“Serving as champions in the community, in the workplace, and in providing patient care, our physicians and staff believe that at the core of champions you will find the fundamentals of dignity and respect.”
—Anna Roman, senior vice president, Administrative Services and Physician Relations, UPMC Physician Services Division

**CUSTOMER**
Provide quality, culturally competent patient and health plan member care and health awareness.

- **FY11**
  > Expand our Cultural Competency Initiative to meet the Joint Commission requirements.
  > Launch UPMC Health Literacy Initiative.
  > Launch UPMC Palliative Care Initiative.
- **FY13**
  > Continue focus on patient accessibility through Disability Resource Center (DRC) initiatives.
  > Through individual and group submissions (see below for more details in the Culture comments), PSD HR will collect details on this goal. Currently, HR does not have a central collection site and will use the PSD HR SharePoint site to highlight these initiatives.

**COMPANY**
Recruit, develop, and retain a diverse workforce.

- **Engagement and Retention Committee:** Provides tools and resources for leadership to use to increase employee engagement and retention.
- **Welcome Day:** Introduces Dignity & Respect Tips to new hires. Also highlights customer service.
- **Diversity Job Fairs:** Participate in diversity job fairs and partner with area schools and universities.
- **Manager/Supervisor Education:** Offers leadership programs, such as mini-MBA, Coffee and Conversation, and associates programs.

**CULTURE**
Create an inclusive workplace.

- **5 Waves Initiative:** Features Dignity & Respect Tips, the Dignity & Respect Pledge, and submissions about individual and group efforts toward inclusion. A prize will be awarded for the best submission. Human Resources distributes electronic communications to departments in five waves.
- **Weekly Dignity & Respect Communications:** Features key themes of dignity and respect. Topics of these electronic communications, which are distributed by Human Resources, include the following: lend a hand, take a healthful step, be a relationship builder, and be a champion of dignity and respect. Each communication includes action steps that staff can take regarding each topic.
- **Physician Inclusion Council:** Focuses on communications and outreach, cultural competency, mentoring, retention, and recruitment at UPMC and the University of Pittsburgh.

**COMMUNITY**
Promote economic development and community social responsibility through dignity and respect, healthy communities, and workforce development.

- **Community Liaison:** Helps organizations that will benefit from outreach activities, such as collecting items for the women’s shelter, the homeless shelter, Caring for Kids, and the Pittsburgh Food Bank.