

An organization's culture is a living and breathing entity.

The heart of your organization should be reflected in your mission and vision statements.

MISSION

Why you exist.

Former Mission Statement:

"To create and operate a comprehensive system to provide healthcare and related services, including education and research opportunities, for the benefit of the people we serve."

Former Vision Statement:

"Carolinas HealthCare System will be recognized nationally as a leader in the transformation of healthcare delivery and chosen for the quality and value of services we provide."

IN PROGRESS ...

Draft Mission Statement:

"To improve health, elevate hope and advance healing."

Draft Vision Statement:

"To be the first and best choice for care in the Southeast and beyond."

THINK BIGGER.

OUR MISSION

To improve health, elevate hope and advance healing - for all

OUR VISION:

To be the first and best choice for care

VISION

What you aspire to become.

Examining Your Mission and Vision?

GUIDEPOSTS FOR YOUR JOURNEY:

- **Engage in open dialogue and ask lots of questions.** Do our mission and vision statements represent who we are, and do teammates identify with them?
- **Think beyond words on the wall.** Aim to keep things simple, relatable and aspirational.
- **Dig one level deeper.** Many of our teammates said, "care" and "caring" were essential to who we are. In response we asked, "How do we care? What do we do that demonstrates our caring?"
- **Members of the Board are key to the process and can make meaningful contributions.** These leaders have a unique line of sight and can take a step back and see the organization with fresh eyes.



Carolinas HealthCare System