

## **MISSION**

In partnership with the people of Northeast Wisconsin and the Upper Peninsula of Michigan, Bellin Health strives to improve the health and wellbeing of every person in our region while making healthcare quality, experience and cost the best in the nation.

## **VISION**

People in our region will be their healthiest during every stage of their lives, and will be able to afford the services and products we provide.

## **STRATEGIC OBJECTIVES**

### **Objective 1: Optimal Customer Experience:**

Bellin Health creates and strengthens relationships to build loyalty with patients, customers and all members of our communities by seeking to understand what matters to them; co-designing services and products to meet their individual needs; and treating one another, patients and customers with the utmost dignity and respect in every encounter. Our services will be simple to navigate and our prices will be transparent.

### **Objective 2: Team Culture:**

Bellin Health creates and engages teams of healthcare professionals, patients, customers and employers, board members, volunteers, community members, and other healthcare delivery systems, empowering them to achieve our vision. We value and encourage physician participation in leadership and on teams. We inspire enjoyment in work, through a culture rooted in positive relationships, safety and wellbeing, and our core values:

- **People** are the foundation of Bellin Health. As individuals, team members and members of various communities, our actions and attitudes must demonstrate respect, commitment, accountability, competence and integrity.
- **Service Excellence** is provided in every interaction by understanding the determinants of health impacting each individual and acting with that knowledge.
- **Continuous Improvement** ensures customer and staff 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 designed to attain breakthrough results.

### **Objective 3: Care Excellence and Community Health Improvement:**

Bellin Health is steadfast in our accountability to provide high quality, compassionate, safe and coordinated care that is accessible and affordable for everyone. With a relentless desire for improvement, we use our expertise, technology, relationships and financial resources to positively impact community health at the local and global levels.

### **Objective 4: Growth & Sustainability:**

Bellin Health continues to be a financially strong organization by increasing the number of people aligned with us and being recognized for providing the highest quality and lowest cost of care in the nation. Our positive financial performance is reinvested in the communities we serve.