



HELPING THOSE WE SERVE FEEL SAFE & CARED FOR

The VIBE (Values I Bring Everyday) Service Excellence Standards:

QUALITY

Hold each other accountable for quality and safety standards.
Speak up and report process, safety and quality concerns.

HOSPITALITY

Greet patients, families, and colleagues with a smile on our face and in our voice.
Always be ready to help patients, families, and colleagues.
Anticipate needs, take time to listen, and ask "what else can I do for you?"

RESPECT

Listen. Seek to understand and not judge.
Show regard for feelings, wishes, needs, and preferences.
Communicate clearly and consistently.

JOY

Recognize and celebrate others' talents and successes.
Find delight and purpose in our work, even in challenging situations
Take care of ourselves and one another.

JUSTICE

Ensure care meets the needs and preferences of patients and their families.
Advocate for patients, colleagues, and communities.
Do and say what is right, even when no one is watching.

STEWARDSHIP

Use time and resources effectively and efficiently.
Treat our facilities as our own.

TEAMWORK

Show up on time. Be prepared. Engage. Contribute. Work together.
Choose to bring a positive attitude to work each day.
Address conflict promptly with courtesy and respect.



Essentia Health

For more information, contact the Patient Experience team at PatientExperience@EssentiaHealth.org.