

February 26, 2020



Public Affairs
Council

Developing and Deploying Mission, Vision, and Values Statements

Public Affairs Council

Our Panel



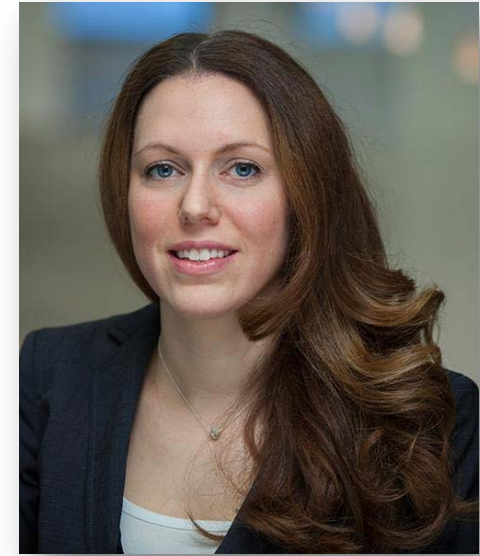
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Today's agenda

Welcome and Introductions

- Introduction and learning objectives
- Brief background on the Council

The Glossary

- Say what?
- Why you say it

The Process

- Background research
- Message development
- Testing and revision

Spread the Word

- Developing a launch strategy
- Using for other communications pieces
- Staying centered

The Glossary

Mission, Vision, and Values Statements

- Mission: What we do.
- Vision: Where we want to be.
- Values: How we do what we do AND how it will take us to where we want to be

What's not going to change in the next five years?



**Rallies
employees
behind a
greater
purpose**



**Redirects
focus on the
future**



**Provides a
template for
decision
making**



**Enhances
reputation
from the inside
out**

Case Study: Federation of American Hospitals



<https://www.fah.org/mission>



Mission

The Federation of American Hospitals represents leading tax-paying hospitals & health care systems to advance public policy, ensuring patients & communities have access to high-quality & affordable health care



Vision

An America in which every patient receives the right health care when & where they need it.

VALUES/ STRATEGIC GOALS

- » High-quality & affordable health services across the care continuum
- » Comprehensive health coverage
- » Patient choice of provider & care setting
- » Around the clock emergency services & essential crisis response
- » Fair & competitive payment for health care services
- » Tax-paying hospitals contributing to community needs
- » Major employers boosting local economies
- » Market-based solutions that put patients first

The Process

Background Research



Message Development



Testing and Revision



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Spread the Word

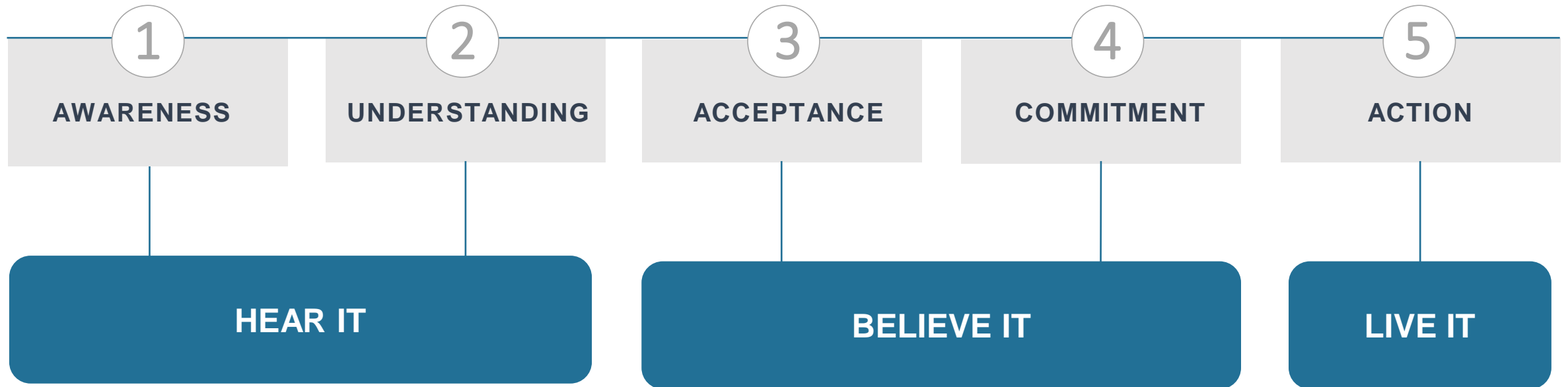


Bringing your values to life: the long term view

•Deploying your newly created mission, vision, and values statements should not be a one and done project. Post-launching these statements to your employees and stakeholders, a long-term campaign approach will help ensure employees begin to embody these values in their daily jobs and in turn help shape internal and external reputation.



