



CODE OF CONDUCT

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# Living Our Values

A Guide to Doing the Right Thing  
for the Right Reason



**HENRY FORD  
ALLEGIANCE HEALTH**

## **ATTESTATION**

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*All staff are required to attest to their understanding of, and duty to uphold, this Code of Conduct. Attesting means that you acknowledge your obligation to be a compliance champion for Henry Ford Allegiance Health.*

*Attestation is completed electronically, through the NetLearning system, and recorded in Ultipro.*

## Mission

We lead our community to better health and well-being at every stage of life.

## Vision

We will create Michigan's healthiest community through exceptional health care and inspiring a passion for wellness.

## Values

Our values are the attitudes, mind sets, beliefs and norms that determine how work is accomplished and how we interact with each other and with our customers. Values are the tools needed to accomplish our vision.

- Compassion
- Competence
- Customer Service
- Diversity
- Healing Environment
- Integrity
- Quality
- Teamwork



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For help with an ethical issue, to share a concern or to report a compliance violation or possible violation of the law, contact the:

Chief Compliance Officer at: **(517) 205-6725**

Anonymous Compliance Hotline: **(877) 9-COMPLY (926-6759)**

Privacy Hotline: **(517) 205-7850**

Confidential fax: **(517) 205-6450**

**HFAHComplianceOfficer@hfhs.org** or **HFAHPrivacyOfficer@hfhs.org**





Dear Henry Ford Allegiance Health Team,

For 100 years, Henry Ford Allegiance Health (HFAH) has demonstrated an unwavering commitment to providing exceptional health care to our community. Our values are strengthened by this commitment and supported by Henry Ford Health System's mission to improve people's lives through excellence in the science and art of health care and healing.

It gives me great pride to reflect on our outstanding team's dedication to upholding these important values. HFAH is committed to full compliance with all requirements of federal and state health care programs, but this alone is not enough. Fundamental to our success is the underlying belief that our personal conduct reaches beyond compliance with the laws and regulations that govern our business.

Ethical and "right" behavior defines our business culture and is a core element in our service to patients and customers. We expect anyone who joins us in service to our patients to report to the Compliance Officer suspected violations of any federal health care program requirements or of Henry Ford Health System's policies and procedures.

To further integrate our team with our values, we have developed this pledge to Living Our Values. Our policies and procedures will continue to evolve, but our values are timeless and should be embraced by all members of the HFAH team, including our Board, executives, staff, physicians, volunteers, partners and suppliers. By carefully defining our high standards, we are setting the expectation for a high-performing culture.

Please make it your goal to understand our organization's commitment to ethics by reading this information carefully. As a general guideline, if you are faced with an ethical question or a situation that may conflict with our values, I encourage you to talk with your leader. Our Compliance & Audit team and Human Resources can also offer guidance and support, whenever necessary. HFAH is committed to a culture and policy of nonretaliation and to maintain, as appropriate, confidentiality and anonymity with respect to such disclosures.

Thank you for understanding the importance of values-driven behavior at HFAH. By upholding the standards contained in this document, you will ensure we are doing the right thing, for the right reason, for the benefit of our HFAH and our community.

Sincerely,

A handwritten signature in black ink that reads "Georgia Fojtasek". The signature is fluid and cursive.

Georgia Fojtasek  
President and CEO

## We are compassionate caregivers.

### **We are sensitive to our patients' wants and needs.**

As health care providers to the community, we are always ready to treat and heal any person who is in need of care at whatever level of treatment is required and to whatever level of treatment the patient consents.

Every patient has the right to "informed consent," which means the patient is entitled to an explanation of the nature of the proposed care, treatment, services, medications, interventions, as well as the likelihood of the proposed care to achieve expectations. Patients also have the right to approve or refuse to accept treatment. Regardless of a patient's refusal of a particular treatment, all patients are provided with the highest quality care for those treatments to which they do consent.

### **We respect our patients' end of life decisions and discussions.**

Henry Ford Allegiance Health respects a patient's right to execute an Advance Directive and to have that Advance Directive followed in accordance with state and federal law, with full respect and honor of whatever choices the patient might make about his or her care. Counseling services for patients, families, staff and physicians are available throughout the health system. Services are provided on an individual basis or in a group setting. Health system staff and physicians can assist patients and families in selecting the service most appropriate to their needs.

