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PROCEDURE: PROFESSIONAL IMAGE

Purpose: It is incumbent on each individual who wears a HealthNet identification badge or who provides services on behalf of HealthNet to maintain a professional image in terms of both conduct and appearance as defined by this policy.

Scope: All HealthNet Associates

Exceptions: None

Description:

1. All individuals wearing a HealthNet identification badge will exhibit a professional image in appearance and behavior that is consistent with the organization's vision of offering world class quality in community health care and representative of our mission and values relative to the quality of care provided to patients, their families and visitors.

2. General Rules Applicable-To All Associates

a. Attire must be neat and clean at all times. Shoes should be kept clean/polished.

b. Hair must be a natural color and style (not, for example, fluorescent colors or stripes), should be neat and reasonably styled, according to working situation.

c. The Department Director has final authority over appropriateness of dress in each department.

d. A HealthNet I.D. badge will be worn for customer service and security purposes. Last names may be covered with tape, if personal security is a concern. An associate's name badge should be worn above the waist so that it can easily be read by patients, family members, visitors, and other team members.

e. Employees not conforming to the dress code may be sent home without pay until properly dressed.

f. No associate may wear the following: beach shoes, shorts, sweat pants, or non-organizational (HealthNet) themed sweatshirts or other garments.

g. Outreach program associates are permitted to wear casual clothes appropriate for the environmental conditions expected to be encountered. Outreach program associates working in clinical locations should dress in professional wear.

h. All staff providing direct patient care is not allowed to wear artificial nails and must maintain their natural nail tips at ¼" or shorter.

i. Jewelry is permitted, if it is kept to a minimum (e.g. no more than 2 earrings in one ear), though it may be banned in some areas to safeguard against injury or transmission of infection. Jewelry should be conservative in style and free of edges that might scratch a patient. Associates providing direct patient care may not wear dangling jewelry (including bracelets, earrings and necklaces). Nontraditional body and facial jewelry (e.g. tongue, eyebrow, and lip piercings, nose rings, gauges, bars, ear-to-ear chains, etc.) may not be worn while on duty and any resulting piercings should be covered by a flesh-colored plug, as applicable. One small nose stud is permitted for religious/cultural reasons.

j. Scented body lotions, fragrances and colognes should not be used to excess and may not be worn in patient care areas. Employees who use tobacco products or live in a tobacco use environment at home must take measures to eliminate smoke odor from clothing, skin, and breath while at work.

k. While on duty, tattoos must be covered, with the exception of small hand tattoos.

3. Non-Uniformed Associates

a. Non-uniformed associates include the following positions: Dietitian, Therapist, Navigator, Social Worker, Community Outreach associates, Clinical Educator, non-clinical Administrative and non-clinical Secretarial staff, and Medical Providers, Registration Specialist, Interpreter, Referral Coordinator, Office Coordinator, Enrollment Specialists and Clinic Managers.

b. Street clothes for males should consist of the following: dress or sport shirts, slacks, suits, sport coats, and sweaters. Ties are considered optional.

c. Street clothes for females should consist of the following: dresses, skirts not shorter than 2" above the knee; sweaters, blouses, culottes, pantsuits, and slacks.

d. Non-uniformed staff should wear appropriate shoes for business (e.g., heels, dress sandals, or flats for women, loafers for men; athletic shoes if approved by manager). Closed toe shoes must be worn in health centers at all times.

e. Students, interns, and residents assigned to the Centers will be expected to follow the same dress code as staff members.

4. Uniformed Associates (Clinical Back Office Settings)

a. Uniformed associates include the following: RNs, LPNs, MAs, CLTs, MTs, RTs, Dentists, Dental Assistants and Hygienists.

b. Approved uniforms are scrub tops, jackets and pants in teal, steel gray, ceil blue, royal blue, black (pants only) and seasonal patterns (tops only) purchased through the HealthNet uniform website store. Scrub pants are not branded and do not have to be purchased through the HealthNet uniform store if they match the colors above. Scrubs are expected to be in good repair, clean, not wrinkled, and appropriate in size and length. The uniform hem line of pants should not touch the floor.

c. Undergarments and underwear must be worn, covered and not visible. If the fit of scrubs reveals undergarments, underwear or skin when performing routine job functions, an approved color and style of shirt must be worn under the uniform top.

