Re-Evaluating PRIDE Behavioral Standards at LVHN

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Re-Evaluating PRIDE Behavioral Standards at LVHN
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**BACKGROUND / INTRODUCTION**

**Purpose:** Evaluate LVHN colleague perception of the relevancy and effectiveness of the PRIDE service standards to provide the best patient and colleague experiences.

- **PRIDE:** Privacy, Respect, Involvement, Dignity and Empathy
  - Demonstrating PRIDE each and every day supports the LVHN Mission
  - PRIDE was created in 1997 and last reviewed and revised in 2009.
  - Minimum requirement for entry into a LVHN management position is a constant demonstration of PRIDE behaviors.
  - PRIDE behaviors comprise 40% of the total annual performance appraisal score.

**METHODS**

- Design and disseminate electronic survey to all LVHN colleagues.
- Involved open ended questions and drop-down response selection options.
- 7 day response period
- Complete quantitative and qualitative data analysis of survey responses

**Data Collection Methodology**

- **Non-Clinical:** 49.98%
- **Clinical:** 50.02%

**CURRENT ROLE OF RESPONDENTS**

- **PRIVACY**
  - Add: 6%
  - Remove: 1%
  - Edit: 9%
  - Keep it the same: 84%

- **RESPECT**
  - Add: 7%
  - Remove: 2%
  - Edit: 10%
  - Keep it the same: 81%

- **INVOLVEMENT**
  - Add: 5.31%
  - Remove: 1.80%
  - Edit: 8.71%
  - Keep the Same: 85.98%

- **DIGNITY**
  - Add: 4.27%
  - Remove: 1.09%
  - Edit: 5.93%
  - Keep it the same: 89.38%

- **EMPATHY**
  - Add: 4.99%
  - Remove: 0.80%
  - Edit: 5.52%
  - Keep it the same: 89.76%

**QUANTITATIVE RESULTS**

- **2,588 total responses**
  - ~15.2% response rate

**QUALITATIVE RESULTS**

**Recommended colleague changes (1,577 comments)**

- **Privacy**
  - Improve patient environment/office set-up (32%)
  - Electronic Privacy/Social Media (8%)
- **Respect**
  - Improve colleague to colleague respect (18%)
  - Reduce lateral violence (9%)
- **Involvement**
  - Increase teamwork in units/departments (10%)
- **Dignity**
  - How do ID badges fall under dignity? (12%)
- **Empathy**
  - “Treat others as you want to be treated” (6%)
- **Other themes**
  - Enforce behavioral standards
  - Non-clinical examples
  - Refer to “customers” as “patients”

**RECOMMENDATIONS**

- Improve patient care environment to increase patient and family privacy (curtains, double rooms, hallway beds, etc.)
- Implement technological and digital improvement policy, i.e. regarding social media
- Hold all LVHN colleagues accountable for PRIDE behaviors
- Consider adding behaviors that are relevant for colleagues in clinical and non-clinical roles/settings

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