### **We offer consultation with a representative of the Hospital Ethics Committee for any patient or family in need of expert guidance.**

We are committed to caring for people at every stage of life. We do so in a manner that ensures patient and family dignity, privacy and respect. We affirm the right of the patient to participate in the planning and decision-making process affecting his or her treatment. These rights are facilitated, in part, by an a Henry Ford Allegiance Health-provided Ethics Consultation Service. The patient and/or his or her representative have a right to participate. An Ethics Consultation is available to deal with ethical issues on behalf of the patient, family and/or health care team members. The consultation team provides a forum through which the rights of the patients, family and health care team members are identified; issues are discussed, clarified and mediated; biomedical ethical issues may be considered, and support and education is offered to involved decision-makers.

## We demonstrate competence.

### **We are welcomed to the Henry Ford Allegiance Health team for our skills.**

Every member of the Henry Ford Allegiance Health team is selected on the basis of the skills he or she brings to the organization. We support our individual competencies through a commitment to learning and innovation, and promote professional behavior through our own actions, such as coming to work with a professional appearance and without the influence of substances which could impair the ability to perform job functions.

### **We demonstrate our expertise and provide assurance to our patients through the use of AIDET: Acknowledge, Introduce, Duration, Explanation and Thanks.**

By saying hello to a patient or visitor and introducing ourselves, we recognize them as individuals. By stating the duration and offering an explanation of the procedure or treatment, we help set the patient's mind at ease regarding his or her treatment and promote the patient's confidence in our competence. Finally, by offering thanks for choosing Henry Ford Allegiance, we acknowledge that patients have choices for their health care, and that we are glad to be his or her chosen health care provider.



**We maintain our competencies by being knowledgeable of organizational policies and the requirements of our chosen profession.**

Every staff person is required to complete computer-based learning modules upon hire, and annually as long as they are a part of the Henry Ford Allegiance Health team. Some staff positions require a professional license; it is the responsibility of the staff person to maintain his or her current professional license and to complete continuing education mandated by the licensing body.

**We provide excellent customer service.**

**We treat our patients and visitors the way we would want to be treated.**

We strive to be excellent caregivers, whatever our role may be in the organization. We do so through our commitment to organizational standards, which includes wearing name badges visible above the waist, greeting patients, visitors and one another with a kind smile and a hello, and offering assistance to those we meet.

We recognize that excellent customer service can reduce anxiety and enhance the patient experience.

**We respect the privacy of our patients and the confidentiality of their personal information in our records.**

We approach each patient's care with confidentiality and privacy, honoring his or her choice of Henry Ford Allegiance Health by speaking in soft tones when others are present, reviewing only the health information needed for the care provided, honoring information security procedures such as never sharing computer passwords, using only encrypted flash drives, and adhering to all organizational privacy processes to provide peace of mind.

**We walk people to their destination, respond promptly to call lights, answer the phone with our name and department, and ask permission before transferring or placing a caller on hold.**

To outsiders and staff, our health system may seem very large and confusing to navigate. They may need our assistance. For some, this means explaining our department function on the telephone and asking permission before transferring the caller to the correct department. We always have time to escort a patient, visitor or staff member to his or her destination in our facility. Patient care is everyone's task—if we cannot complete the task personally, the appropriate caregiver is notified and the patient or family member is given a timeframe as to when the need will be addressed.

**We round on our patients, fellow staff or those who report to us to ensure that they have everything they need to heal or complete their job efficiently.**

Patients and staff alike do not always want to approach a busy person for help, so we reach out to those we care for and work with to be certain that their needs are met. We make sure to ask, "Is there anything else I can do for you? I have time." We ask this to proactively meet the needs of patients, visitors and staff.

**We appreciate diversity.**

**We understand, appreciate and accept the differences in others.**

Henry Ford Allegiance Health celebrates that each staff member is unique. Having a broad range of opinions, backgrounds, personal and professional goals, beliefs and viewpoints enriches our culture. As an Equal Employment Opportunity provider, it is the policy of Henry Ford Allegiance Health to recruit, hire, train and promote, into all job classifications, the most qualified persons without regard to race, color, national origin, sex, religion, age, sexual orientation, disability or veteran status.

### **We are attentive to the differing needs of our patients and their families.**

As a community-owned health system, we extend hospitality to all. We respect our patients' choices as to the people they want around them during their health care experience. We treat all visitors and relatives the same, as long as they comfort the patient they are visiting. We treat all patients and their family members with dignity, respect and courtesy, regardless of race, religion, color, national origin, sex or gender presentation, age, physical challenge, marital status, sexual preference or source of payment.