Bringing your values to life: Sample tactics



- All employee town halls
- Launch toolkit including creative, TPs/Q&A
- Digital signage, breakroom signage,
- Creation of ambassador program to help disseminate to the front lines

- Employee reward program
- Video series highlighting values in action
- Roadshow from execs with Q&A sessions
- Digital advertising campaign

- Track employee satisfaction rates
- Track external reputation scores

PRINCIPLES TO CONSIDER



**PRACTICE WHAT YOU
PREACH**



**ACTIVATE AND
INVOLVE**




**RECOGNIZE AND
INCENTIVIZE**



LEAD WITH STORIES

Spread the Word

[HOME](#) [ABOUT FAH](#) [MEMBERSHIP](#) [ISSUES & ADVOCACY](#) [FOR THE RECORD](#) [BLOG](#) [CONFERENCE](#) [NEWSROOM](#) [MEMBER LOGIN](#)




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FAH HOSPITAL POLICY BLOG

Perspectives on health policy affecting America's hospitals and the patients we serve.



Who Is FAH

FEBRUARY 14, 2020 | FAH POLICY BLOG TEAM

CATEGORY: [FAH NEWS](#)

Whether your loved one is getting cancer treatment at Willamette Valley Medical Center in Oregon or you need emergency care at Delray Medical Center in Florida – the Federation of American Hospitals (FAH)'s 1,000+ hospitals are a lifeline for patients in communities coast to coast.

Our goal is simple: an America in which every patient receives the right health care when and where they need it.

Our members provide health care services in urban and rural America in a wide range of settings that include everything from inpatient rehabilitation and long-term acute care hospitals to psychiatric and cancer treatment centers.

As an organization, our mission is to advance public policy that ensures patients and communities have access to high-quality and affordable health care.

Our member companies are comprised of leading tax-paying hospitals and health care systems. Together they represent nearly 20% of U.S. hospitals – accounting for nearly 150,000 hospital beds nationwide.

Our facilities don't just care for the sick and injured, they also contribute to robust local economies. FAH membership employs more than half a million people in 45 states.

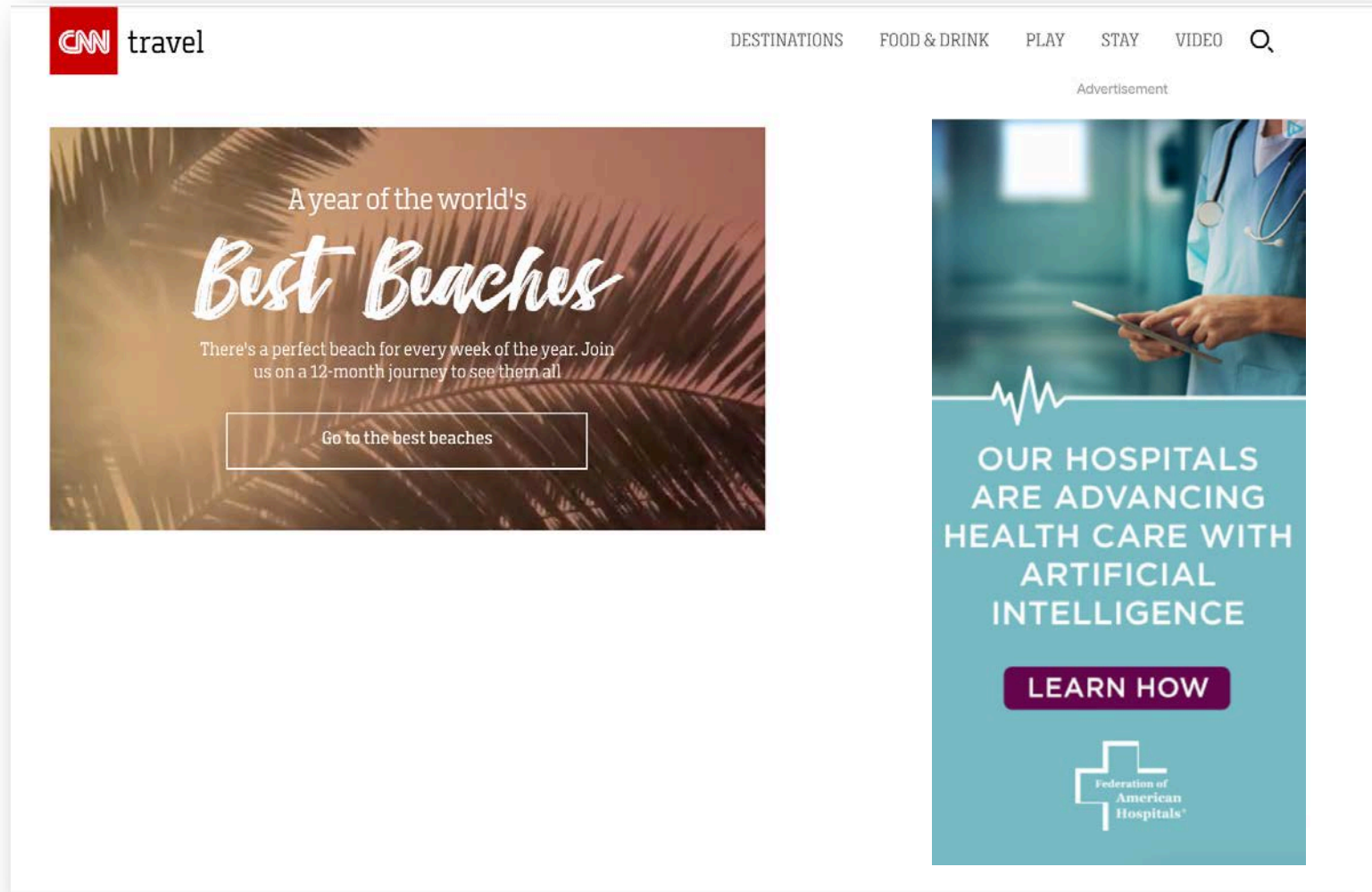
These facts reflect the impact of FAH and our member companies. The health care delivery system is changing, and we are in the middle of

