

# THE CHILDREN'S WAY



## OUR MOTIVATION

Mission statement clarifies the purpose and path we walk to achieve our vision.

We champion the health needs of children and families. We are committed to improving children's health by providing the highest-quality, family-centered care, advanced through research and education.

## OUR ASPIRATION

Vision statement identifies what our company would like to achieve or become as we move forward.

Every family's essential partner in raising healthier children

## OUR OBLIGATION

Values reflect the behaviors that are truly important to us as an organization in order for us to live out our brand promise and achieve our vision.



Kids first.



Listen, really listen.



Own outcomes.



Join together.



Be remarkable.

## OUR DIRECTION

Strategic pillars define the overarching objectives, tactics and techniques we will employ to achieve our vision.

Improve the health of all kids

Redesign the care experience

Grow in partnership

Drive value and affordability

## OUR DISTINCTION

Brand positioning defines the unique experience we promise to deliver to our customers so we fulfill our mission.

Reimagining health care for the most amazing people on earth