We anticipate needs and seek new ways to enhance customer experiences. From room service meals prepared by our Executive Chef, to complimentary valet parking, to a relaxed coffee shop in our hospital lobby, we want all patients, visitors and staff to feel welcome, cared for and valued.

## **We sustain a healing environment.**

### **We take pride and share responsibilities for the facility.**

We want our health system to be a place of comfort and healing. To achieve this goal, we help to keep all areas of the health system clean. For example, we pick up trash when we see it, even if it is "not our work area." We keep hallways clear and clean so that emergency access is always available to protect our patients.

### **We maintain community ownership of the health system.**

We recognize that our facilities are owned by the community, supported by the community's precious resources and sustained through a tax-exempt status. We each support our community ownership by making decisions based on what will best promote high quality patient care.

### **We maintain a positive relationship with our community.**

Supporting our community is important to Allegiance Health. We avoid conflicts of interest that could influence our work. At times we may be called upon to represent Henry Ford Allegiance Health in official capacities, such as a director or trustee of outside organizations. We respect both Henry Ford Allegiance Health, which we represent, and the organization we are serving when functioning in such a capacity.

### **We use low voices and close doors to provide a restful environment and privacy for our patients and families.**

We observe daily "quiet times" to promote healing, wherever we work in the health system. We speak in low voices to make every individual's interactions with Henry Ford Allegiance Health pleasant, whether they are calling with a billing question, picking up a prescription, visiting a clinic or being admitted to the hospital or hospice.

### **We maintain our immunizations to protect ourselves and our patients.**

It is the responsibility of each staff person to be current with all immunizations required for employment or to be compliant with the relevant policies if they cannot be immunized for medical reasons or for reasons of belief (i.e., faith or philosophy-based).

### **We uphold and support professional behaviors.**

Our Professional Behaviors program aims to bring out the best in our team so that we can create a culture that is healthy for our patients and everyone who works here. We understand that each of us is 200% accountable—100% for our own actions and 100% for the actions of those around us. Each staff member or affiliate has a personal responsibility to conduct themselves in a professional, cooperative and courteous manner in order to promote a safe health care environment.

### **We lead with integrity.**

#### **We align our actions to our core values.**

Anyone affiliated with our health system has the responsibility to help our health system fulfill its mission, vision and values. We can all contribute to our health system's success in maintaining high standards of ethical conduct and compliance with the laws and regulations that apply to our organization. Our ethical behavior applies to our relationships across the organization and beyond, including patients and their families, physicians, third-party payers, sub-contractors, business partners, the communities we serve and each other. We acknowledge that failing to comply with Henry Ford Allegiance policies and procedures, or federal or state health care program requirements, or failing to report violations related to these, can result in corrective action, up to and including termination.

#### **We document, code and submit for payments accurately.**

We, as health care providers, understand the importance of accurate documentation. We are careful to properly document, code and bill for only the exact procedures performed or actions taken, no more or less, in accordance with state and federal health care program requirements. We understand the importance of these simple actions to the sustainability of this organization and the resources of federal and state health care programs. We understand that failing to comply with federal or state health care program requirements may result in Allegiance being excluded from participation in Medicare and Medicaid.

#### **We champion the Corporate Compliance Program.**

The Corporate Compliance Program ensures that all Henry Ford Allegiance team members understand our organization's deep commitment to adhering to the letter and spirit of the law. The Corporate Compliance Plan, developed and approved by the Chief Compliance Officer, the Corporate Compliance Steering Committee, the Executive Team and the Board of Trustees, outlines the guidelines under which we work and operate. This Plan serves as a resource when addressing procedural or ethical concerns. All Henry Ford Allegiance team members accept the expectation to comply with all federal and state health care program requirements, along with our own Henry Ford Allegiance policies and procedures.

#### **We speak up if we have a compliance concern.**

We uphold the expectation to report suspected violations of federal or state health care program requirements or any Allegiance policy and procedure. The Corporate Compliance Program protects those who call the Anonymous Compliance Hotline or report compliance-related problems from punishment, harassment or termination for raising concerns that are made in good faith. The Compliance Department can be reached toll free 24 hours a day, 7 days a week at 877-9COMPLY (926-6759), or at: [HFAHComplianceOfficer@hfhs.org](mailto:HFAHComplianceOfficer@hfhs.org). Henry Ford Allegiance commits to maintaining, as appropriate, confidentiality and anonymity with respect to any disclosures.

