

**Our Mission:** Health is All We Do

**Our Vision:** We will reimagine health, health education, and discovery to create unparalleled value.

**Our Values:** The following Values guide us in everything we do at Jefferson, ensuring that we serve our patients and each other to the best of our abilities and create the foundation for achieving our goals as we transform Jefferson – and health care.

### innovation

Renew, change or create ideas, services, technologies and/or ways of doing things that provide organizational value.

#### Behavioral Anchors

- Creative – Is inquisitive and thinks outside the box. Creates new and unique ideas and/or ways of doing things.
- Embraces Change – Accepts change with willingness. Contributes to the implementation of new ideas.
- Agile – Responds quickly and effectively to changing situations.

### service excellence

Provide exceptional service to our customers, including students, alumni, benefactors, clinicians, patients, families and fellow employees.

#### Behavioral Anchors

- Responsiveness – Ensures customer satisfaction, timely and quality execution; maintains focus on the best interests and safety of customers.
- Professionalism – Consistently demonstrates competence, good judgment and civility.
- Empathy – Acknowledges and considers others' thoughts, feelings, and perspectives.

### collaboration

Work effectively with others across the Jefferson community to achieve a common purpose and create value.

#### Behavioral Anchors

- Honest Communication – Provides candid and constructive feedback to others; settles issues directly and cooperatively.
- Engages Others – Takes initiative to involve appropriate stakeholders to achieve results.
- Inclusiveness – Openly shares information and resources; seeks diverse perspectives in order to solve problems and achieve organizational goals.

### ownership

Take responsibility for achieving excellent results.

#### Behavioral Anchors

- Accountability – Accepts personal responsibility for individual actions, job performance, and organizational outcomes.
- Focus – Balances multiple and competing priorities to achieve best outcomes.
- Organizational Citizenship – Takes action to benefit the organization, even if it is not necessary to complete one's job.

### respect

Demonstrate a consistently open-minded, courteous and compassionate approach to all.

#### Behavioral Anchors

- Consideration – Demonstrates awareness of and high regard for the feelings and rights of others.
- Integrity – Demonstrates ethical behavior grounded in adherence to the Code of Conduct and organizational standards.
- Embracing Diversity – Demonstrates awareness of and appreciation for the differences of others.

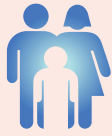
### empowerment

Take action to control work and decision making to affect positive outcomes.

#### Behavioral Anchors

- Initiative – Seeks out and/or accepts additional responsibilities in the context of the job.
- Courage – Perseveres and withstands challenges and/or difficulties to achieve a better organizational result.
- Solution Oriented – Looks for solutions to problems and challenges.

# Our Blueprint for Strategic Action



## Patients and Families First

We will improve the health of our patients, families, and community through comprehensive, personalized, cost-effective, quality care.

- Promoting health and well being
- Providing patient-focused "Care with Caring"
- Displaying a passion for delivering a great "Patient Experience"
- Achieving top-decile quality and outcomes
- Facilitating a culture of safety
- Creating patient/provider-friendly facilities
- Developing innovative patient engagement processes and technologies



## One Jefferson

We will align clinical, educational, and research missions to accelerate innovation.

- Fostering a culture of diversity and inclusion
- Offering a "best place to work, practice, and learn" environment
- Leveraging and promoting synergy among missions with cross-institution accountability
- Making efficient and effective financially responsible decisions
- Encouraging "The Jefferson Experience" where "Everyone Matters!"



## Seamless Clinical Enterprise

We will define the future of medical care.

- Creating an entrepreneurial academic clinical enterprise
- Developing extended specialty and primary care networks with regional satellite facilities
- Offering a menu of physician relationship models to attract the best and brightest to Jefferson
- Aligning our budgetary model and incentives
- Collaborating with local, regional, and national partners
- Initiating innovative "Systems of Care"/ population health models
- Maintaining an exceptional community health status
- Building a robust clinical trials infrastructure



## High-Impact Science

We will develop a research infrastructure and culture that incubates ideas and creates value.

- Focusing on a programmatic approach across basic, translational, and clinical health services research
- Empowering our researchers by deploying state-of-the-art shared resources that harness our scientific intellect
- Showcasing our intellectual property and engaging entrepreneurial companies to invest in our breakthrough science
- Engaging with external capital and philanthropic partners



## Programs of Global Distinction

We will integrate our tripartite missions (education, patient care, and research) to distinguish ourselves in selected areas of focus.

- Focusing our efforts and resources on areas of greatest impact
- Creating exceptional clinical destination programs
- Developing programmatic research themes and multidisciplinary institutes
- Designing interdisciplinary degrees and certificates that meet the needs of an evolving healthcare environment
- Engaging with local communities in most need of our help



## Forward-Thinking Education

We will reinvent health sciences education to meet the needs of future delivery models.

- Retaining and hiring professionals with unique value-driven competencies
- Creating an interprofessional center for health learning
- Offering health profession education programs that address the emerging needs of an evolving healthcare market
- Advancing the integration of new learning models
- Encouraging life-long/continuous learning opportunities for our alumni

## Foundational Enablers: Partnerships. Diversity. Technology. Philanthropy.

These four enablers support the six vectors of the Blueprint for Strategic Action, allowing the "new" Jefferson to achieve our mission and vision – facilitating and fueling our capacity to achieve our strategic initiatives.