5. Uniformed Associates (Clinical Front Office Settings)

a. Uniformed front office associates include the following positions: Registration Specialist, Interpreter, Referral Coordinator, Office Coordinator, Office Liaison, Department Secretary, and Health Center Administrative Assistant.

b. Employees required to wear uniforms will follow the HealthNet standards for Front Office Staff. Uniform options consist of the following:
   1) Long-sleeved or short-sleeved uniform shirt purchased through the HealthNet uniform website. Shirt may be worn with or without uniform sweater. Shirts will not hang out from underneath sweaters or vests. Shirts must be worn buttoned, but may be worn untucked without a sweater or vest.
   2) Uniform sweater (v-neck or cardigan) or uniform sweater vest purchased through HealthNet uniform website.
   3) Dress pants or skirt. Skirts should not be shorter than 2” above the knee.
   4) Knit jacket purchased through HealthNet uniform website.
   5) Polo shirt purchased through HealthNet uniform website. Tucking in polo shirts is preferred.

6. Standards applicable to all direct patient care roles (front office and back office) when wearing uniforms:

a. Shoes are clean and in good condition. A "tennis" style shoe is acceptable if it is clean/polished. Closed-toe shoes must be worn in health centers at all times.

b. Shirt layers under uniform tops may be long sleeve or short sleeve t-shirts, mock turtlenecks or turtlenecks. Layers must be tucked in and not visible below the uniform top.

c. Uniforms must be in good repair, clean, not wrinkled and appropriate in size and length. The hemline of uniform pants should not touch the floor.

d. Button-down shirts or scrub tops must be worn buttoned.

f. Clinical staff working in multiple HealthNet facilities must wear the appropriate the appropriate attire/uniform when working at any HealthNet facility.

g. Lab coats

1. Lab coats may be worn by providers, lab technicians, dentists and dental hygienists.

2. When interacting with patients in the hospitals, a lab coat from an approved vendor including the HealthNet logo and role will be worn.

7. Meetings and Educational Offerings

a. Team members who are being paid for attending on-site or off-site meetings or educational offerings including, but not limited to, General Orientation, EMR Training and CPR must be dressed in professional wear or scrubs consistent with the policy.

8. Badges

a. All HealthNet personnel will wear their HealthNet name I.D. with a HealthNet badge holder in a visible manner above the waist. Personnel may cover last name on I.D. badge. No stickers are permitted on badges.

9. Non-Acceptable Attire — Unprofessional dress is anything that draws more attention to your appearance than to who you are and what you are doing. This can include clothing, make-up, jewelry and hair.

- Skirts (and slits in skirts) shorter than 2” above the knee
- Shorts
- Spandex
- Skin tight clothing
- Dirty shoes
- Flip flops
- Tank tops

- See through clothing
- Patterned underwear under white pants
- Bare-back tops, halter-style tops, or midriff length tops
- Shaggy or unsightly hair or non-traditional hair coloring (green, blue, purple, red, striped, etc.)
- Tops that expose cleavage, chest hair or are low-cut in nature
- T-shirts without a scrub top or with an unbuttoned jacket.
- Open-toed shoes in clinical settings (for reasons of potential occupational exposure and safety)

10. HealthNet associates may, upon approval of the Chief Executive Officer, wear items in support of HealthNet Spirit Days or jeans days. Any items worn on these pre-approved days must follow the approved guidelines, be in good taste and must not interfere with the safe provision of services and/or patient care.

11. All associates are approved to wear jeans to work on Fridays. Jeans must look professional in nature. Jeans must be clean, not wrinkled and appropriate in size and length. The hemline of the jeans should not drag the floor. The Department Director has final authority over appropriateness of attire being worn.