RECENT POSTS

CATEGORIES

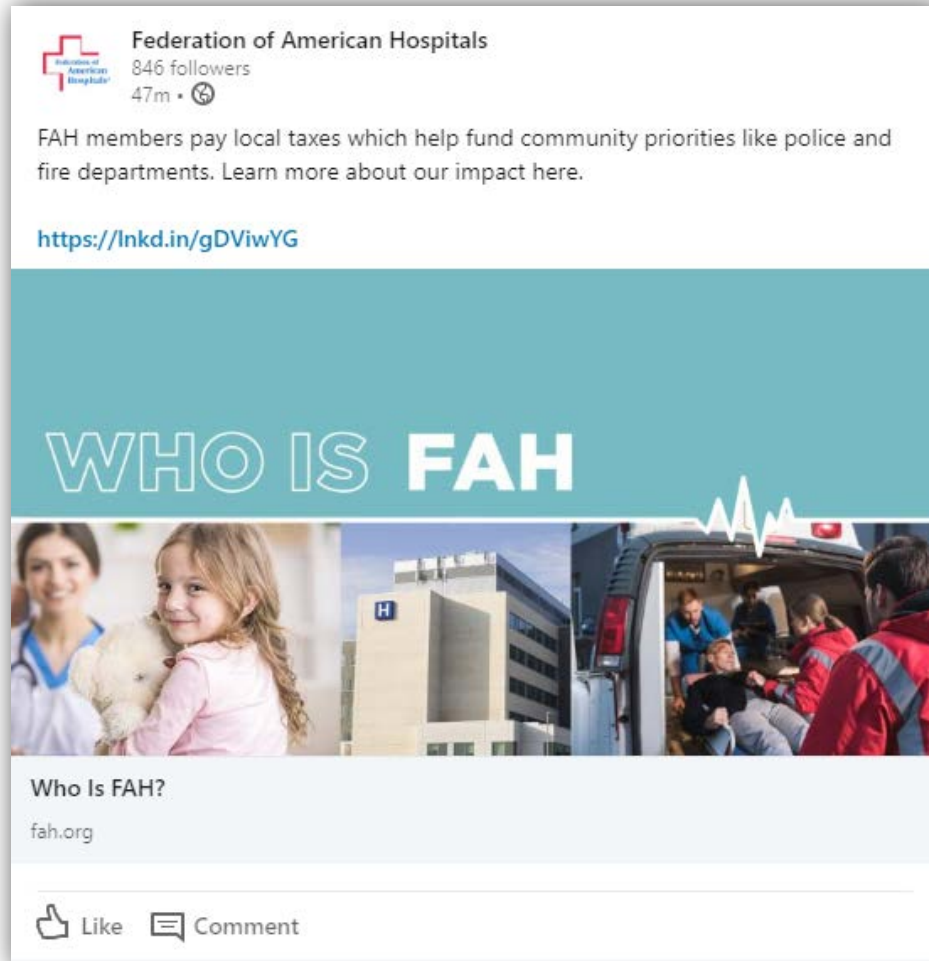
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Spread the Word



Spread the Word

fah.org/mission



Spread the Word

Hospitals In Focus with Chip Kahn

**Fed of American Hospitals**
Sponsored • Paid for by Federation of American Hospitals, Inc.
ID: 1430457387131383

It's LifePoint Health's mission to make sure every patient in every community receives high-quality health care.



Hear How They Do It
Quality care, no matter where
WWW.FAH.ORG

[Learn More](#)

**Federation of American Hospitals**  @FAHhospitals · 21h

Need a [#podcast](#) for the commute home?

Listen to [@chipkahn](#) and [@LifePointHealth](#)'s David Dill talk to you about high quality health care for the next 21 minutes.

link.chnl.com/DavidDill



 **DON'T MISS THE LATEST EPISODE OF**
H HOSPITALS
IN FOCUS
WITH SPECIAL GUEST
DAVID DILL,
PRESIDENT & CEO OF LIFEPOINT HEALTH

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Questions?

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Appendix: Additional Mission, Vision, and Values Statements

EXAMPLES



Vision: To become the world's most loved, most efficient, and most profitable airline.

Mission: The mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit

Values:

- **Live the Southwest Way**
Warrior Spirit
Servant's Heart
Fun-LUVing Attitude
- **Work the Southwest Way**
Safety and Reliability
Friendly Customer Service
Low Costs



Vision: to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices

Mission: to "serve consumers through online and physical stores and focus on selection, price, and convenience

Values:

- Customer obsession (not competitor focus).
- Operational excellence.
- Passion for invention.
- Long-term thinking.