova Fairfax Hospital facility.

Figure 6.3: Physician Behavior Standards—Best Practices—Inova Fairfax Hospital, Department of Emergency Medicine

1. Respect our Patients:
   a. Introduce yourself, make eye contact, sit if possible—"We want to offer you excellent care."
   b. Acknowledge the wait, good or bad.
   c. Verbalize need for privacy, pain relief, etc.
   d. Update care plan and time expectations.
   e. Use active listening.

2. Respect our Colleagues:
   a. On time every time.
   b. Positive influence, limit core negativity.
   c. Work output.
   d. Sign-outs at bedside.
   e. Interaction with nursing team is positive and proactive.
3. Respect the Hospital:
   a. Acknowledge and support hospital goals.
   b. Productive criticism.
   c. Treat contract as your personal contract.
   d. Learn and accept customer service standards and questions.
   e. Support and innovate flow initiatives.

4. Respect Ourselves:
   a. Life-long learning.
   b. Acknowledge individual weaknesses and knowledge gaps and target these for improvement.
   c. Compassionate scheduling.
   d. *Leave a legacy*—every patient, every day.