## We commit to the highest quality and safety.

### **We take personal responsibility to promote patient safety and speak up in unsafe situations.**

Our standard is to provide care that meets all patient safety guidelines and expectations. We are all responsible for patient safety and have a duty to speak up when we believe care may not be medically necessary or a situation is unsafe for our patients, our fellow staff or ourselves. Our leadership team, Human Resources and the Chief Compliance Officer protect those who voice their concerns.

### **We take the right action, for the right reason, every time.**

Whether providing care to a patient, responding to an insurance inquiry, maintaining a building or answering a phone, we act appropriately and safely. We recognize that high-quality work not only saves lives and reduces cost to the health system, it also prevents readmissions or rework. Quality and safety are a focus for all areas of the health system, and we are committed to continuous improvement in all areas.

### **We recognize the importance of questioning, clarifying and confirming information that could impact patient safety or compliance.**

We are trained in safety behaviors and communication tools through the Target Zero program. We use tools such as STAR: S(Stop), T(Think), A(Act), R(Review); Numeric Clarification; 3-Way Repeat Back; having a Wingman and the ARCC: A(Ask), R(Request), C(Concern), C(Chain of Command) system for safety in patient care or any activity that could impact our compliance with state or federal health care program requirements.

## We are one team.

### **We “are” Henry Ford Allegiance Health, whether we are on the job or not.**

We are mindful that we are leaders on-duty every day. We demonstrate teamwork and respect for our patients, fellow staff and leaders by leaving personal conversation for break areas. We always speak positively about fellow staff when assisting a patient’s transition between areas of care or caregivers.

We never act as though something is “not my job.”

### **We support and promote inclusive behaviors.**

We support teamwork by respecting all of our team members, regardless of their personal beliefs, habits or personal attributes. We respect and ensure equal opportunities for qualified individuals seeking to join the Allegiance Health team.

### **We value the goals of Henry Ford Allegiance Health over our personal interests.**

We honor and respect our patients, first and foremost. Our needs and personal business are on hold and saved for appropriate areas such as break rooms or conducted away from work. We guard ourselves against creating conflicts of interest, in order to ensure compliance across the health system. We do not seek, solicit or expect personal gifts, favors or rewards from our patients, contractors or other third parties. Providing good patient care is its own reward. If patients wish to offer an expression of gratitude for care received, we direct them to the Grateful Patient Fund, through the Henry Ford Allegiance Health Foundation.

## Standards of Service Excellence

### **I am compassionate.**

- I am concerned for our patients' feelings, sympathetic to their discomfort and have a sincere desire to assist in helping them feel better.
- I treat all I serve in a positive manner and never become confrontational or raise my voice to anyone.
- I express sensitivity for the inconvenience of the patient experience. I understand that being a patient can sometimes create anxiety, and I will do all I can to ease worries or concerns.

### **I am competent.**

- I am able and qualified to perform efficiently and accurately, using my experience and training to provide the best care.
- I introduce myself to those I care for, explaining my purpose, describing my expertise, preparing them with what to expect and thanking them.
- I respond to all forms of communication, including call lights, pages, emails and voice mails, in a timely manner.
- I protect those I serve from exposure to safety risks and harmful elements.

### **I provide excellent customer service.**

- I listen, respond and follow-through with respect for privacy and with courtesy and consideration. I explain to our patients what I am doing to protect privacy.
- I promptly answer the telephone with my name, department and a greeting of "How may I help you?"
- I acknowledge those I pass along my way by making eye contact, and saying hello with a smile, greeting them in hallways, elevators and all public areas.
- I assist those who appear to need directions by walking them to their destination.
- I park in designated areas so patients and visitors can easily access our facilities.
- I round regularly on those I serve, making certain I have met their needs by asking, "Is there anything else I can do for you?"

### **I value diversity.**

- I understand, appreciate and accept the differences in others, and I respect others for who they are.
- I appreciate that varied points of view and customs enrich our health system. I will be attentive to the differing needs of our patients and families.

### **I value quality and safety.**

- I am committed to excellence in care, processes and safety.
- I maintain a commitment to continuous improvement, seeking to find and implement better ways of doing things.
- I do it right the first time to prevent duplicated work efforts.
- I ask questions to determine the customers' needs from their perspective.
- I use resources, both human and material, wisely.
- I assure patient safety.

### **I provide a healing environment.**

- I offer peace, comfort, warmth, safety, cheer and cleanliness with gentle, individualized care.
- I show my concern and respect for our patients by minimizing noise levels throughout the hospital, keeping pagers and phones on silent and using a quiet voice.
- I work with my team to keep our workplace, public corridors and campus clean.
- I maintain a neat appearance, wear professional attire and position my ID badge above the waist.

