

LEE MEMORIAL HEALTH SYSTEM BOARD OF DIRECTORS

POLICY MANUAL

no. 10.01D

category: General Operations

title: Mission Statement/Strategic Objectives

original adoption: 01/08/91

revision date: 07/23/93

07/31/98

11/30/00

07/26/02

supersedes no. 10.01C

PURPOSE:

To define the Mission and Strategic Objectives of Lee Memorial Health System.

POLICY:

The Mission of Lee Memorial Health System shall be as follows:

To continue to meet the health care needs and improve the health status of the people of Southwest Florida by:

Providing quality primary, secondary and selected tertiary health care services in a personalized, convenient and cost-effective manner with a dedicated health care team;

Meeting or exceeding customer expectations and addressing the spiritual and emotional needs of patients and their families;

Promoting wellness, healthy lifestyles, community health education programs and a collaborative community effort;

Maintaining a financially viable delivery system with multiple care sites to generate the resources needed to make essential health care services available to all, including those unable to pay;

Remaining a public not-for-profit community health care leader and resource.

The global Strategic Objectives of Lee Memorial Health System shall be as follows:

1. To maintain and enhance the Health System's position in its service area.
2. To continue to provide quality primary, secondary and selected tertiary care services.
3. To continue to develop outpatient medical and diagnostic services and health promotion services which directly serve community needs.
4. To further enhance the image of the System's as a comprehensive healthcare facility.
5. To focus on major innovations geared to increasing healthcare productivity, designing new cost effective delivery systems and providing price competitive services.

The intermediate objectives of the System are to fulfill the Mission and pursue the global Strategic Objectives by enhancing the competitive position of the System through focus on quality, access, and cost