



Watsonville Community Hospital & Pajaro Valley Healthcare District

MISSION, VISION, VALUES PRE READ

June 23, 2023

WATSONVILLE
COMMUNITY HOSPITAL

FOUNDATIONAL CULTURE ELEMENTS

Mission, Vision, Values Development

Having a strong, shared sense of purpose (Mission), aspirations (Vision) and behaviors (Values) are critical elements of a healthy organizational culture. These elements influence every aspect of the WCH experience and are proven to:

- Increase engagement and retention
- Articulate clear, equitable performance standards
- Establish a trusted framework for strategic decision making, especially in moments of significant change
- Strengthen community partnerships and patient relationships

DEFINING KEY TERMS

Mission, Vision, Values Development

1

Mission

Describes the purpose of our organization and establishes the expectations for daily operations. It should be exciting and emotional – the driving force for why you come to work.

2

Vision

Aspirational and bold, this lays out the path ahead and tells how we intend to impact the world; it should instill pride, driving us to action and differentiation.

3

Values

Words that guide and direct our organization, our culture and link to our brand. These are the distinctive set of ideas that lock in the exemplary qualities we want our team to embody.

LISTENING TO OUR TEAMS AND COMMUNITY

Mission, Vision, Values Development Process

342

Survey
Respondents

80+

Focus Group
Participants

- The survey included 331 English and 11 Spanish submissions
- Focus groups included physicians, frontline employees, directors, partners, donors and administrators

A New Mission Statement

Two Options

1. We are the community partner and compassionate healthcare provider our **families, friends and neighbors** deserve
2. We provide the **compassionate, exceptional care** our **diverse community** deserves

A New Vision Statement

Two Options

1. To be our community's **partner, provider** and **employer** of choice **for generations to come**
2. To be the **community's quality care provider for generations to come**

A New Set of Values

- **We put people first.** We put the health and wellbeing of people first in every decision and every experience.
- **We earn trust.** We work as a team to earn the trust of everyone we interact with.
- **We are family.** We embrace the family traditions, culture and diversity of our community every day.