

## MISSION

Bellin Health is a community-owned not-for-profit organization responsible for the physical and emotional health of people living in Northeast Wisconsin and the Upper Peninsula of Michigan.

Directly, and in partnership with communities, employers, schools, and government officials, we guide individuals and families in their lifelong journey toward optimal health. We are committed to providing safe, reliable, cost-effective total health solutions with respect and compassion. Our innovative work will impact healthcare delivery in our region, as well as throughout the world.

## VISION

The people in our region will be the healthiest in the nation.

## STRATEGIC OBJECTIVES

### Objective 1: Patient, Family and Customer-Centered Organization

We will provide a positive experience for the population in all interactions, and will encourage and include the active participation of people and their families as we provide care. Everywhere in our region, we will know our customers, build relationships and connect services at the right time and right way to meet their needs.

### Objective 2: Engaged Staff and Partners

We will work with people directly associated with Bellin, and others critical to success in accomplishing our mission, and maintain a positive culture based on our values of:

**People** are the foundation of Bellin Health. As individuals and team members, our actions and attitudes must demonstrate respect, commitment, accountability, competence and integrity

**Superior Service** is provided to surpass customer expectations.

**Continuous Improvement** ensures safety and achieves superior outcomes

**Learning & Development** enables personal and organizational excellence through the advancement of our knowledge and skill in support of our Mission and Vision.

**Innovative Thinking** fosters an environment to attain breakthrough results.

We will influence other healthcare organizations in our region to adopt processes designed to improve the health of our population, and look for opportunities to cooperate with these organizations to more effectively accomplish our Mission. We will challenge our competitors to work toward improving the health of the population and improving the affordability and quality of healthcare in the region.

### Objective 3: Improved Health of the Population

We will provide superior healthcare products and services at an affordable cost, which are of high quality, and offer a positive experience. Our focus will be on identifying and achieving individual health goals, providing a safe environment, attaining positive clinical outcomes, and continuously improving the overall health of our population. We will relentlessly improve and innovate.

### Objective 4: Growth & Prosperity

We will continue to be a strong organization through innovation and expansion of our influence on the lives of the population. We will strive to lower the cost of healthcare services in our region to the lowest in the nation. At the same time, we will maintain a bond rating at, or above, investment grade, which is a comprehensive and objective indicator of our financial strength.