### **I have integrity.**

- I am honest and have high ethical standards. I can be depended upon to do the right thing at the right time for the right reason.
- I always put patients first by prioritizing my work around their needs. I will attend to my personal business on my own time and focus on my work when I am on duty.
- I am accurate and take great care in thoroughly recording and documenting patient care and all aspects of my work.
- I am respectful of property and equipment so as not to damage it.

### **We are one team.**

- I work with my team to selflessly support one another in meeting the needs of our physicians, patients and our patients' families.
- I never behave as though, "It's not my job."
- I keep those I serve informed of wait times and delays, taking care to communicate that we are all focused on delivering excellent care, which often takes time.
- I express gratitude to my co-workers, volunteers and physicians for their work.
- I avoid gossip or saying things which undermine others.
- I treat our physicians as both partners and customers, making our health system a rewarding and efficient place to practice medicine.
- I take personal ownership of any problem brought forward by using "service recovery" steps to resolve the issue.

## **Test Your Knowledge**

***I saw my neighbor's son being brought into the Emergency Department and it looked pretty bad. They aren't on speaking terms right now, but I think she'd want to know he was here. Is this okay to do?***

It is in violation of federal health privacy regulations, or HIPAA, to look at the information of any patient without a business need to know or to disclose the information of any patient to an individual not involved in that patient's care.

***A patient comes in for care and states that she is not taking her medications because she cannot afford to pay her prescription copays this month. Can we give her some samples to get her through?***

Prescription samples should only be given out by physicians and reported to the Pharmacy for tracking. If the patient is on an established medication regimen, samples may not be appropriate. Case Management could assist this patient in finding a solution.

***A patient is being admitted to the hospital, accompanied by a service animal. Do we have to walk and feed the animal while the patient is here?***

No we do not. Service animals are welcome in all areas open to the public as long as they are controlled. However, we are not responsible for feeding, walking, or cleaning up after a service animal. It is the responsibility of the patient to see to the animal's needs or find someone who can do so, if the patient will not be able to care for the animal while they are being treated. In the outpatient setting, a service animal is welcome as long as any infection prevention concerns are addressed.

***A representative from a supplier we frequently do business with wants to bring lunch for our department. What should we do?***

Reasonable provisions from vendors are allowed when they are in conjunction with a business or professional meeting or education session that includes the whole department. Items should be of minimal value, such as pizza or donuts. It would be unreasonable for the vendor to provide a gourmet meal for staff while he or she only meets with the management team or medical director.

***My spouse owns a company whose service could be of use to my department. Should I send a service bid from his company to my manager for consideration?***

No. This would be considered a conflict of interest, under the Henry Ford Allegiance Health Corporate Compliance Plan. Our Purchasing team organizes bids when a business need for a service has been identified and we do not have the ability to perform this service from internal operations. All vendors, current or future, must register through the VendorMate program, and your spouse would be required to disclose his relationship with you as a staff member.

## True or False?

1. Sharing a computer password with a coworker helps us work more efficiently and is acceptable under our Computer Use Policy.
2. A patient is admitted and has a frequent same-sex visitor who is often holding the patient's hand. I can ask the visitor to leave because he is making others uncomfortable.
3. If I get a suspicious email, it is probably okay to click the link it contains.
4. I can use Target Zero behaviors such as ARCC if I see a claim that lacks appropriate documentation to support the coding and charges.
5. I can use my Henry Ford Allegiance Health email to run my home-based business because it has nothing to do with health care services.

**Answers to True or False Questions:**

1. False - Sharing passwords is against the Computer Use Policy.
2. False - Discrimination against a patient for any reason is against federal, state and Joint Commission accreditation standards.
3. False - Forward any such emails immediately to the HelpDesk. No one in Information Services will ever ask to confirm your user name, password or other personal information in order to assist you.
4. True - Target Zero behaviors can apply in any area of the health system, not just patient care.
5. False - We cannot use Allegiance Health resources for outside purposes or personal financial gain.

Thank you for reading Living Our Values. We hope it enhanced your understanding of the importance of values-driven behavior at Henry Ford Allegiance Health. Your adherence to the Standards of Service Excellence ensures you are doing the right thing, for the right reason. Living Our Values benefits our community, everyone connected to our health system and, most importantly, it benefits our valued patients.



all for you

[HenryFord.com](http://HenryFord.com)