The Children’s Way Elevator Speech

At Children’s, we don’t simply care for kids. We care for the most amazing people on Earth. And for more than 90 years, we have championed the special health needs of these brave, bold, resilient, amazing people. Yet today, we are facing an unprecedented time of change as the health care industry is under pressure to cut costs and improve quality. These challenges are intensified as payer reform, technology, and rising consumerism change the rules of our business and the expectations of patient families.

As the regional leader in kids’ health care, Children’s has an obligation to confront these challenges and an opportunity to reimagine pediatric health care. With the vision to become every family’s essential partner in raising healthier children, we want to move beyond episodes of illness or injury and be there for kids and families throughout childhood. To do this we must deliver an experience unlike any other, make access to health care easier, and organize with the community in innovative ways. But it all starts here, with us, passionately joining together around a set of values designed to guide the way we communicate and engage with each other, our patients and our communities. Because when we do, every child and every family will have a better chance to enjoy a life of health and happiness. This is the Children’s Way. Join us.