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

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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.

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Carolinanas HealthCare System