BATHO PELE PRINCIPLES

1. CONSULTATION
2. SERVICE STANDARDS
3. ACCESS
4. COURTESY
5. INFORMATION
6. OPENESS & TRANSPARENCY
7. REDRESS
8. VALUE FOR MONEY
9. ENCOURAGING INNOVATION & REWARDING EXCELLENCE
10. CUSTOMER IMPACT
11. LEADERSHIP & STRATEGIC DIRECTION

GUIDELINES FOR RECEIVING A TELEPHONE CALL

1. Answer the telephone as quickly as possible, preferable within three rings.
2. Greet the caller in a friendly way and state immediately both your name and your department/division. The caller will then know whether s/he has dialed the correct number and be helped as quickly as possible.
3. Take note of your language usage throughout.
4. Obtain the caller’s name and the reason for the call in a tactful way.
5. Always try to address the caller by his/her name.
6. When busy with a call, respond. If you remain silent, the other person will wonder whether you are still there. It is polite to indicate that you are listening by saying for example, “Yes”, “Of course”, “I agree”.
7. Give all your attention to the telephone conversation and do not speak to other people with you in the room at the same time. Under no circumstances should you eat while busy with a telephone call!
What is the role of Public Relations in the hospital

We are responsible for managing relationships between the hospital and our clients, visitors, stakeholders, other organizations, as well as the internal public.

We apply our commitment to the understanding of our public’s needs, and find solutions to these needs. We are well positioned to listen to the concerns of our clients, to create harmony with and between them and our institution, so as to build and maintain an ever lasting relationship based on integrity, honesty and openness.

Our Vision: “To be a leading hospital in providing Innovative Quality Health Service in the Spirit of Ubuntu”; guides us in achieving the above.

CORE VALUES
Commitment to quality patient care: through—
- Sound Work Ethics.
- Building a Trusting Relationship.
- Ongoing Learning and Development.
- Transparency in our dealings with the community we serve.

ACCOUNTABILITY
We accept responsibility for our performance and service provided.

CULTURAL DIVERSION
We acknowledge and respect cultural diversity.

TRANSFORMATION
Committed to change and innovation as the need arises.

SAFETY
Ensure safe and secure environment for all.

PATIENTS RIGHTS & RESPONSIBILITIES
1. Healthy and safe environment
2. Participate in decision making
3. Access to health care
4. Knowledge of one’s health
5. Insurance/medical aid scheme
6. Choice of health services
7. Treated by a named health care provider
8. Confidentiality and privacy
9. Informed consent
10. Refusal of treatment
11. A second opinion
12. Continuity of care
13. Complaints about health services

RESPONSIBILITIES
1. Take care of your health
2. Take care for and protect the environment
3. Respect the rights of other patients
4. Utilize the health system optimally and not abuse it
5. Know local health services and what they are offering
6. Provide health workers with relevant information
7. Comply with the prescribed treatment and procedures
8. Enquire about the related costs of treatment
9. Take care of health records in your possession